



JMA
INTERNATIONAL
JEWELRY
DESIGN —
COMPETITION 2017

國際珠寶設計比賽



前言 Foreword

「JMA國際珠寶設計比賽」(下稱：「比賽」) 由香港珠寶製造業廠商會及《香港珠寶快訊》主辦，已舉辦超過十七年，一向得到香港珠寶業界大力支持。

JMA International Jewelry Design Competition is organized by Hong Kong Jewelry Manufacturers' Association and HKJE magazine. Since 1998, it has been receiving continuous support from the jewelry industry of Hong Kong.

宗旨 Objectives

1 鼓勵世界各地珠寶設計師之間的創意交流。

To act as a global platform for designers to communicate and share creative ideas.

2 推廣優質的珠寶設計，提升香港珠寶設計水準。

To promote design excellence in the jewelry industry and enhance Hong Kong's jewelry design standard.

比賽主題：珍·飾 Theme：TRESOR



2017年，香港珠寶製造業廠商會正踏入29周年，於邁向三十之際，回望過去，實在有不少值得「珍·飾」的動人故事。藉着一件件珍瑰的首飾，留住每個值得珍藏的定格：時間、生命、一草一木、一段感情、一份榮譽，甚或只是一顰一笑，眼前擁有的都值得我們好好珍惜。

In 2017, the Hong Kong Jewelry Manufacturer's Association is entering its 29th anniversary. It makes the theme "TRESOR" more meaningful on the occasion of the approaching 30th anniversary. A magnificent jewelry can always be a kind of art treasures. Let us cherish what we now have: our time, our life, our nature, our love, our honor, and even a fleeting smile. They are a gift worth treasuring.

參加辦法及守則 Conditions of Entry & Rules



【公開組 Open Group】

參賽者必須得到一家本地/海外註冊的珠寶製造公司贊助其入圍作品，並承擔入選後將設計圖樣製成首飾。獲入圍之作品實物自費送達主辦機構後，將由主辦單位負擔珠寶綜合保險投保費用，直至比賽完成或作品退還參賽者/贊助公司(以較早日期為準)。

All contestants must seek sponsorship from a Hong Kong or Overseas registered jewelry company for production of jewelry pieces. Should the design sketches be elected for final round of judging. The contestants should take good care of jewelry item until physically delivered to the organizer at his/ her own cost. The organizer shall then arrange Jewelers' Block Insurance Coverage till the end of competition or item being return to the contestants whichever is earlier.

- 每位參賽者於同一組別只限提交參賽作品兩份。
Each contestant may not submit more than TWO entries each group.
- 每款設計圖稿連同一份由設計師及贊助公司填寫及簽署的參賽表格一併遞交。
Each entry should come with a completed and signed application form.

【公開組 Open Group】

每款設計圖稿必須為手繪圖。
Each entry must be handcrafts.

【電腦繪圖組 Computer Aided Design】

每位參賽者以個人名義或由一家本地/海外註冊的公司提名參加。

Contestants can participate in either by personally or being nominated by a Hong Kong/ Overseas registered jewelry company.

【電腦繪圖組 Computer Aided Design】

每款設計圖稿必須為一份電腦繪圖作品印刷版本，須內含四邊圖【立體、正視、側視及鳥瞰圖】。
Each entry must be printing, include 3D, front view, size view and bird's eye view.



作品組別 Participating Groups

公開組

Open Group

細分為兩大組別 | There are TWO groups

- — 1 公開組I
(物料價格：美金3,000元以下)
Open Group I
(Material Price: Less than USD 3,000)
 - 參賽作品由一件或系列或套裝展現，並正確申報物料價值。
All entries must fall within one piece or series or set of the jewelry, and the Material Price of the jewelry item should be declared.
- — 2 公開組II
(物料價格：美金3,000元或以上)
Open Group II
(Material Price: USD 3,000 or above)
 - 參賽作品必須使用貴金屬及/或不同天然物料；主辦機構保留取消任何失實材料說明的參賽作品。
All entries are required to use precious metal and / or different nature materials; the organizer reserves right to disqualify entries with misrepresentation or false statement of its materials used.

