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JEWELLERY DESIGN COMPETITION VIA YOUTUBE

Harriet Kelsall Jewellery Design is to hold the UK's first bespoke jewellery design competition for students at the University for Creative Arts who will be briefed via YouTube.

The use of YouTube is a first in jewellery design competitions. It ensures that the bespoke jewellery design process can be brought to life and recreated in front of students.

Students will be shown a clip of an actress posing as a customer asking for a bespoke ring. The 'customer' will talk about her inspiration behind the ring and what she wants it to symbolise, in this case nature, and will discuss her budget, just as in a real-life design consultation. Then it is up to the students to come up with four design concepts that meet the customer's brief as well as showcasing their design skills.

The winning entry will be brought to life by Harriet Kelsall's talented team of goldsmiths and the successful student will also be invited to complete a work placement at Harriet Kelsall giving them a unique opportunity to experience bespoke jewellery design on the shop floor.

Harriet Kelsall, Managing Director, said: "Bespoke jewellery design is an art in itself as it's totally different from designing collections of jewellery. Creating a bespoke piece of jewellery is all about listening to the customer and designing something that meets the brief, will suit the wearer and is achievable within the given budget. This is why we decided to use YouTube and an actress so we can mimic the bespoke design process as if the student was being briefed in person by an actual customer."

Typically, creative and design courses focus on ready-to-wear jewellery design and encourage students to create 'collections'. By running a competition focusing purely on bespoke jewellery, Harriet Kelsall aims to open students' eyes to another dimension of jewellery design, which is not only creatively challenging but also commercially viable.

The competition is being run in conjunction with the world-class creative university UCA in Kent and Brian Hill, lecturer at UCA and member of the Goldsmiths' Craft and Design Council. It will form part of the syllabus for second-



Harriet Kelsall

year students of jewellery design in 2011/2012 and will also be open to first and third year students.

Commenting on the competition, Brian Hill said: "Now more than ever it's so important for our students at UCA to be equipped with the skills and experience to enable them to pursue successful and profitable careers within their chosen industry. This design competition will give students an insight into designing with the customer in mind and the commercial side of jewellery design, which will stand them in good stead upon graduation. Harriet Kelsall and her team of designers and goldsmiths are a fantastic talent and their passion for the British jewellery industry is commendable."

Harriet Kelsall will introduce the competition to students at UCA on 27 October. Students will be asked to create four design concepts to be presented in 2D and will be required to cost each concept. Entries will be judged on Thursday, 1st March by Harriet Kelsall together with Rebecca Howarth and Alice Rochester; two of Harriet Kelsall's senior designers, and a member of staff from UCA's BA(Hons) Silversmithing, Goldsmithing and Jewellery course.

For more information contact Harriet Kelsall Jewellery Design on 01462 790565 or enquiries@hkjewellery.co.uk.

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