



**2017 囍福结婚金饰国际设计大赛**

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**Xifu International Gold Wedding Jewellery  
Design Competition 2017**

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**大赛详情  
FACT SHEET**



## 大赛介绍 About the Competition

由亚洲博闻旗下《JNA》《亚洲珠宝》、世界黄金协会、深圳市盐田区人民政府联合主办，深圳市文体旅游局支持，深圳百泰投资控股集团有限公司独家赞助的「囍福结婚金饰国际设计大赛」集合全球优秀珠宝设计专才，以创新概念，为新生代伉俪献上蕴藏文化内涵的最新时尚结婚金饰，让祝福闪耀永恒的光芒。

每两年一届的大赛旨在鼓励设计师就世界各地不同婚庆文化进行交流，以国际的设计语言，结合华人婚庆文化元素，以黄金为基材，创作出别具意义的结婚金饰。

2017 囍福结婚金饰国际设计大赛开放予所有珠宝首饰设计师或从事相关工作的人士、首饰设计专业以及全球院校珠宝首饰设计专业的学生。

「囍福」是中国悠久婚嫁文化和习俗的象征、双喜临门祝福永远，代表了深渊的婚嫁意义。「囍福」是世界黄金协会针对全球华人婚庆市场量身打造的金饰品牌，是世界黄金协会的注册品牌商标。

The Xifu International Gold Wedding Jewellery Design Competition is jointly organised by JNA & CJNA of UBM Asia, the World Gold Council and the People's Government of Yantian District, Shenzhen with the support of the Culture, Sports and Tourism Administration of Shenzhen Municipality and the Exclusive Sponsor — Shenzhen Batar Investment Holding Group Limited.

This biennial competition is intended to encourage designers to discover, express and share unique wedding traditions and customs from around the world. It invites jewellery design talents to design unique gold wedding jewellery sets, incorporating the traditional Chinese wedding custom of extending well wishes to newlywed couples through symbolic jewellery gifts.

Xifu International Gold Wedding Jewellery Design Competition 2017 is open to professional jewellery designers at all stages of their careers as well as students and graduates of all jewellery design disciplines.

In traditional Chinese wedding culture, *Shuangxi* “囍”, commonly translated as double happiness, is an auspicious sign which symbolises joy and marriage. *Xi-Fu*, a registered trademark of the World Gold Council, is a gold jewellery brand specially tailored for the global wedding market.



## 首届大赛主题 Theme

### 「合」

体现不同文化、背景、喜好、个性的结合，是对囍福婚庆的解读，和双喜祝贺的多元演绎。古今中外对融和合一有着和谐协调的愿景，藉源远流长的瑰丽黄金，以时尚独特的设计向一对新人表达结成合一的喜悦与祝福。

### 「合」的创作联想

#### **结合如一**

二人结合如一，建造崭新的美好家庭。

#### **世界合一**

世界不同文化，背景，观点，性格融和合一。

#### **设计合一**

全球设计语言合一 -- 联想，创意，革新。

#### **金饰合一**

黄金首饰幻变而永恒如一。两款金饰品双扣双合，相映衬托。

欢迎全球珠宝设计人士以崭新的角度诠释「合」，通过两件或以上的结婚金饰设计套件，彰显「合」在不同国家文化，创意观点，精湛工艺，独特天赋的象征意义。

### **Oneness**

The theme of the Xifu International Gold Wedding Jewellery Design Competition 2017 is *oneness*, which focuses on crossing geographic and cultural boundaries to create a newer and greater significance for gold wedding jewellery.

### **Some possible interpretations of Oneness**

#### **Marriage as one**

Two becomes one and a new family is formed.

#### **World as one**

Cultures, backgrounds, preferences and personalities from different parts of the world unite and merge together.

#### **Design as one**

Everyone speaks the universal language of design – imagination, creativity and innovation.

#### **Jewellery as one**

Jewellery meets multifunctionality and interchangeability where two separate jewellery pieces complement each other.

We ask jewellery designers from all over the world to interpret *oneness* through an innovative approach to designing a set of at least two gold jewellery pieces. You are free to describe the world you come from; express your ideas and views on marriage; and showcase your imagination, craftsmanship and creative flair. Let your design embody *oneness*.



