

## **Cairo Design Award CDA 2019**

### **Category: Jewelry**

#### **Submission Guidelines and Format**

##### **Jewelry Subcategories:**

- i. Jewelry Collection**
- ii. Final Piece**

##### ***Anonymity***

***Important Note: Applicant's identity must be obscured on all texts, drawings and images submitted.***

##### **General Submission Format**

###### **Only 1 PDF File:**

**NAMES AND PERSONAL IDENTITY DETAILS ARE NOT TO BE IDENTIFIED IN THE PROJECT SUBMISSION PDF FILE.**

###### **File Name/Title:**

Name of the uploaded file and the title provided in the "Title" field should be the same.

Please rename the file as per the guidelines below before uploading it.



### **Individual Submission:**

First two letters of the applicant's Last Name  
4 digits from the applicant's date of birth DDMM

Example:

Name: Mark Duke

Date of Birth: 03/01/1982 (DD/MM/YYYY)

Therefore, the file name would be: **DU0301**

### **Team/Company Submission:**

In the case of applying as a team/company, applicants will be required to adjust their CDA account according to the below.

1. Use the "First Name" slot to identify the team/group/project's FULL name. Use the "Last Name" slot as "Team" or "Group" or "Project" or "Company", whichever best describes the group of applicants.
2. Add the same information in the FULL Company Name in the "Company" slot, and add the position within the company/team of the person making the submission.

File Name Format:

First two letters of Company Name

4 digits representing the month and year the project was designed MMYYYY

Example:

Team/Company Name: Future Vision Company

Completion date of the design: March 2015 (MM/YYYY)

Therefore the file name would be: **FU032015**

### **Attention:**

Please make sure that the group/company agrees to apply the project to CDA. Please read the Terms & Conditions, as well as the Terms of Use files available on the CDA website.

Team/Company submissions must be applied as such, and therefore must choose the "Team/Company" subcategory, and therefore require to be paid as a "Team/Company". Teams that have any one member of the group exceeding the age 30 years must choose the "Above 30" subcategory.

**File Requirements:**

Total file maximum size 20MB

A3 Landscape Format (Horizontal)

**Image Specification:**

Screen Resolution of at least 100 dpi (Please keep a 300 dpi version of the project available, in case the project is shortlisted).

A caption must be included for each image

If there are images used in the submission that have not been created by the applicant team, the applicants **MUST** give credit to the original owner/creator of the image in the caption below it.

A submission to any of the “Jewelry Design” subcategories shall be only 1 PDF file, consisting of:

**A. Submission File (Anonymous)**

The Submission file is to include:

**A. Text Section:**

Should include text explaining the entry data in the following order:

1. Collection/Piece Title
2. Type(s) of piece(s)
3. Main materials used
4. Size of product(s) (in cm):
5. Product Statement: a brief description (Maximum 300 Words) explaining the concept and inspiration chosen, as well as technical details and making methods.

**B. Images Section:**

### Maximum of 10 Images

The technical details and making methods have to be clearly identified and presented in the drawings/images.

Entries should include as much detail as possible, including:

1. Mood board for the chain of thoughts (this could include photos and links to videos)
2. Drawings for the pieces
3. Technical Drawings
4. For the “Jewelry Collection” subcategory entry, please include reference pictures of the design.
5. For the “Final Piece” subcategory entry, please include a picture of the physical product accompanied by conceptual statement, technical statement.

### **General Information for Jewelry Design Submissions**

- Designers/Entrants are free to create any theme of their own and the inspiration behind, type of piece(s) is not limited to: necklaces, earrings, rings, bracelet... etc.
- Designers must specify if the jewelry piece(s) is to be worn daily or on the cat walk to see their ultimate level of creativity in designing.
- The submitted entry should be visually appealing to reflect an understanding of the theme. Pieces/Piece made have to be wearable.
- Entrants must demonstrate outstanding craftsmanship, aesthetic appeal, a balance between technical excellence and commercial appreciation, and fulfil a benefit for the end consumer.
- Pieces submitted within a collection shall be assessed and judged as a whole collection and not individually.

