

Final Jury Round concludes for the 3rd Edition of The Artisan Jewellery Design Awards 2020

A jury comprising experts from across the fashion, jewellery and design industry come together for the final jury round of the Artisan Jewellery Awards 2020 organised by Gems and Jewellery Export Promotion Council (GJEPC) at Soho House in Mumbai.

The jury featured renowned names such as Aparna Badlani, Co-Founder at Atosa, Ambika Anand – Fashion consultant and TV Anchor, Neha Dani, Fine Jewellery Designer, Anna Martin, Board President and Executive Committee member of GIA, Nirupa Bhatt, Managing Director of GIA India and Middle East and Smriti Bohra – Creative director at Jewels Emporium.

With the theme – Architectural Gems, the Artisan Awards is celebrating 3 key periods from different architectural eras – Art Deco, Islamic Arabesque and Neo-Futurism.

Of the 625 sketch entries received from talented designers all over the world across various design disciplines, 27 jewellery pieces were selected from the 3 categories with 9 creations belonging to each category in the first jury round, which was held earlier last year in November.

These 27 crafted pieces were judged by the esteemed jury panel in the final round based on their physical design, technicality, innovation and functionality.

“It has been remarkable to see the incredible designs that were shortlisted, come to life in their



physical make. Through this platform, we have tapped talent that not only has the vision to create designs that push the boundaries of creativity, but also imbibe factors that give jewellery a 360-degree touch to be accessible to the end user.” said, Colin Shah, Vice Chairman, GJEPC.

Milan Chokshi, Convener – Promotions, Marketing and Business Development, GJEPC mentioned, “It has been a great process, right from receiving entries, through to selection and manufacturing. The designs have been absolutely promising and have given an insight into the design capabilities of the generation. The young talent of

the country has displayed a knack of decoding the DNA of their own personal individuality through ideas that are one-of-a-kind. It's been especially heartening to see that the designing and interpretation of the concepts has been non-linear and the creators have used a variety of raw materials, metals and gemstones”

The grand award ceremony is scheduled for 12th February 2020 in Mumbai, and the winners will be awarded with internships at prestigious jewellery design houses, along with cash prizes by internationally acclaimed jewellery designer, Stephen Webster on 12th February at Hotel Four Seasons, Mumbai.

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