## 参赛须知 Note for Participants

### 大赛组别

#### Competition Categories

1. 黄金素金组
  2. 黄金镶嵌组（包括黄金与其它材料的结合设计）
- 
1. Plain Gold
  2. Gem-set Gold Jewellery (*Can be set with gem materials, such as coloured gemstones or pearls with gold as major material of the piece*)

### 设计规格

#### Design Requirement

为切合首届大赛主题「合」，所有作品必须是由两件或以上首饰组合而成的黄金套装，用料为 18K 或以上成色的黄金。

All submitted designs must be 18-karat or above and in a set of two or more pieces.

### 参赛资格

#### Eligibility

凡有兴趣报名之珠宝首饰设计师、从事首饰设计相关工作的人士、或首饰设计专业的学生，均可以个人名义报名参赛；报名费用全免。

Xifu International Gold Wedding Jewellery Design Competition 2017 does not require an entry fee. It is open to all professional jewellery designers at all career stages as well as students and graduates from all jewellery design disciplines.

### 参赛方式

#### How to Enter

于 2017 年 3 月 1 日至 5 月 31 日期间透过邮寄、微信或网上提交报名。

Entries can be submitted via mail, online or WeChat from 1 March through 31 May 2017.

#### 1. 报名方法

##### I. 邮寄报名

在征集期内(2017 年 3 月 1 日至 5 月 31 日)，将设计稿件请连同参赛表格及设计图提交表邮寄到亚洲博闻有限公司 - 香港湾仔港湾道 26 号华润大厦 17 楼。(信封请注明参加囍福结婚金饰国际设计大赛)



- II. 网上报名  
在征集期内(2017年3月1日至5月31日)，上载设计稿件到官方网站  
[www.xifudesigncompetition](http://www.xifudesigncompetition) 及填妥参赛表格及设计图提交表
- III. 官方微信平台报名  
在征集期内（2017年3月1日至5月31日），上载设计稿件到官方微信  
平台 @囍福结婚金饰国际设计大赛或@xifudesign 填妥参赛表格及设计图提交表

### To apply

- I. Registration by post  
Designs should be submitted with completed application form and entry submission form(s) within the application period (1<sup>st</sup> March, 2017 to 31<sup>st</sup> May 2017) to the following address:
- UBM Asia  
17/F, China Resources Building,  
26 Harbour Road,  
Wanchai,  
Hong Kong  
and should be marked “For Xifu International Gold Wedding Jewellery Design Competition 2017” on the bottom left of the envelope
- II. Online registration:  
Designs should be uploaded to our official website  
[www.xifudesigncompetition.com](http://www.xifudesigncompetition.com) together with the completed application form and entry submission form(s), within the application period (1<sup>st</sup> March, 2017 to 31<sup>st</sup> May 2017)
- III. WeChat registration:  
Designs should be uploaded to our WeChat Platform: @xifudesign and fill in the application form and entry submission form(s), within the application period (1<sup>st</sup> March, 2017 to 31<sup>st</sup> May 2017)



## 评审方式

### Judging

大赛本着严谨、透明、公正的原则，对参赛作品进行两轮严格的评核--初选及决选，结合专业评审委员的真知灼见，拣选出最佳优秀作品。

评审委员会由来自海外及大中华地区的知名珠宝首饰设计大师及专业人士担任。各评委在设计领域均具备出类拔萃的成就，及对设计潮流有深度了解，并获得国内外高度肯定。

The Xifu International Gold Wedding Jewellery Design Competition endeavours to run a thorough and rigorous judging process in two stages – preliminary and final – to ensure fairness and credibility and to enhance prestige for those selected as finalists and winners of the Competition.

The independent judging panel comprises world-renowned designers and esteemed leaders from the jewellery and art industry. They are chosen for their extensive knowledge and expertise in the field of design, as well as their high level of trend-consciousness.

