



Dear Award Entrant,

Auckland Beads Ltd is proud to be presenting the third **Auckland Beads Award 2011**.

Entering a competition of this type has unique advantages, the prizes, of course, good to receive and exhibiting in a selected exhibition looks great in your artistic CV, but there is more to be gained: designing to the requirements of a category, is not a limitation, but an opportunity to take your costume jewellery to another level. Think about the design criteria as a brief from a customer that you really want to please.

Carrying a concept through all the stages of the design process can be challenging. The design process can provide the most joy for a designer, but at any stage it may not be easy going. The excitement and despair are all part of the process. My own experience of decades of designing commissioned works has taught me to value this process. I have found that sometimes the greater the despair the better the end result and the happier the client.

We hope you have an amazing time by entering the AB Award 2011, and when you feel stuck, put it aside and try a new angle. What you learned in that first process is immensely valuable and not to be underestimated when it comes to subsequent design projects.

Linley Main



Swarovski International NZ Ltd is again sponsoring a category with a contemporary theme **“Crystal Flower Power.”** That is a clear brief - how can you turn one set of crystal shapes into another or how can you use a timeless perhaps classical product and transform it into a current fashion statement?

Apparel Magazine - Since 1969, Apparel magazine has been covering all aspects of the fashion trade in New Zealand, and are delighted to be sponsoring a category that is the perfect platform to demonstrate a designers ability to create a range of jewellery. **“Jewellery for the Catwalk”** – the winners entry will be featured in Apparel magazine in an editorial and advertising package to the value of \$2,200.00, providing valuable exposure for the winner and fast tracking their profile directly to the decision makers and influencers within the industry.

Cartridge World, Takapuna - has generously offered a prize of a fabulous Oki 5800 Colour Laser Printer valued at \$1000.00. Cartridge World Takapuna has supplied, for 10 years, the ink that prints the Auckland Beads catalogues and other publications. **“The Print Out”** category is an open design section that requires that you incorporate into the design at least 50% of products from Auckland Beads ‘Print Outs’, the rest is up to you.

Wishing you happy designing, the team at Auckland Beads

Linley, Debbie, Emma, Lynne, Dorothy, April-Lee, Sue and Norbert.

Name _____

Address _____

Phone _____

Fax _____ Email _____

Please tick one category

Professional Jewellery Designer (anyone on-selling costume jewellery)

Business Name/Label _____

Design Student: Design School _____ Student ID Number _____

Designer statement (required for exhibition catalogue) - 100 words max. Yes No

Please tick the categories you plan to enter

Crystal Flower Power Jewellery for the Catwalk The Print Out

Entry Fee - non refundable after 30th Dec 2010 Total \$50.00 Enclosed Yes No

Method of payment: cash, cheque (payable to Auckland Beads Ltd), credit card (Visa, Mastercard or American Express) or internet banking (ensure payment identifiable by your name).

Card number _____ Expiry date _____

Name on card _____

Please sign below to give Auckland Beads Ltd or sponsors permission to photograph entries and publish photos in the award catalogue or other publications.

I agree to pay for return freight costs, if entries are not selected or unsold.

Signature of Entrant _____ Date _____

Post to: Auckland Beads Award, PO Box 32-616, Devonport, Auckland, 0744, New Zealand

Office use only

Number of entries received _____ Total entry fee received \$ _____