

TURKISH JEWELLERY EXPORTERS' ASSOCIATION 2025-2026

16th INTERNATIONAL JEWELLERY DESIGN COMPETITION

RULES AND TERMS & CONDITIONS

1- COMPETITION SUBJECT AND THEME:

Subject: Jewellery design created using gold and/or precious stones.

Theme: "THE ELEGANCE WITHIN THE DEPTHS"

The deep seas are unique treasures that hold the source of life and nature's most mysterious secrets, waiting to be discovered. Beyond the surface, in hidden layers, a completely different world exists where millions of living species coexist in harmony. Even in these depths, where light cannot reach, life continues through magnificent ecosystems composed of colorful corals, elegant jellyfish, massive whales, and tiny planktons.

With the theme "THE ELEGANCE WITHIN THE DEPTHS," the competition aims to encourage original designs that reflect the power and magic of this extraordinary ecosystem and draw inspiration from nature's living beings. Participants may submit original designs that align with the theme and meet the criteria of "relevance to the theme," "originality and innovation," "manufacturability," and "marketability."

2- OBJECTIVES OF THE COMPETITION:

- To create a platform encouraging creativity in gold and jewellery design and the production of striking, contemporary designs.
- To promote the design of high value-added products in Turkish jewellery.
- To contribute to introducing young, successful, creative, and dynamic designers to the industry.

3- COMPETITION ORGANIZER:

This competition is organized by the Turkish Jewellery Exporters' Association, operating under the General Secretariat of the Istanbul Minerals and Metals Exporters' Association.

4- PARTICIPATION CONDITIONS:

- a) The competition is open to all individuals over 18 years old interested in jewellery design, including students, professionals, and amateurs.
- b) All designs will be evaluated in a single category, without distinction of participant identity or title.
- c) Each participant may submit up to 4 different designs. Separate registration is required for each design. However, a participant can only be a finalist with one design.
- d) Designers who participated in previous Jewellery Design Competitions and were disqualified with their designs are not eligible to participate.
- e) Designs must be original and must not have been submitted to any other competition

or exhibited elsewhere.

f) The use of artificial intelligence (AI) technology is strictly prohibited in design boards (paftas). Any design found to be generated by AI will be automatically disqualified from evaluation by the Jury.

g) The design must be drawn by the participant. Drawings may be done by hand (sketch) or using computer programs (Matrix, Rhino, etc.). The Jury reserves the right to request hand-drawn versions of the top 10 finalist works.

h) Works may primarily use precious metals, and other materials may also be used as desired.

i) Employees of the Istanbul Minerals and Metals Exporters' Associations General Secretariat, former or current Jury members, alternates, rapporteurs, staff, and their first-degree relatives are not eligible to participate.

j) Participants who won cash prizes in any design competition organized by the Exporters' Associations cannot participate in other competitions organized by the Associations in the same year.

k) Designers who were finalists in the 2024 and 2025 Jewellery Design Competitions cannot apply for the 2026 competition.

l) For finalist works, except for technical and mechanical requirements, the design must be preserved during production.

m) By participating, applicants acknowledge that they have read, understood, and agree to abide by the competition rules.

5- PARTICIPATION AND REQUIRED DOCUMENTS:

Participants must register by following the instructions below. Each design requires a separate registration.

a) Competition applications can only be made online. Participants must first log in to the Designer Portal on the Turkish Jewellery Exporters' Association competition website (designer.turkishjewellery.org) and create a profile. After logging in, they must click the "16th International Jewellery Design Competition" button, upload three design board images, and click the confirmation button to accept the participation conditions. Each submission will generate a unique participant pseudonym, which must be noted. Participants will receive an e-mail confirming their successful submission.

Design boards:

1. Artistic drawing board (final presentation)
2. Technical board showing technical analysis, manufacturing methods, and connection or locking system solutions
3. Story board explaining the inspiration and concept behind the design

b) Board contents and sizes must be a maximum of 10 MB and in JPEG, PNG, or JPG format. Submission files must not contain the name of the applicant(s), identity/contact information, school name, course name, pseudonym, QR code, or other identifiers. Non-compliant projects will not be evaluated. Responsibility for correct submission lies with the participant.

