

# CYGNET BAY

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P E A R L S

Tuesday 24 April 2018

## MEDIA RELEASE

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### AUSTRALIAN PEARL JEWELLERY DESIGN MASTERS – CALL FOR ENTRY

#### **Cygnets Bay Pearls Kick-Start program offers valuable Australian pearls as a gift to first entrants**

- Jewellers invited to master the art of creating with the Australian South Sea Pearl grown in the Kimberley, and Australian Akoya Pearl grown in the Central Coast NSW
- Cygnets Bay Pearls' Kick-Start program offers a pearl to first jewellers who apply for Masters, with \$30,000 worth of prizes on offer
- Australian Pearl Jewellery Design Masters introduces Sydney's Australian Akoya and Man Pearl categories

Cygnets Bay Pearls is pleased to announce the 2018 Australian Pearl Jewellery Design Masters, a competition which celebrates of the iconic Australian pearl and Jewellers, Silver and Goldsmiths from around the world.

Now in its third year, formerly known as the Australian Pearl Jewellery Design Competition, the *Masters* shines a spotlight on the Australian South Sea Pearl harvested from the giant *Pinctada maxima* shell which produces only one pearl every 2 years. They are the rarest and most valuable pearl on the global market today.

An exciting development for the 2018 competition is the introduction of the Australian Akoya pearl, harvested from Broken Bay Pearl Farm and renowned for its exceptional lustre and varied natural colour. Applicants are encouraged to incorporate the Akoya in their designs, or use only this pearl in the new Australian Akoya category.

Managing Director of Cygnets Bay Pearls, James Brown is proud to be part of the *Masters* since its inception three years ago.

"From the pristine Kimberley waters of far North Western Australia, the Australian South Sea Pearl is in high demand world-wide. Yet few jewellers have *mastered* the intricacies of working with this very precious and rare gem.

"With the introduction of the Australian Akoya category this year, we're excited that the *Masters* now celebrates two different types of pearls - both premium products by global standards, yet both native to Australia," said James.

To offer applicants a kick-start with their designs, Cygnets Bay and Broken Bay Pearl farms are pleased to gift a hand-selected pearl from their harvest to the first eight jewellers who apply.

The *Masters* will be judged by an independent panel comprised of industry experts. Categories include Handmade, Australian Akoya, Apprentice and Australian Pearl Design Master Award, additional to the public voted People's Choice. Introduced for the first time this year is the Man Pearl Award to encourage diversification in the Australian pearl's appeal. The total prize pool is valued at more than \$30,000 across all categories.

Entries are now open, and all pieces must be received by Wednesday 8 August 2018.

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PEARLS

James explains the motivation behind the design competition, to connect the Australian pearl industry's rich heritage with the pearl jewellery design masters of the future.

"From Indigenous Master Pearl Shell Carvers, Pearling Masters to modern pearl farmers, these awards pay tribute to those who have forged the path of the Australian pearl. We invite jewellers to become a master of the pearl in the jewels that are designed for this competition."

East to West, Cygnet Bay and Broken Bay Pearls will soon announce exciting new initiatives in relation to the *Masters*.

Australian Pearl Jewellery Design Masters is an initiative in partnership with Pallion and Jewellery World Magazine.

Applications close 8pm, Wednesday 8 August 2018. Award recipients will be announced in August 2018. Jewellers are invited to apply by contacting Cygnet Bay Pearls on 08 9192 5402. For further information, terms and conditions go to [www.cygnetbaypearls.com.au](http://www.cygnetbaypearls.com.au).

Ends.

*James Brown is available for interview on request.*

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#### PRIZE CATEGORIES

<b>Australian Pearl Design Master Award</b>	\$5,000 cash, 14mm Round pearl worth \$3150, \$1,000 Pallion voucher
<b>Handmade Award</b>	\$3,000 cash, 12-14mm Keshi pearl worth \$2,000, \$500 Pallion voucher
<b>Apprentice Award</b>	\$2,000 cash, 13mm Drop pearl worth \$1325, \$500 Pallion voucher
<b>Man Pearl Award</b>	\$2,000 cash, 13mm Drop pearl worth \$1325, \$500 Pallion voucher
<b>Australian Akoya Award</b>	\$2,000 cash, Australian Akoya strand bracelet worth \$1,500, \$500 Pallion voucher
<b>People's Choice Award</b>	\$2,000 cash, 13mm Drop pearl worth \$1325, \$500 Pallion voucher

*People's Choice Award determined by public voting with the chance to win a prize pool to be announced.*

#### TERMS & CONDITIONS

Each entry will be assessed above all else for uniqueness, innovation, originality and ability to showcase the pearl.

Pieces may only feature Cygnet Bay Pearls with the additional option of Broken Bay Akoya Pearls supplied through our Kick-start, or purchased (at a wholesale rate) through Cygnet Bay Pearls. Pearls are purchased by calling Cygnet Bay Pearls on (+61) 8 9192 5402 to discuss your requirements. We suggest a read of our web page "Selecting a Pearl", if you are unfamiliar with the pearls we grow (go to [www.cygnetbaypearls.com.au](http://www.cygnetbaypearls.com.au)). Pieces are to be made using precious metals, either platinum, gold or silver. In all categories except the Australian Akoya, the feature in all pieces is the Cygnet Bay Australian South Sea Pearl/s. Limited quantities of other gemstones including the Broken Bay Akoya can be used. The feature in all pieces for the Australian Akoya category must be the Broken Bay Australian Akoya; comprising of more than 50% of the visual area.

A panel of experts will then judge each piece independently and under an accumulative points system. Entries will be judged against three criteria; a number will be allocated to each piece so it can be judged anonymously:

1. Innovation and Originality of Design 50% of total score
2. Ability to showcase the Cygnet Bay/Australian Akoya Pearl 25% of total score
3. Quality of workmanship and materials 25% of total score

The winner of each category (other than People's Choice) will be determined purely by having the highest accumulative points. The People's Choice award will be based on the highest votes received. In the event of a tie in either of the categories, the tying pieces will each be re-judged individually by the judges until a winner on accumulative points is determined.

This competition is open to fulltime and/or qualified jewellers and allied trades, people who derive the majority of their income from the design and manufacture of jewellery.

**For further information, terms and conditions contact:**

Rena Miller

08 9192 5402

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