**Eligible Types of Jewelry:** 1. Contemporary Jewelry using different materials

2. Fine Jewelry Designs including precious stones (diamonds, sapphire, emeralds... etc.)
3. Fine Jewelry Designs including semi-precious stones (amethyst, lapis lazuli, turquoise... etc.)
4. Plain 18 karat Gold Jewelry designs
5. Filigree Jewelry Pieces (using silver or gold)

**If/When Shortlisted:**

When/if a submission is shortlisted, the applicant/s will be requested to provide an identical high-resolution PDF File including (in the following format):

- Landscape Format (Horizontal)
- 300 dpi / Print Quality
- A1 Size (84.1\*59.4) **(3 boards maximum per project)**
- Shortlisted projects will be exhibited prior to the Awards Ceremony, and subsequently must be submitted according to the timeline provided on CDA website (please refer to timeline).

If entry is shortlisted, applicant **must** comply to the below:

- For entries shortlisted under the “Jewelry Collection” subcategory, at least one actual piece from the collection/ Parure may be requested to be presented/ created for final evaluation (piece according to designer’s choice).
- For entries shortlisted under the “Final Piece” subcategory, the product may be requested to be presented for final evaluation.

**Guidelines for delivery of shortlisted designs when requested:**

- The shortlisted item(s) requested for delivery must be ready for delivery within the communicated time, and according to the below instructions.
- An entry comprising several parts must be accompanied by simple assembly and disassembly instructions. It is strongly recommended.
- The item must be designed so that it can be easily packaged, transported, and exhibited. The jury and/or organizers reserve the right to refuse an entry which is difficult to transport, install or handle.
- Shortlisted projects will be exhibited prior to the Awards Ceremony, and subsequently must be submitted according to the timeline provided on CDA website (please refer to timeline).
- A delicate or fragile entry must be clearly marked as fragile or delicate. It is strongly recommended that you pack and install a delicate or fragile piece yourself.
- All items can shall be collected after the announcement of the final 5 shortlisted designs.
- An item that arrives obviously damaged, despite the reason, will be disqualified.

### **Applicant Eligibility Criteria**

Designers eligible to apply to CDA must be:

- **Egyptian (nationality)**  
**(Residing in Egypt or outside of Egypt)**  
*Proof of nationality may be requested*
- **At least 18 years of age**

### **Submission Eligibility Criteria**



- All submissions must be finalized with payment before the announced deadline.
- Please review each category/subcategory guidelines as more specific criteria may apply.
- All entries need to be completed online and in English via the CDA website. Applicants will need to submit a PDF file for each submission as per the guidelines indicated for each category/subcategory.
- Each submission **must only include** a single project.
- An applicant is allowed and encouraged to make more than one submission; a new submission fee must be paid for each new submission. There is no restriction on number of submissions per applicant.
- Submissions will not be considered for evaluation until final payment of the submission fee is validated and confirmed.
- CDA will move/transfer a submission to a more suitable category/ subcategory should the CDA panel of judges find this appropriate.

## **Submission Payment Fees**

The applicant must choose to submit their design under the correct type and accordingly pay the corresponding submission fees as below:

### **Under 30 Years old: (Individual or group)**

Early Bird: 8 <sup>th</sup> of August– August 31 <sup>st</sup> 2019	500 EGP
Regular: 1 <sup>st</sup> of September – 20 <sup>th</sup> of September 2019	1000 EGP

### **Above 30 Years old: (Individual or group)**

Early Bird: 8 <sup>th</sup> of August– August 31 <sup>st</sup> 2019	1000 EGP
Regular: 1 <sup>st</sup> of September – 20 <sup>th</sup> of September 2019	2000 EGP