



## 2<sup>nd</sup> MIJF Jewelry Design Awards is Now Opened for Participation

Kuala Lumpur, Malaysia: The most anticipated 2<sup>nd</sup> MIJF Jewelry Design Awards in Malaysia is now opened for participation! Impressed by the great success from the entries last year, the 2<sup>nd</sup> MIJF Jewelry Design Awards is anticipating for more inspiring jewelry design pieces from young and talented students, with the given theme "Nature of Earth".

Upon its first commencement in November 2011, MIJF Jewelry Design Awards strives to propel Malaysian jewelry industry towards international standard and eventually transform it into a major trendsetter of global jewelry industry by recruiting new blood in the local jewelry design industry. The award is opened to all students of art or design schools in Malaysia and Asia, who are under 28 years of age on the day of competition.

With the given theme of "Nature of Earth", MIJF Jewelry Design Awards 2012 encourages the students to foster the idea of embracing the beauty of Mother Nature and pouring it into their creative jewelry design piece. Participants are free to sign up for any of the four categories: necklace, earrings, bangle or brooch and rings. The judging panel will thus take into the account of the originality, creativity and innovativeness of design, market appeal, wearability and relevance of the design to the theme provided.

The winner of all four categories will win away RM3, 000 cash, and their designs will be manufactured into real jewellery and showcased in Malaysia International Jewellery Fair 2012 (MIJF 2012). Not only it provides high exposure for the winners' design, this award also aims to create a ultimate career path as a successful jewellery designer for all Asian design students. Winner for The Outstanding Award whom are chosen out of four category winners with the voting of visitors in MIJF 2012 will be given a scholarship for 9 weeks Jewellery Design Class from GIA Thailand.

On the other hand, the Panel of Judges comprises of several major industry players in global jewellery market, including Jewellery Manufacturing Arts (JMA) Director of Gemmological Institute of America's (GIA), Mr. Mark B. Mann, Ameer Philips's co-founder, artist, entrepreneur and master craftsman of jewellery collection in Ameer Philips Jewellery, Madam Ameer Philips, President of Federation of Goldsmiths and Jewellers Associations of Malaysia and Group Managing Director of Tomei Consolidated Bhd, Mr. Ng Yih Pyng, MBA and Chief Executive Officer of Elite Expo Sdn. Bhd. and founder of Malaysia international Jewellery Fair (MIJF), Mr. Johnson Lim.

Special thanks to pristine sponsor Ameer Philips Jewellery, GIA Thailand Campus and Ablaze Gems and Sdn. Bhd. for their supports towards 2<sup>nd</sup> MIJF Jewelry Design Awards.

If you are young and talented, and strongly believe that you have what it takes to become a jewelry designer, just sign up for MIJF Jewelry Design Awards 2012 and unleash your creativity. Remember to submit your entry before April 14, 2012. Who knows, you may have a successful career ahead of you!

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