6- COMPETITION SCHEDULE:

- Online Registration and Submission Dates: 8 October 2025 – 12 December 2025
- Jury Meeting (selection of top 10 finalists): 15 January 2026

- Submission of Produced Finalist Works: 18 March 2026
- Final Jury Meeting: 30 March 2026
- Award Ceremony: 3 April 2026

Details about the Award Ceremony will be announced later. Finalist works selected for production will be announced on social media and on turkishjewellery.org.tr and www.mucevherthasarimyarismasi.com.tr.

7- AWARDS AND FINALIST COLLECTION:

Cash prizes will be awarded to designers of the top 10 works. Finalists will receive a plaque and certificate. Designs will be exhibited in national and international fairs. If the Jury deems that there are insufficient works meeting the criteria, it reserves the right to decide on the number of awarded designs.

Cash Prizes:

1st Design: 200,000 TL

2nd Design: 100,000 TL

3rd Design: 50,000 TL

Honorable Mention: 20,000 TL

8- JURY:

Jury members will be selected by the Turkish Jewellery Exporters' Association according to the following criteria:

- More than half of the members must be professional designers
- Leading industry figures must be included
- Participation of recognized and successful academics from universities

The Jury list will be announced later.

9- EVALUATION CRITERIA:

The Jury will primarily evaluate designs for adherence to the theme, originality, and visual aesthetics. Other criteria include manufacturability, marketability, ergonomics, and overall aesthetic appeal.

Detailed evaluation criteria:

- Theme: Relevance to the theme
- Innovation: Originality and creativity
- Manufacturability: Feasibility and appropriate material choice
- Marketability: Export potential and international sales potential
- Overall & Mechanical Aesthetics: Visual and functional cohesion, attractiveness, emotional impact

10- EVALUATION PROCESS AND ANNOUNCEMENT OF RESULTS:

The Jury will conduct a preliminary evaluation and select 10 finalist designs. Finalists will collaborate with manufacturers for production. Final rankings will be based on the produced works. Finalist designs will be promoted through Istanbul Minerals and Metals Exporters' Associations General Secretariat, publications, social media, and communications.

11- COMPETITION SECRETARIAT AND CONTACT INFORMATION:

Turkish Jewellery Exporters' Association
Yenibosna Merkez Mahallesi Sanayi Caddesi No:3
Dış Ticaret Kompleksi A Blok P.K.34197 Bahçelievler/ISTANBUL
Tel: +90 212 454 06 01
tasarim@turkishjewellery.org.tr

12- COPYRIGHTS, INDUSTRIAL DESIGN REGISTRATION, RIGHTS AND RESPONSIBILITIES OF THE ORGANIZER:

Copyrights of awarded projects belong to the designers. Payment of the prize does not transfer copyrights to the organizer. Participants are responsible for filing Industrial Design Registration under Law No. 554.

Istanbul Minerals and Metals Exporters' Associations General Secretariat and the Turkish Jewellery Exporters' Association may exhibit, publish, archive, or otherwise use finalist works. Inclusion of a design in a collection, commercialization, or copyright transfer may be requested; in such cases, pre-emption rights are given to Istanbul Minerals and Metals Exporters' Associations General Secretariat members. Copyright transfer to sponsors occurs only with designer consent and agreed fee. Istanbul Minerals and Metals Exporters' Associations General Secretariat is not responsible for disputes between designers and sponsors.

13- OTHER PROVISIONS:

- Non-compliant designs will not be evaluated.
- Copyrights and protection are the responsibility of the designer.
- The Association may request originals of documents if necessary.
- Participant information and images may be published unless otherwise requested.
- Participation implies consent to exhibition and publication by the organizer.
- Participants accept all rules, conditions, and Jury decisions by signing the rulebook.
- The Turkish Jewellery Exporters' Association reserves the right to amend the rulebook.
- Copied or plagiarized designs will be disqualified, and prizes revoked if already awarded.
- Responsibility for originality and third-party claims lies with the participant.