電腦繪圖組

Computer

Aided Design

- 參賽者可使用任何電腦軟件設計繪圖。
All contestants can use any kinds of computer software to design.
- 參賽者毋須遞交作品實物。
Real products need **NOT** to be produced.
- 參賽作品的款式、設計及類別均不設限制。
All entries have no restrictions on styles, design and categories.
- 參賽設計作品必須符合以下的規定：
All entries must fulfill the following requirements:
 - a) 逼真的圖片
Realistic picture
 - b) 能表達寶石及貴金屬材料的獨特及珍貴特性
To express the unique and valuable characteristics of precious stones and precious metals
 - c) 燈光場景的設定，照明渲染著色技巧
To render coloring techniques by lighting scene setting
 - d) 創新珠寶三維造型的設計
To innovate a three-dimensional shape of the jewelry design

參賽截止日期

Deadline

2017年6月9日 (星期五)

有意參賽者，請於截止日期當天或之前將設計圖稿連同參賽表格一併交到本會
(地址：香港九龍紅磡民裕街51號凱旋工商中心第2期2字樓G室)

All the design sketches and the application form must be submitted to HKJMA office
(Unit G, 2/F., Kaiser Estate Phase 2, 51 Man Yue Street, Hunghom, Kowloon, Hong Kong)
on or before 9 June, 2017(Friday)

- 每件設計作品須繪畫於A4紙上，並必須裱於A4尺寸的黑色厚身硬卡紙上。
All design should be sketched or printed on an A4 size paper and mounted on an A4 size black cardboard.
- 參賽表格及/或作品須申報使用物料及相關價值，任何失實說明，主辦單位可於事前或事後直接取消有關作品參賽資格、展示或得獎安排之權利。
The material used and material price of the jewelry item should be declared. The organizer reserves the right to disqualify entries with misrepresentation or false statement.
- 所有設計圖稿及首飾製成品上，不得出現參賽者姓名、贊助商名稱、公司標記及註冊商標。
All design sketches or the jewelry pieces should not carry any names, sponsoring companies, registered trademarks or logos as to reveal the identity of the contestant.
- 所有參賽作品在未經許可下，不能自行作任何宣傳用途。
All entries should not be used for any promotional purposes without authority.
- 所有參賽作品必須為原創設計。
All entries must be original designs.
- 不收取任何參賽報名費用。
Free of charge for all entries.



比賽評選方式 Judging

評審準則 Judging Criteria

初賽
於2017年6月
舉行
First Stage of judging
in June

○ 分兩個階段進行 ○
2 Stages

| 【公開組 Open Group】 | 【電腦繪圖組 Computer Aided Design】 |
|-----------------------------------|----------------------------------|
| 1. 意念表達 Concept Express40% | 1. 設計圖之表達技巧 Computer Skill40% |
| 2. 銷售潛力及實用性 Sales Potential25% | 2. 創意 Creativity25% |
| 3. 創意 Creativity25% | 3. 美感 Sense of Beauty25% |
| 4. 切合主題 Topic Relevance10% | 4. 切合主題 Topic Relevance10% |

- 每組的參賽作品不可少於20件，否則，主辦機構會因參賽作品不足而取消該組。
Each group must have at least 20 entries. Otherwise, the organizer reserves the right to disqualify the group.
- 評審團會在每組選出18件入圍作品，並於6月下旬發信通知參賽者初選結果。所有【公開組】之入圍參賽者須於2017年8月28日（星期一）或之前將實物製品交回本會。
The judging panel will select 18 finalists in each group and the finalists will be notified in the end of June by mail. All jewelry items (【Open Group】only) must be submitted to HKJMA office on or before 28 Aug, 2017 (Monday).
- 所有【公開組】之參賽作品由專業評判團（100%）根據以上評審準則進行評分，從而產生手繪圖優異獎共五名（得獎者不重複）。
The professional judging panel (100%) will take into account the above criteria in the selection of 5 Hand Sketch Merits in【Open Group】(The winners will not be repeated.)

