



DIVA

gives back
2009

Competition Categories

#1 ~ Canadian Diamond DIVA

Sponsored by Rio Tinto & manufactured by Waldman Diamond Co.

Create a unique piece of jewelry that showcases Canadian diamonds that can retail for \$5,000 (using at least a .50 ct. diamond) to be manufactured by Waldman and donated to Diamond Empowerment Fund {D.E.F.} charity auction. Only the center diamond must be a certified Canadian diamond.

#2 ~ Red Carpet DIVA

Create a unique piece of fine jewelry for a Red Carpet event that has a wow factor but can retail for less than \$10,000. You may submit an already realized item if you're ready to donate it (or a similar one) or a rendering that will be interpreted by designer Christian Tse and manufactured for the Diamond Empowerment Fund {D.E.F.} charity auction.

#3 ~ DIVA Gives back to D.E.F. [Diamond Empowerment Fund]

Design a unique piece of jewelry that can retail for under \$500 that will be considered for mass-production as a fundraising item for the Diamond Empowerment Fund. Renderings only since the winning piece could be produced by D.E.F.

(see <http://www.diamondempowerment.org> for information + inspiration)



RULES & REGULATIONS

The Women's Jewelry Association established the DIVA Design Competition to encourage women from all walks of life to express their creative voices through the medium of precious metals and gemstones. The competition is open to all women, whether or not they are employed in the jewelry industry and whether or not they possess any formal training.

Photos as well as drawings may be entered thus opening the field to all who dream of designing.

Several categories have maximum pricepoint requirements to be able to be manufactured and donated to the Diamond Empowerment Fund.

The Canadian Diamond category will be manufactured by Waldman Diamond Co. The Red Carpet winner will be produced by designer Christian Tse if they haven't been or cannot be produced by the designer. You may submit an already realized item if you're ready to donate it (or a similar one); if not please enter a rendering that will be interpreted by designer Christian Tse and manufactured for the Diamond Empowerment Fund {D.E.F.} charity auction.

These jewels will be donated to D.E.F. and auctioned off at the famed D.E.F. Dallas Rocks fundraising gala in November.

The designer gets full credit for the design and publicity, too. It's a great way for WJA and you to give back.

WJA and it's sponsoring manufacturers reserves the right to interpret or alter the winning design for maximum manufacturability.

Submit entries, renderings or photos, mounted on 11"x17" art board and send to: Cindy Edelstein, WJA Diva Chair, 4779 Boston Post Rd. #203, Pelham Manor, NY 10803.

ELIGIBILITY REQUIREMENTS

All women are eligible.

You can enter either renderings or photos of actual jewels. Each image must be mounted on an 11"x17" art board with application mounted on the back.

Designs must be original and may not have won any awards in other contests or previous DIVA competitions.

All winners will be required to submit proper tax information in order to receive prizes from WJA.



JUDGING

Winning designs will be selected on the basis of originality, creativity, wearability, manufacturability and the best interpretation of the theme. The design must be capable of being produced. A panel of industry experts will conduct the judging.

Winners will be notified in advance and announced at the WJA DIVA Awards Reception on June 1, 2009 at Lavo at Palazzo in Las Vegas.

ENTRY FEE

\$35 for first entry and \$20 for any subsequent entries. Entry fee must accompany each submission.

Renderings will be returned after June 1st, but only upon request and if the contestant includes Priority Mail postage. Winning entries and unclaimed renderings become property of WJA.

Winning, manufactured items are property of the manufacturer and will be donated for the D.E.F. Auction. Designer retains rights to the design.

WJA reserves the right to reproduce, display and depict all submitted designs in advertising, public relations and promotion and to promote the contest.

ENTRY DEADLINE

May 4, 2009

Prizes

**Each category will have one First Place Winner --- \$750 cash prize
(Two Honorable Mentions will be named, too)**

WJA DIVA Entry Form

attach this form to EACH entry on an 11x17 art board

DESIGNER: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

Occupation: _____

Design Training & Background: _____

You may enter up to 3 times but we need an entry form per design. Please photocopy before filling in the rest.

Item Description ~ include materials used, stone details, dimensions and how it fits the category:

category # _____: _____

Rendering or photograph submitted. I want it returned to me, enclosed is Priority Mail postage.

I have enclosed: \$35 for one entry \$55 for two entries \$75 for three entries

make your check payable to: Women's Jewelry Association and enclose with your entries.

I attest that my design is an original work and has not won an award in another competition.

signature _____

Please send this completed application to: WJA DIVA COMPETITION
c/o Cindy Edelstein, 4779 Boston Post Rd. #203, Pelham Manor, NY 10803.
Any questions, please contact Cindy at 914-738-8485 or cindyedelstein@aol.com