



Want to get a room full of people wearing your jewellery? *Tag Design Competition*

The Jewellers and Metalsmiths Group of Australia – NSW Inc (JMGA-NSW) invites currently enrolled (2014) students to participate in a competition to design and produce the tag or badge identifier for delegates attending the JMGA Biennial Conference 2015. The conference will be held in Sydney, July 10 – 12, 2015 with the title **edgesbordersgaps**.

During this time JMGA-NSW will be working with a number of key organisations and exhibition venues. The conference will attract between 150 and 200 participants, makers, collectors, critics and thinkers, including a significant number of international guests. This is your opportunity to participate and contribute.

The Tag

Each delegate will be given a 'tag' at registration which:

- Identifies them by name .
- Carries the title & logo of the conference (top of page).
- Is carried visibly on the body i.e. is a piece of 'jewellery'.

Requirements

JMGA-NSW is seeking a creative solution reflecting the contemporary nature of our organisation that meets the following requirements:

- Is reproducible in an edition of **150-200**
- Must include a method to easily personalise the badge and carry the identifying information.
- Reflects an innovative approach to the project.
- Can be completed within the timeframe in a cost-effective manner (**\$8 per unit max.**)
- Includes the conference graphics or reflects the theme.

The Budget

Each unit must cost no more than \$8.00 to produce – the aim here is fast, effective and affordable. The final production from your submitted prototype will be managed with assistance from a professional mentor, **Erin Keys**, and the financing of production will be managed through JMGA.

Your Submission

In responding to this brief your submission will include;

- A prototype.

A written submission outlining –

- Your concept & how it relates to the conference and JMGA.
- How you plan to produce and personalise the 'tag'.
- A possible breakdown of costing, remembering that the final product needs to be fast, effective and affordable.
- Your contact details: telephone number and email address.
- **Proof of full time student status (a copy of your current student card or a signed statement by your lecturer).**



The Winning Entry

A panel of judges will select the winner.

The winner will then work with a professional mentor to realise the final production.

The Prize

The winner will receive

- One year JMGA Silver Membership – which includes four newsletters, online gallery page, opportunities to show work in JMGA's annual exhibitions and invitations to member events, voting rights and discounted purchases.
- Admission to the 3-day conference (does not include the pin swap dinner or participation in workshops).
- Distribution of your design to the delegates at conference.
- Mystery Prize!!!

Other Information

There are no restrictions on materials.

Participants should be full-time students at UNSW, ANU, Design Centre Enmore, or USYD.

There is no entry fee.

The student retains copyright of their design but will need to sign an agreement authorising JMGA-NSW Inc to reproduce it at no cost to the student.

The tags need to be completed by July 1, 2105.

Early bird registration closes 30/04/2015. It would be advisable for production to start after this date.

Deadline

Prototypes Submissions Due by: Monday 2nd February

Posted to Tag Competition
JMGA NSW
PO Box 340
Pymont
NSW 2009

Winner announced: 24 February 2015

Further information about JMGA NSW and the conference is available at:

<http://www.edgesbordersgaps.com.au>

<http://www.jmgansw.org.au>

Competition Contact:

Erin Keys

erinkk@gmail.com

0406 794 112