評審準則 Judging Criteria

決賽
於2017年9月16日
九月香港珠寶首飾
展覽會舉行
Final Stage of
judging on
16 September, 2017
“September Hong
Kong Jewellery &
Gem Fair”

| 【公開組 Open Group】 | 【電腦繪圖組 Computer Aided Design】 |
|--|----------------------------------|
| 1. 意念表達及切合主題 Concept Express & Topic Relevance40% | 1. 設計圖之表達技巧 Computer Skill40% |
| 2. 造型、美感及製作精美感 Sense of Beauty20% | 2. 創意 Creativity25% |
| 3. 銷售潛力及實用性 Sales Potential20% | 3. 美感 Sense of Beauty25% |
| 4. 創意 Creativity20% | 4. 切合主題 Topic Relevance10% |

- 【公開組】所有入圍作品將於【九月香港珠寶首飾展覽會】中展示。
Finalists (【Open Group】only) will be displayed at “September Hong Kong Jewellery & Gem Fair”.
- 所有入圍作品均由專業評判團（100%）根據以上評審準則進行評分，從而產生該組的冠軍及優異獎三名。
The professional judging panel (100%) will take into account the above criteria in the selection of the Champion and 3 Merits in each group.

評選結果 Result Announcement

比賽結果及頒獎典禮將於【香港珠寶購物節2017】(11月30日至12月3日)中公佈。
Official result announcement and award presentation will be held at “JMA Hong Kong 2017” during 30 Nov– 3 Dec, 2017.

版權及重要免責聲明 Copyright & Important Disclaimer

- 參賽設計及產品如涉及版權或專利註冊等法律問題，主辦機構概不負責。所有參賽作品必須為原創設計；並沒有參加其他香港或海外的設計比賽；而且未曾作任何公開展示。
The organizer will not be held responsible for infringement of copyright or patent law connected with designs entered in the competition. All entries must be original designs and have never been publicly displayed. Entries that have been involved in any local or overseas design competitions will not be considered.
- 參賽設計及產品在主辦機構保管期間將獲小心處理。惟遇人力不可抗拒之情事，或因作品製作不良、托運過程而遭損壞者，主辦機構概不負責。參加者須自行考慮及安排為作品購買適用保險。
The organizer will exercise due care in handling all entry items. The organizer will take no liability for damages of any kind or whatsoever and contestants should consider and arrange insurance properly.

獎項 Awards



冠軍
Champion

優異獎(3名)
3 Merits

手繪圖優異獎(5名)
5 Hand Sketch Merits

最具市場價值獎 (1名)
1 Best Market Value Award

最佳工藝獎 (1名)
1 Best Craftsmanship Award

- 【公開組I】、【公開組II】及【電腦繪圖組】均設冠軍1名及優異獎3名。
【Open Group I】、【Open Group II】&【Computer Aided Design】has Champion and 3 Merits.
- 【公開組I】及【公開組II】設手繪圖優異獎共5名(得獎者不重複)
於初賽當日由專業評審團於【公開組】參賽作品中投票選出。
【Open Group】has 5 Hand Sketch Merits. (The winners will not be repeated).
The judging panel will choose from 【Open Group】.
- 『最具市場價值獎』和『最佳工藝獎』
於決賽當日由專業評審團以「一人一票」方式於【公開組】入圍作品中投票選出。
『Best Market Value Award』and『Best Craftsmanship Award』
The judging panel will use “one person one vote” to choose from【Open Group】.

