

American Jewelry Design Council 2012 AJDC New Talent Contest Guidelines

This contest is open to designer/manufacturers who currently sell work from their collections on a wholesale basis to stores. The contest offers an entry into the major international jewelry marketplace at the Jewelers of America Show, held at the Javits Center in New York City each summer.

The winner receives a free booth in the prestigious New Designer Gallery of the New York JA Show. In addition, the winner also receives high-profile media attention plus professional support from members of the AJDC. This is a terrific opportunity for emerging jewelry designer/manufacturers as it can propel a career into the center of the international jewelry design marketplace.

In order to be considered, applicants must:

1. Be designer AND owner of a jewelry manufacturing business, and
2. Currently be in the business of selling wholesale to stores, and
3. Produce all of their jewelry in the United States, and
4. Not have exhibited at a previous New York JA show.

Selection is based on the following criteria: design, originality, craftsmanship and marketability. Finalists not selected as the winner are referred to Jewelers of America for consideration for the New Designer Gallery.

Schedule:

Application deadline – February 10, 2012

Notification – March 1, 2012

JANY Summer Show and Award Ceremony - Summer 2011

Applications are accepted via digital files or by mail. Please refer to submission directions below.

Application -

Applicant's Name:

Business Name:

Full Address:

Phone:

Fax:

Email:

Website:

Description of products:

Current means of marketing: (trade shows, sales reps, ads, etc.)

Years in operation:

Number of employees:

How many stores did you sell to in the last 12 months?

Production is: _____ % in house and: _____ % outside contractors

Please read and Initial:

I am the designer and owner of the above named business. My products are manufactured solely in the United States of America. I have not previously exhibited my work at a JA Show. I agree to abide by the AJDC contest rules and the exhibition rules of JA.

Initials:

Date:

Digital Submission Directions:

Applications must include the following:

1. Completed application.
2. Ten high resolution digital images of the work you plan to exhibit. Images should be at least 4 x 6 inches at 300dpi.
3. A statement about your work (up to 100 words).
4. A biography or resumé.
5. Reprints of media appearances.
6. Initialed statement acknowledging that you have read and understood the contest rules and that all information provided is accurate and true.
7. An application fee of \$90, payable via PayPal.



Cut and paste the application above into a word file and complete.

Place the application, images, and other required information files into a single folder. Use your company name to name the file and compress it using Zip or another compression application.

Send your final files to alan@revereacademy.com via www.yousendit.com or another FTP (file transfer) program.

Please contact Alan Revere at alan@revereacademy.com for additional guidance or questions in this process.

To mail application:

Applications must be sent in a 9 x 12 envelope. No other packaging will be opened.

Applications submitted by mail must include the following:

1. Completed and signed application.
2. Ten, high resolution, digital images on a CD of the work you plan to exhibit. JPG or TIF files acceptable, 300 DPI, RGB color mode, 4 inches on the smallest side.
3. Individual printouts of the ten images on the CD. Applications without printouts will not be considered!
2. A statement about your work (up to 100 words).
3. A biography or resumé.
4. Reprints of media appearances.
5. Promotional material including a business card.
6. An application fee of \$90, payable via PayPal.
7. If you want your materials returned, include a stamped, self-addressed, 9"x12" return envelope.

Mail applications to: AJDC New Talent Contest (Attention: Alan Revere)

760 Market Street, Suite 900
San Francisco CA 94102

