

# GOLDSMITH'S COUNCIL COMPETITION BRIEF

## PLATINUM GUILD INTERNATIONAL SPECIAL AWARD

### WEDDING RING DESIGN

#### Introduction

The wedding ring is a potent sign, of status, belonging and union. If a ring encircles the body, according to the ancient rites of "sympathetic magic" it will also encircle the soul: if it is precious and cannot be altered, so will be the bond it consecrates. In ancient marriage ceremonies, the union was symbolised with a circle traced on the ground around the couple as an auspicious sign. This explains the "circular nature" of love.

The wedding ring is not a simple jewel, a bijou, or a body ornament, but a public statement of emotional and spiritual commitment, of a private agreement sealed in public.

The association between love and platinum has inspired some of the world's most beautiful jewellery. Platinum with its pure, rare and eternal attributes is inextricably linked to everlasting love. Found in very few places around the world, platinum is precious and scarce, and never loses its natural white lustre. Able to withstand change, enduring platinum symbolises a lifetime's commitment with its extraordinary mystique that never fades away.

From Fabergé to Cartier, the world's greatest jewellery designers have always preferred working with pure platinum; it is uniquely ductile and durable and lends itself to magnificent and unique ideas.

#### Brief

PGI are asking emerging and established designers to share their vision of eternal love and bring a fresh and innovative perspective to the platinum wedding ring.

Your brief is to interpret the symbolism of platinum in the design of a platinum wedding ring. This can be a solitary band or pair. Thought starters here are;

- What forms does the union take?
- And above all how is it planned?
- In what way can a precious, eternal metal like platinum represent a precious, eternal union like marriage?
- You should submit your drawings for each design to help us to understand the process from concept to realisation, and how your personal approach permeates the final object.

#### *Key Criteria for assessment*

- Platinum must be the star of the piece
- Unique and original – something no one has seen before
- Wearable – Need to be aware of technical/design issues - Platinum is the 'best' so the final quality of the piece is very important!
- Platinum's association with the eternal nature of love is key and the feeling / sense of commitment to the other must be conveyed through its design
- Stunning – memorable and could 'only' be in Platinum
- The piece(s) must not weigh more than 31g when it has been completed

## Usage and Copyright

Winning designs will be created in platinum by Platinum Guild International UK Ltd (PGI), and exhibited in both trade and consumer press across the UK and internationally with supporting promotional materials and literature. Pieces will additionally be showcased in key retailers.

Winning designs may be made available for designer use with written agreement from PGI.

Pieces will remain the property of PGI on completion. Full credits will be supplied for designers.

Design rights will be held by PGI for 18 months, when full platinum design rights will revert to designer. During this period, the designer may only replicate their design with written permission from PGI and only then in platinum.

Designers may create commercial versions of their winning designs in platinum for retailer distribution.