## 评审准则

### Judging Criteria

参赛作品会以不记名方式，依据以下评审准则评定：

- 主题性 – 30%
- 原创性及创新性 – 40%
- 工艺性 – 30%

Entries for the Xifu International Gold Wedding Jewellery Design Competition will be evaluated anonymously, impartially and ethically against the following criteria:

- Adherence to Theme – 30%
- Originality and Creativity – 40%
- Understanding of Craftsmanship and Manufacturing Processes – 30%



## 技术规格

### Technical Specifications

#### 稿件规格

参赛者必须提交完整填写之大赛参赛表格及原创设计稿 — 设计图纸应该按照 1:1 的比例绘制，比例尺为 A4 版型（210mmX297mm）；或电脑绘制设计图 — 比例尺为 A4 版型（210mmX297mm），文件分辨率为 300dpi，JPEG/PDF/PNG 格式，图片大小不超过 5MB；注：每件作品必须有三视图（标明尺寸）、效果图、技术设计图纸。特别标注创意说明（不超过 300 字）及制作工艺说明，图纸上不得有任何标记；提交作品数量不设限，须提供设计说明及材质使用明细说明。

#### Specifications of designs

Entrants should complete the application form together with the entry submission form: The scale for either original drawings or computerized designs should be 1:1. Only A4 size (210mmX297mm) submissions will be accepted. Computerized designs should have a resolution of 300dpi, in Jpeg/PDF/PNG format and be no more than 5Mb. Each entry should be attached with the description of the sizes, materials and technique used as well as a conceptual description summarising the design style, with a maximum of 300 words. No identifying features of name, logo, or trademark on any entry is allowed. Entrants may submit more than one entry.

#### 作品规格

为切合首届大赛主题「合」，所有作品必须是由两件或以上首饰组合而成的黄金套装。大赛分为黄金素金组和黄金镶嵌组两个组别：素金组的设计用料为 18K 或以上成色的黄金；镶嵌组的设计主体应围绕黄金结婚，18K 或以上黄金在整个视觉效果上要占主导地位，其他材质也可在设计中使用，当中不包括稀有宝石、铂金及 / 或象牙、玳瑁壳以及其他来自濒危物种的材质等材料。

#### Specification of entry

All designs must be for jewellery in 18-karat gold or above and as a set of two or more pieces. There are 2 categories: Plain Gold and Gem-Set Gold Jewellery. For the Gem-Set Gold Jewellery category, entrants may incorporate gem materials such as coloured gemstones or pearls, with gold as the predominant material of the piece. No precious stones or platinum may be used in any submission. Materials from animals that are considered endangered will not be accepted. This includes, but is not limited to, ivory and fossilized ivory. There are no restrictions on the design categories - tiaras, brooches, necklaces, rings, earrings, bangles, bracelets or anklets are all acceptable.

#### 技术修改

基于安全理由或其他合理因素，2017 囍福结婚金饰国际设计大赛组委会(组委会)保留对参赛作品设计进行技术修改，和/或在必要时减少制作作品的黄金材料使用量的权力。



### **Alterations to the design**

The organisers of Xifu International Gold Wedding Design Jewellery 2017 reserve the right to alter any selected design for the purpose of manufacturing practicability. Such alterations include, but are not limited to additions, modifications or deletions.

### **其他事项**

如稿件不合乎大赛的技术规格及条款细则，或参赛者未有提供报名所需资料，组委会有权取消该名参赛资格而不会另利通知。

### **Other**

The organisers of the competition will not accept any entry which does not conform to the technical specification and terms and conditions of the competition, or is submitted without the appropriate accompanying documents.





## 奖项 Prizes

旨在强化「2017 囍福结婚金饰国际设计大赛」的影响力，实践具前瞻性与延伸性的视野，大赛以黄金金条作为设计大赛的奖金奖品，体现黄金至高的全球认同价值。同时创立与设计大赛获奖设计师签订商业合作合约，创造无可估量的未来商业价值。大赛奖项如下：

|             |                                 |
|-------------|---------------------------------|
| 「囍福」特等奖 1 名 | 纪念金奖牌、纪念金证书及 999.9 足金黄金 1 公斤金条  |
| 一等奖 2 名     | 纪念金奖牌、纪念金证书及 999.9 足金黄金 500g 金条 |
| 二等奖 4 名     | 纪念金奖牌、纪念金证书及 999.9 足金黄金 200g 金条 |
| 三等奖 6 名     | 纪念金奖牌、纪念金证书及 999.9 足金黄金 100g 金条 |
| 入围奖 17 名    | 纪念金奖牌及纪念金证书                     |

得奖者有机会与「囍福」品牌签订战略合作协议，享有与全球知名媒体、品牌零售商联合宣传与推广、路演与获奖作品巡展等商业权益，亲身参与多项国际性宣传推广活动，对个人及品牌在全球的发展有极大裨益。

|                           |  |
|---------------------------|--|
| “Xifu” Grand Prize x 1    | Gold medal, gold certificate & 1kg of 999.9 pure gold bar  |
| 1 <sup>st</sup> Prize x 2 | Gold medal, gold certificate & 500g of 999.9 pure gold bar |
| 2 <sup>nd</sup> Prize x 4 | Gold medal, gold certificate & 200g of 999.9 pure gold bar |
| 3 <sup>rd</sup> Prize x 6 | Gold medal, gold certificate & 100g of 999.9 pure gold bar |
| Finalist Prize x 17       | Gold medal & gold certificate                              |

Winners may also be awarded with an opportunity to establish a business cooperation contract with “Xifu” brand, which may lead to worldwide media coverage and promotion with “Xifu” official retailers, roadshows, exhibition tour, and many more invaluable business opportunities.



## 大赛日程

### Key Dates

|                 |                               |
|-----------------|-------------------------------|
| 2017 年 1 月 9 日  | 「2017 囍福结婚金饰国际设计大赛」传媒发布会及正式启动 |
| 2017 年 3 月 1 日  | 征集参赛作品                        |
| 2017 年 5 月 31 日 | 截止征集参赛作品                      |
| 2017 年 6 月初     | 进行初审                          |
| 2017 年 6 月中     | 公布入围作品名单                      |
| 2017 年 9 月初     | 完成总审                          |
| 2017 年 9 月中     | 公布获奖名单及举行颁奖典礼                 |

|                      |  |
|----------------------|--|
| 9 January 2017       | The Inaugural Xifu International Gold Wedding Jewellery Design Competition Launch Press Conference |
| 1 March 2017         | Entries Open   |
| 31 May 2017          | Entry Deadline   |
| Early June 2017      | Preliminary Judging  |
| Mid-June 2017        | Finalists Announced  |
| Early September 2017 | Final Judging  |
| Mid-September 2017   | Announcement of Winners & Awards Ceremony  |

## 大赛官网 Official Website

[www.xifudesigncompetition.com](http://www.xifudesigncompetition.com)

## 社群平台 Social media platforms

|           |                             |
|-----------|-----------------------------|
| Facebook: | @xifuDesignCompetition      |
| Twitter:  | @XifuDesignComp             |
| WeChat:   | @囍福结婚金饰国际设计大赛 或 @xifudesign |
| Weibo:    | @囍福结婚金饰国际设计大赛               |

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## 主办单位 The Organisers

### 亚洲博闻旗下《JNA》《亚洲珠宝》

JNA & CJNA of UBM Asia Ltd

《JNA》及《亚洲珠宝》是亚洲博闻珠宝出版部的旗舰刊物。于1983年创立，以英文出版的JNA以亚洲市场为基地，致力为读者提供最可靠的国际珠宝业界消息，内容覆盖珠宝零售、制造、科技发展以至各原材料市场的最新动向。配合中国珠宝行业的飞快发展，集团于1994年创办针对大中华珠宝界的《亚洲珠宝》，至今已成为全球华人珠宝业界不可或缺的媒体伙伴，以专业角度，国际视野为关注大中华珠宝业发展的专业人士提供优质的商业信息。

亚洲博闻有限公司隶属于伦敦股票交易所上市的博闻公司(UBM plc)，是亚洲最大的展览会主办单位，也是中国、印度、马来西亚市场之最大的商贸展览会主办商。

*JNA and CJNA are the flagship jewellery publications of UBM Asia's Jewellery Group. First published in 1983, JNA is the leader in providing up-to-date international jewellery trade news with an Asian insight. With the rapid development of China's jewellery market, CJNA was founded in 1994 to connect Chinese-speaking jewellery professionals with the world's fastest-growing jewellery market. Both magazines feature original, in-depth reports by experienced journalists covering the latest developments in the diamond, pearl, coloured gemstone, jewellery manufacturing, and equipment and supplies sectors.*

Owned by UBM plc, listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia.

