



*For Immediate Release*

## **GJEPC Announces The Artisan Awards 2023 Theme – *indiamoderne***

**9<sup>th</sup> December, 2022, Mumbai:** The Gem & Jewellery Export Promotion Council (GJEPC) announces the launch of the 6th edition of **The Artisan Awards**, country's premier jewellery design competition. The prestigious annual contest invites designers from India and overseas to submit their entries, showcasing excellence and innovation in jewellery design.

The main theme for 2023 is ***indiamoderne***, where the world of art will inspire jewellery design.

If art mirrors life and reflects our ever-changing culture and identity in the global landscape, India's new narrative tells a story of change, inclusion and modernism.

Talking about his key expectation from this year's contest, **Vipul Shah, Chairman, GJEPC**, notes, "GJEPC ensures that with every passing year, Artisan theme gets more demanding in order to push the creative limits of participants so that they design pieces which lift global perceptions about jewellery 'Made in India'. The ***indiamoderne*** theme centres on viewing jewellery through a variety of art forms. I'm confident that cross-referencing of various art streams will generate offbeat design ideas."

**Milan Chokshi, Convenor, Promotions, Marketing & Business Development, GJEPC**, states, "Jewellery making is one of the superior art forms, which requires extraordinary designing and manufacturing skills. Jewellery and the various disciplines such as painting, sculpture, photography, or architecture share a synergetic relationship. No art form can exist in isolation, and artists tend to absorb insights from the cultural milieu to express themselves. Integrating natural elements or architectural formats into wearable art is not unusual, but seeking inspiration from

fine arts and interpreting it through jewellery will surely bring forth interesting results.”

Combining together, the jewellery and art worlds, GJEPC presents The Artisan Awards 2023. This year’s **indiamoderne** theme, is further divided into three categories that each highlight a distinct genre in the world of art:

**i. Art of Abstraction**

**ii. Art of Sculpture**

**iii. Art of Print**

### **Contest Execution:**

The **indiamoderne** theme gives contestants the freedom to choose from the three sub-categories:

#### **Art of Abstraction**

This category will invite entries for pieces inspired by some of the finest abstract paintings created by celebrated global artists.

Suggested Materials: Precious metals, Coloured Gems, Enamel, Diamonds etc.

Suggested Products: Necklaces, Earrings, Rings

#### **Art of Sculpture**

In this category, we aim to recreate the magic of the sculptural arts, including installations, through jewellery with a focus on form and shape.

Suggested Materials: All metals

Suggested Products: Cuffs, Bracelets, Brooches, Earrings, Pendants

#### **Art of Print**

This category aims to shine a light on the art of the print, which can include sketches, etchings, lithographs and other works on paper.

Suggested Materials: Metals, Diamonds

Suggested Products: Rings, Brooches, Earrings, Bangles

The deadline for submitting entries is 30<sup>th</sup> December 2022. For more information, log on to: [www.theartisanawards.com](http://www.theartisanawards.com)

#### **About The Gem and Jewellery Export Promotion Council (GJEPC)**

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of the gems & jewellery industry and today represents 8500 members in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

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