



For Immediate Release

GJEPC Invites Entries For The Artisan Awards 2021

REINVENTING VINTAGE is the Theme for the 2021 Edition

October 8, 2020, Mumbai : The Gem & Jewellery Export Promotion Council (GJEPC) announces the launch of the 4th edition of **The Artisan Awards**, country's premier jewellery design competition. The prestigious jewellery design awards invite designers from India and overseas to send in their entries to showcase their excellence and innovation in jewellery design.

The main theme for the 2021 edition is **Reinventing Vintage**. This theme is further subdivided into three categories: **Victorian, Temple and Japaneseque jewellery**.

Colin Shah, Chairman, GJEPC commented, "India has a rich legacy of heritage crafts going back many centuries, and today, we are known across the world for manufacturing world-class jewellery, and designing products catering to various markets. The Artisan Awards was instituted to challenge designers and help them unleash their creativity. We have been receiving phenomenal response by way of entries for the Artisan Awards all through these years, and this time, too, we are proud to present the fourth edition of the Awards with yet another challenging theme Reinventing Vintage, to push the design boundaries even further. Interpreting the age-old, classic forms with a contemporary twist is a means to bridge the old and new. So, it's once again time to show your creativity at its best."

The sub-theme Victorian Jewellery takes its name from the reign of Queen Victoria (1837-1901), and focuses on The Romantic Period of this reign (1837-1860).

The second theme, Temple Jewellery, originated in South India, during the Chola dynasty reign. These ornaments were originally created to adorn deities and idols in the temples of the South.

Finally, the Japanesque Jewellery focuses on Shakudō, a gold content alloy that was used to create ornamental bits for katana, or swords. Centuries later, the use was expanded to include lifestyle items like vases, boxes and jewellery.

Milan Chokshi, Convener, Promotions & Marketing, GJEPC said, “The theme is unquestionably influenced by the impact of the covid pandemic on jewellery preferences, with more and more consumers gravitating towards enduring, classic designs that will stand the test of time. The Artisan Awards hope to celebrate the revival of these eternal design eras and will inadvertently chronicle the new design epoch thrust upon us by the pandemic.”

Participants can select any of the vintage themes – Victorian, Temple or Japanesque and select any of the below 3 categories to present their piece:

1. Brooches OR hair jewels
2. Single OR mismatched earrings
3. Single OR multiple Charms – that could be hooked on to bracelets or chains

The Artisan Awards, is founded to promote the best talent and honour the artists by bestowing them their global jewellery design competitions that is judged by an influential jury panel from across a wide range of creative disciplines.

Entries to the Jewellery Design competition will be open until 15th November, 2020. For details on themes and Participation criteria, visit: www.theartisanawards.com

The Artisan Jewellery Design Awards 2020 themed **Architectural Gems** witnessed **3 winners and 6 Runners up** across **Art-Deco, Neo Futurism and Islamic Arabesque**. The winner for the **Art-Deco** category was **Harjas Kaur**; **Neo futurism** - **Namrata Bhardwaj**; and the winner for **Islamic Arabesque** category was **Koushik Mondal**.

About The Gem and Jewellery Export Promotion Council (GJEPC)

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of gems & jewellery

industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.