[www.jewellerynewsasia.com](http://www.jewellerynewsasia.com) / [www.cjna.com](http://www.cjna.com)

## 世界黄金协会

**World Gold Council**

世界黄金协会是黄金行业的市场发展机构。协会的工作涉及投资、金饰、科技以及政府事务领域，目的是在黄金行业中发挥领导作用，同时促进和维持黄金的需求。

基于世界黄金协会准确的市场洞察力，协会开发黄金支持的解决方案、服务与市场，并携手各合作伙伴将协会的想法付诸于行动。由此，协会在不同核心市场和领域创造黄金需求的结构性变化。

世界黄金协会通过研究洞悉全球黄金市场，帮助人们更好地理解黄金财富保障的特性以及它在满足社会与环境需求中的重要角色。

世界黄金协会的会员来自世界领先及最具前瞻性的黄金矿业公司。



The World Gold Council (WGC) is the market development organisation for the gold industry. Its purpose is to stimulate and sustain demand for gold, provide industry leadership and be the global authority on the gold market.

WGC develops gold-backed solutions, services and products, based on authoritative market insight and it works with a range of partners to put ideas into action. As a result, WGC creates structural shifts in demand for gold across key market sectors. WGC provides insights into the international gold markets, helping people to understand the wealth preservation qualities of gold and its role in meeting the social and environmental needs of society.

The membership of the WGC includes the world's leading and most forward thinking gold mining companies.

[www.gold.org](http://www.gold.org)

### 深圳市盐田区人民政府

#### People's Government of Yantian District, Shenzhen

深圳市盐田区人民政府简称盐田区成立于 1998 年，位于深圳东部、背依珠江三角洲。盐田区不断推动港口物流、黄金珠宝、旅游文化及生物科技等传统优势产业转型升级发展。

盐田区是深圳乃至全国现代黄金珠宝产业的先发基地，现拥有规模以上黄金珠宝企业 40 家，规模以下 120 余家。规模以上企业的主营业务收入、利润总额、出口交货值，分别约占全国总体份额的 15-20%。

Established in 1998, the People's Government of Yantian District, Shenzhen (Yantian District) is located in East Shenzhen, adjacent to the Pearl River Delta. Yantian District continuously promotes the transformation and advancement of its advantageous industries, such as port logistics, gold jewellery, tourism and culture, biotechnology, etc.

Yantian District is the pioneering leader in the Chinese gold jewellery industry. Of 160 gold jewellery companies based in the district, the income, gross profit and export delivery value of 40 large-scale companies contribute 15-20% of China's total share.

<http://www.yantian.gov.cn>



## 支持单位 Supporting Organisation

### 深圳市文体旅游局

#### Sports and Tourism Administration of Shenzhen Municipality

设立于2009年，深圳市文体旅游局简称市文体旅游局为市政府工作部门。市文体旅游局主要职责包括：促进文化、体育、旅游的协调发展，发挥资源整合优势，增强文化发展活力，提高城市文化软实力；加强文体旅游业公共服务，促进文体旅游业多元化服务体系建设；承担文物保护以及非物质文化遗产保护工作；加强旅游的综合协调和应急救援工作等。

Established in 2009, the Culture, Sports and Tourism Administration of Shenzhen Municipality is a bureau of the Shenzhen Municipal People's Government. The Administration promotes the development of culture, sports and tourism through the enhancement in resource utilisation and cultural vitality of Shenzhen city, commitment in historical and intangible cultural heritage reservation, as well as the enrichment of the tourism experience.

<http://www.sz.gov.cn/wtlyjnew>

## 独家赞助商 Exclusive Sponsor

### 深圳百泰投资控股集团有限公司

#### Shenzhen Batar Investment Holding Group Co Ltd

深圳百泰投资控股集团有限公司是集生产加工、批发销售、零售加盟、文化典藏、金融投资等于一体的大型黄金珠宝首饰企业。截至目前，百泰集团旗下拥有深圳市和合百泰珠宝首饰有限公司、深圳市尚金缘珠宝实业有限公司、天津市尚金缘珠宝首饰有限公司、深圳市百泰金文化传播有限公司、深圳市百泰国礼投资有限公司等20余家各类子公司及三个自主品牌：百泰首饰、环冠时尚、尚金缘。百泰首饰品牌终端零售网点在全国的市场覆盖率达85%以上，在国内拥有自营店、特许经营店400余家。

Shenzhen Batar Investment Holding Group Co Ltd (Batar) is a major gold jewellery manufacturer with businesses that span a wide range of services and products – from manufacturing and wholesale to retail – and several financial investments. Batar currently owns more than 20 subsidiaries engaged in various businesses and three independent brands, “Batar Jewellery,” “Global Crown” and “Show King”, and has more than 400 franchise and retail stores that cover more than 85 percent of China.

[www.batar.cn](http://www.batar.cn)