

Jewellery award and fellowship prize 2011:

The South Seas
31st March – 25th June 2011

Jewellery competition launch

„As the red sun looked across the placid ocean through the tall, clean stems of the coconut trees, like a blooming whisky bloat through the bars of a city prison, I went and stood on the edge of the water on the flat rock pressed by Capt. Cook’s feet when the blow was dealt which took away his life...”

Taken from “Letters from Hawaii” by Mark Twain

Geographically speaking, all the areas to the south of the latitude of Panama belong to the South Seas. The centre of the South Seas is formed by the Society Islands (French-Polynesia / Tahiti), the Samoan archipelago and the Fiji Islands. The connecting element between the peoples of the South Seas is the ocean. The ocean is the path of their immigration. Through seafaring, they maintain contact with each other and their lives take place in an island world that is ruled by the ocean. Ocean and islands – a paradise with unique diversity of species and full of stories steeped in legend.

For centuries, the South Seas have inspired buccaneers, explorers and dreamers alike – now it is the jewellery designers turn.

The number of participants is limited to 90 jewellery designers. Each piece of jewellery must be accompanied by a true or fictional story (1000 characters max.!). Together with the jewellery, the story will be presented at the exhibition, as it is equally important as the jewellery. All the pieces of jewellery created for the South Seas topic and their accompanying stories will be virtually exhibited on our homepage (and on Facebook) and also presented in the elaborate exhibition documentation.

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In November 2010, a pre-judging will take place by means of the sent in photos and texts. Thereby, the work of approximately 40-50 participants will be selected. These items will not only be presented virtually, but also physically, at our exhibition room "Trüffel" at Friends of Carlotta gallery.

In February 2011, an independent jury will select the best of the 40-50 works and award it the FoC jewellery award and fellowship prize 2011. As always, the audience prize will be awarded by the visitors of the exhibition.

The works that were nominated for the virtual exhibition will also be on display in "Trüffel" at Friends of Carlotta. They will be shown on a screen as well as in the available exhibition documentation.

Dates:

Binding registration by:	Friday, 20. July 2010
Latest entry of photos / texts for pre-judging:	Friday, 5. November 2010
Notification of FoC pre-judging results:	End December 2010
Latest entry of definite photos / texts at FoC:	Friday, 28th January 2011
Entry of jewellery at FoC:	Friday, 28th January 2011
Judging of the 40-50 works:	February / March 2011
Exhibition opening:	Thursday, 31st March from 5 p.m.
Announcement of winners:	At the opening exhibition from 6.15 p.m.

I hope that you are passionate about the topic. I very much look forward to your registration and am very excited to see your interpretation and realisation!

Best regards from Zurich

Bruna Hauert

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General info:

Pre-judging:

After all entered works have been registered; the pre-judging will be done by an independent jury in November / December 2010. The nominations will be announced by the end of December 2010. The jury will make their decision on the basis of the entered pictures and stories. In order that the jury is able to evaluate and understand the quality of the work, please enter only good pictures of the jewellery, together with a complete story and all further necessary information. The jury reserves the right to exclude works that do not conform to the stated requirements regarding their quality or relevance to the topic.

The following documents for the pre-judging must be sent in by 5th November 2010:

- Quality photos of the piece of jewellery created for the exhibition. The photos must be in .jpg-format, cropped, minimum resolution 300dpi
- Title of your piece of jewellery
- Story accompanying your piece of jewellery as a .doc document containing 1000 characters, max. (including space)
- Specifications on used materials and any further information

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FoC jewellery award and fellowship prize 2011

Once again this year, a high-calibre and independent jury will select the best work of the 40-50 exhibits and present it with the Friends of Carlotta jewellery award, which is endowed with CHF 1,000.-. At least a further one to three works will be rewarded the jury's highest regard. Information on earlier judging of exhibitions can be found on our homepage

Closing date for the judging regarding the FoC jewellery award and fellowship prize:

The jury will meet approximately 2-3 weeks before the start of the exhibition, in the fully set exhibition area. The 40-50 works with their corresponding stories that were chosen by the pre-jury will be on display for judging. For further information, the complete exhibition documentation is available to the jury. For this reason, all texts, photos and jewellery must be in Zurich by 28th January, so that the presentation can be arranged in time for the jury. Work that is not entered on time will not be judged!

Evaluation criteria:

- Originality of the work in regard to the topic
- Innovation
- Design and choice of material
- Workmanship

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Photos, texts and jewellery that are entered late, cannot be exhibited on time and therefore cannot be judged!

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Friends of Carlotta audience prize:

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Stamp:

It is essential, that all precious metal items bear a hallmark and a responsibility mark. If no responsibility mark for Switzerland is nonexistent, please contact us.

Shipping of the jewellery:

- Please send us an email with the date of shipment of the jewellery and the parcel number
- If you are sending your items across the border and do not have a responsibility mark, please contact us before you send them
- Jewellery from abroad must be marked with the exact following address:

Bitte im Transit zustellen/Selbstverzoller

Friends of Carlotta
Bruna Hauert
Neumarkt 22
CH-8001 Zürich
Schweiz

friends of carlotta

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Binding registration

please mail to info@foc.ch

Application deadline: Friday, 20th July 2010

First name / name:

Street:

City / Country:

Telephone / Mobile:

Email: