

HRD AWARDS
2015

INTERNATIONAL
DIAMOND JEWELLERY
COMPETITION

A la Carte

A Culinary Journey



HRD Antwerp is pleased to announce the launch of the 16th edition of the HRD Awards, the world's leading design contest in creative and innovative diamond jewellery.

In the framework of World Expo Milano 2015, which will run from May 1 to October 31, 2015, HRD Antwerp will organize the HRD Awards, with a theme that fits in with the overall World Expo theme "Food".

A LA CARTE | A Culinary Journey, the theme of the competition

Designers are invited to delve into their own culinary heritage, in order to produce brilliant diamond jewels.

Why participate?

- The HRD Awards introduces young designers to the international jewellery scene.
- This international competition is open to all.
- Participation is free of charge (on individual bases only).
- The competition offers a promotional platform and stimulates creativity.
- Unique opportunity to experiment with diamonds.
- The winning collection will be exhibited and promoted worldwide at exhibitions, international jewellery shows, events and galleries (travelplan tbc.).
- An expert jury of international renown will judge your design.

Your Award

The winning design will be awarded with a cash prize of 10,000 USD. The four finalists will get 2,500 USD each.

Grand Finale and Award Ceremony

A scintillating celebration and top networking event that gathers captains of industry, the fine fleur of the international diamond and jewellery world, international media and trade press as well as the five finalist.

The theme is your food for thought

Food and culture: our relationship with food is a complex one, from biological to cultural, from nutritional to symbolic. Our cultural identity depends on food. What one eats defines who we are.

Your challenge: exploring earth's inexhaustible wealth of flavours and tastes, to cook an exquisite dish and translate your mouth watering recipe into a unique diamond jewellery piece, that tastes for more.

Your inspiration: your favourite dish, smell, taste, your grandmothers kitchen secrets, odors that bring you back in time, the past recaptured seasoned with local ingredients....

The icing on the cake: your unique design commercialized. In cooperation with a jewellery manufacturer, your unique jewellery design can be translated into a commercial line. A unique partnership between HRD Antwerp, jewellery manufacturer and designer.

Win-Win: an agreement will be drawn up to the benefit of all partners involved. Manufacturer/retailer will x % royalty to designer and y % to HRD Antwerp. Jewels sold need to be accompanied by a customized HRD Antwerp Diamond Certificate or a Diamond Jewellery Report with reference to the HRD Awards.

To participate, register on our dedicated website www.hrdawards.com

You will receive one registration number and a password (login). These should be used at all times and for all entries. You can upload as many designs as you please.

Jury and Selection

A professional jury will pre-select the designs that will enter the next stage of the competition: the actual creation of the jewel. Diamonds are provided by Antwerp and international diamond companies.

International experts: the winning jewels will be selected by an international jury of jewellery experts.

Our expert jury over the years: Harumi Arikawa, CEO Albion Art, Tokyo - **Didier Brodbeck**, Editor in Chief, Diamond Dreams, Paris - **Laura Cappelletti**, Publisher Vogue Gioiello, Milan - **Ann De Meulemeester**, Fashion Designer, Antwerp - **Virgenie Egre**, Studio Joaillerie, Christian Dior, Paris - **Axel Enthoven**, CEO EADC, Antwerp - **Fritz Falk**, Curator Schmuckmuseum, Phorzheim - **Susan Farmer**, Diamond Information Centre, London - **Joanne Hardy**, Director Jewellery Department Sotheby's, London - **Pascal Lepeu**, Collection Cartier, Genève - **Jan Hoet**, Curator SMAK, Ghent - **Françoise Izaute**, Director Platinum Guild International, Milan - **Prof. Zou Ningxin**, University Beijing - **Johanne Riss**, Fashion Designer, Brussels - **Raymond Sancroft-Baker**, Director Jewellery Department Christie's, London - **Prof. Dr. Yoko Takagi**, Bunka Josshi University, Tokyo - **Prof. Dr. David Watkins**, Royal College of Art, London ...

Rules and procedures

Please read them carefully.

Deadline for registration and submission of designs: October 31, 2014

- **Start registration & uploading of designs: september 1, 2014**
- Key dates and timing of the HRD Awards 2015: www.hrdawards.com/datesandtiming
- Join us on Facebook and follow us on Twitter!
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