致設計師所屬之公司 | Sponsoring Company

精美獎座乙座

A trophy of appreciation

《香港珠寶快訊》兩期免費一版內頁廣告¹

Complimentary advertisement (one standard page) of the HKJE magazine in 2 series¹

【公開組I】及【公開組II】可額外獲得：
【Open Group I】&【Open Group II】will be awarded with:

- 報紙/雜誌/《香港珠寶快訊》特別報導
Special report in newspapers / magazines / HKJE magazine

- 於【香港珠寶購物節2017】作廣泛宣傳
Publicity in “JMA Hong Kong 2017”

精美獎座乙座

A Trophy of Appreciation

《香港珠寶快訊》一期免費一版內頁廣告¹

Complimentary advertisement (one standard page) of the HKJE magazine in 1 series¹

【公開組I】及【公開組II】可額外獲得：
【Open Group I】&【Open Group II】will be awarded with:

- 報紙/雜誌/《香港珠寶快訊》特別報導
Special report in newspapers / magazines / HKJE magazine

不適用

N/A

精美獎座乙座

A trophy of appreciation

現金獎港幣一萬元正

Cash prize of HK\$10,000

精美獎座乙座

A trophy of appreciation

現金獎港幣一萬元正

Cash prize of HK\$10,000

致得獎設計師 | Designer

精美獎座乙座

A trophy of appreciation

【公開組I】及【公開組II】

【Open Group I】&【Open Group II】

- 現金獎港幣二萬元正
Cash prize of HK\$20,000
- 大溪地交流及考察之旅(總值港幣伍萬元正)²
Tahiti Study Tour (a total of HK\$50,000)²

【電腦繪圖組】

【Computer Aided Design】

- 現金獎港幣六仟元正
Cash prize of HK\$6,000
- 免費一年樹脂打印服務(總值港幣一萬元正)³
One year free Resin Printing Service(a total of HK\$10,000)³

精美獎座乙座

A Trophy of Appreciation

【公開組I】及【公開組II】

【Open Group I】&【Open Group II】

- 現金獎港幣八仟元正
Cash prize of HK\$8,000

【電腦繪圖組】

【Computer Aided Design】

- 現金獎港幣二仟元正
Cash prize of HK\$2,000
- 免費一年樹脂打印服務(總值港幣一萬元正)³
One year free Resin Printing Service(a total of HK\$10,000)³

【公開組】- 現金獎港幣二仟元正

【Open Group】- Cash prize of HK\$2,000

不適用

N/A

不適用

N/A

得獎作品之宣傳活動

Promotion Activities of the Winners

- 所有得獎作品將會在【香港珠寶購物節2017】中作公開展示，商機盡現。
Showcase display of the winning and final pieces at “JMA Hong Kong 2017”.
- 主辦機構將製作《JMA國際珠寶設計比賽2017》月曆及得獎作品特刊，獨立發行不少於4500份，並於多個大型國際珠寶展覽會中派發，締造更多商機。
The organizer will publish a monthly calendar and a special brochure “JMA International Jewelry Design Competition 2017” for winning pieces nearly 4,500 copies respectively. They will be distributed in several large-scale international jewelry exhibitions.
- 得獎作品及其贊助公司的資料將被刊登於主辦機構出版的年刊《珠寶工商業指南》及季刊《香港珠寶快訊》內。
The winning pieces and information of the sponsoring company will be published in Jewelry Business Directory and HKJE magazine.
- 在2018年3月號的JNA (Jewellery News Asia) 雜誌內亦會刊登得獎作品。
The winning pieces will be published in the 2018 March series of JNA (Jewellery News Asia).
- 得獎作品將刊登於比賽網頁內。(www.jmadesigncompetition.org)
The winning pieces will be published in the competition website.
- 得獎作品更有機會於海外展出。
The winning pieces may be displayed at overseas Jewelry fair(s).
- 主辦機構保留對以上條文作出修改及所有參賽作品之宣傳、展覽及印刷等權利。
The organizer will retain all rights for the conditions, printing, publishing and exhibition.

如對是次比賽有任何查詢，歡迎與本會會員部聯絡
For inquiries, please contact HKJMA Membership Department

李小姐 Ms. Hin Lee
陳小姐 Ms. Candy Chan

電話 Tel : (852) 2122 5052
電話 Tel : (852) 2122 5021

電郵 Email : hinlee@jewelry.org.hk
電郵 Email : candychan@jewelry.org.hk



1. 《香港珠寶快訊》不包括廣告製作費用，可任擇2018年3月號、6月號、9月號或12月號。
Advertisement production is not included in HKJE Magazine, any series in March, June, September or December 2018 can be selected.
2. 大溪地以天然美景聞名於世。本年度公開組冠軍得獎者可獲贈由香港大溪地黑珍珠協會(TPAHK)贊助，為期5-7天的太溪地交流及考察之旅，包括參觀活動、單人來回香港/大溪地經濟客位機票、4-6晚酒店住宿及旅程期間翻譯之費用。旅程擬定於2018年3月尾舉行。得獎者於旅程後，須出席主辦機構/贊助機構安排之分享活動，並設計一件大溪地珍珠作品。有關作品由TPAHK所擁有，並有權以任何方式使用，包括製作、宣傳之權利。如有任何爭議，TPAHK保留最終決定權。
Tahiti is famous for her natural beauty. The Open Group champion will be awarded a five to seven - day study tour sponsored by Tahitian Pearl Association Hong Kong (TPAHK), including visits, round-trip economy airfare, hotel accommodations and interpreter. The journey is planned to be held in the end of March 2018. After the journey, the winners have to join a sharing activity arranged by the organizer/sponsor to share their experience, and design a piece of jewelry with Tahitian pearl. The design shall be owned by the TPAHK. It could be used by TPAHK in any manner. Should any dispute arise, the decision of TPAHK shall be final.
3. 由3D Plus Printing HK Ltd.贊助，尺寸大小96 mm X 54 mm X 100mm，每天限量一次，共五十次。
Sponsored by 3D Plus Printing HK Ltd., Size: 96 mm X 54 mm X 100mm, once a day, 50 times in total.

得獎作品 WINNER 2016

主題
Theme

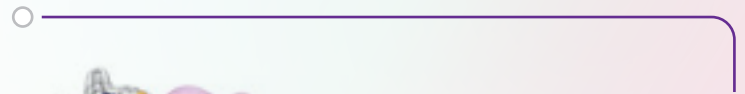


公開組 I
Open Group I
冠軍
Champion

羅金嬌
Luo Jin Jiao

璀璨光芒
Bright Radiance

必得利珠寶有限公司
Peter Lam Jewellery Ltd.



周素雯
Chau So Man

公開組 II
Open Group II
冠軍
Champion

靈·悟
Spirit · Realization

品盈(香港)有限公司
PIN (Hong Kong) Ltd.

主辦機構 Organizer:

香港珠寶製造業廠商會
Hong Kong Jewelry Manufacturers' Association

《香港珠寶快訊》
HKJE Magazine

協辦機構 Co-organizers:

《亞洲珠寶》
JNA & C/JNA

香港國際珠寶設計師協會
Hong Kong International Jewellery Designer Association

香港設計師協會
Hong Kong Designers Association

深圳市黃金珠寶首飾行業協會
Shenzhen Gold Jewelry Association

香港珠寶設計師協會
Hong Kong Jewellery Designers Association

九月香港珠寶首飾展覽會
September Hong Kong Jewellery & Gem Fair

支持機構 Supporting Organizer:

香港設計中心
Hong Kong Design Centre

贊助機構 Sponsors:

3D Plus Printing HK Ltd

香港大溪地黑珍珠協會
Tahitian Pearl Association Hong Kong

排名不分先後
In no particular order



www.jmadesigncompetition.org



HKJMA



hkjewelryshow



hkje



香港珠寶製造業廠商會

