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MY PRECIOUS PLASTICS

3D PRINTED JEWELRY DESIGN COMPETITION

my
thing

Schulzentrum  Die Herbststraße Mode und Kunst
www.herbststrasse.at

www.mything.com/mypreciousplastics

IF you ask someone to define “fine jewelry” you’ll usually hear something about gold, platinum, diamonds, and other traditionally “precious” materials. But go to any high-end jewelry trade show today, and you’ll find that the term “fine jewelry” rarely matches this limiting definition. As the price of gold has increased consistently over the past years, jewelry makers have had to rethink their product offerings. Designers and manufacturers no longer hesitate to mix nontraditional materials. The lines between “fine” jewelry and “fashion” jewelry are now blurred.

While the rise in precious metals prices has had a major impact on this blurring, other factors have come into play in this trend including an entirely new generation of buyers who don’t want to conform to traditional boundaries. For them, “precious” and “non-precious” don’t matter as much as one thing: **MAKING A PERSONAL STATEMENT**. The new generation is now more willing and eager to consider unconventional materials rather than precious ones. Many young consumers opt for non-standard jewelry materials for their pieces because they are cool. Their grandparents had gold bands, but they want to have something new and high-tech. Consumers are looking to express themselves individually, and this desire to set themselves apart and select something that speaks to them rather than conforming to the



GEGO STATEMENT BANGLE by LYNNE MACLACHLAN
www.lynnemaclachlan.co.uk



idea of traditional “fine jewelry” is leading them into a fashionable arena. Designers, in turn, need to respond by creating pieces that are unique and modern. Those responses can take many forms. The uniqueness comes from non-traditional, non-precious materials. It’s time to push people’s perceptions of what is precious. ⁽¹⁾

While the integration of 3D printing technologies

into the world of jewelry design is becoming increasingly common, in most cases it is replacing traditional techniques only as a primary method of fabrication or a tool for prototyping. We want to take this idea one step further by taking a deeper look into the endless possibilities that this amazing technology offers to us. What will happen if we see it as a design tool rather than as a fabrication method? 3D printing technology

widens the material library for jewelry designers more than ever, bringing the possibility of thinking with unconventional materials and treasuring the beauty of diversity in design. Welcome to the world of **PRECIOUS PLASTICS!**

(1) Wojtkielo Snyder, T. (n.d.). Redefining Fine Jewelry. MJSA JOURNAL
www.ganoksin.com/article/defining-fine-jewelry/

CATEGORIES



FINGER



NECK



WRIST

Each designer can upload a maximum of 3 different designs for each category.

MYTHING AWARD

Winners of each category will get:

1st place: €750

2nd place: €500

3rd place: €250

TOP 10 PER CATEGORY: one 3D print of their design and a professional photo of their design.

5 HONORABLE MENTION AWARDS: one personal mything certificate.

In addition, all entries will be available for purchase on the mything.com marketplace for a minimum of 6 months. We will contact you in good time regarding the design license fee. *

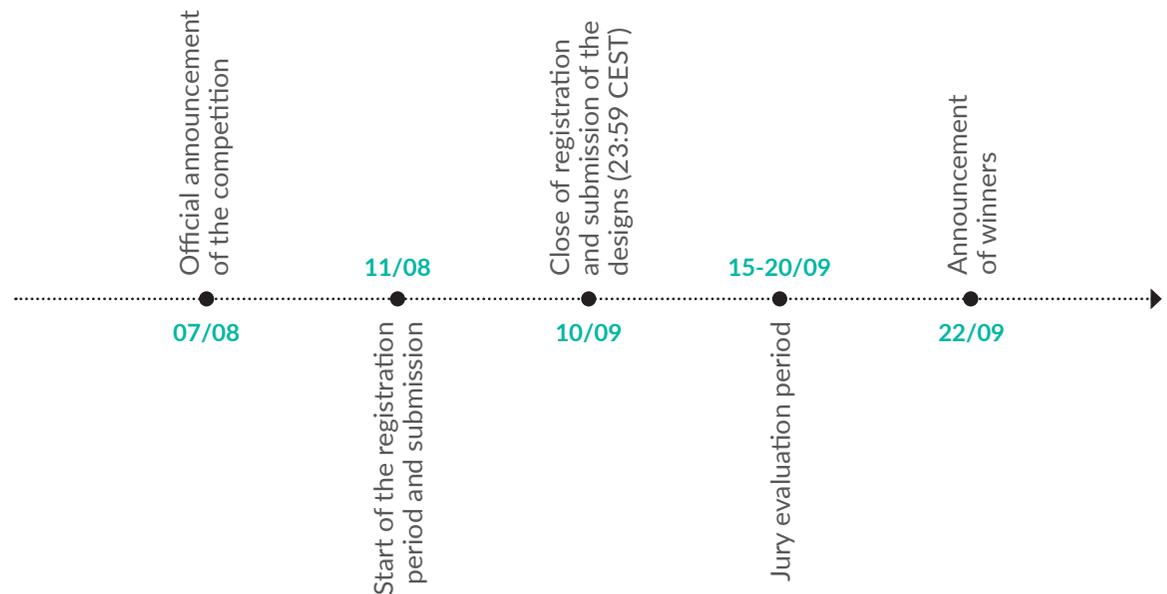
* Terms and Conditions apply – see Terms & Conditions at www.mything.com/mypreciousplastics

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REGISTRATION

The competition is open to designers from around the globe, from all different areas, who are interested in taking a step into the world of 3D printed design: professional architects, interior designers, design students, product designers, fashion designers and of course jewelry designers.

SCHEDULE



Participants must upload their designs by September 10th 2017 to www.mything.com/mypreciousplastics.

The competition results will be published by September 22nd 2017 on our website and other design blogs.



SUSANNE HAMMER

Jewelry Designer & Coordinator of Evening
College Jewelry Design, Herbststraße
www.herbststrasse.at

Susanne Hammer is a Vienna-based jewelry designer. After training as a goldsmith she finished her diploma studies at the University of Applied Arts in Vienna. Her work has been exhibited internationally and she has received numerous grants and awards. For nearly 20 years she has been teaching at Die Herbststraße - Mode und Kunst and is also one of the founders of the Evening College Jewelry Design.

JUDGES

We have the pleasure to collaborate with **Die Herbststraße - Mode und Kunst**. Our vision was to create a diverse judging panel which combines 3 main points: an academic approach, a young design vision and a professional experience. Take a look at who will be judging your creations:



LYNNE MACLACHLAN

Designer - Maker - Researcher
www.LynneMacLachlan.co.uk

Lynne MacLachlan is a designer and maker using the latest digital technology alongside traditional hand processes to create jewelry pieces that are sculptural in form and explore color and visual effects. She trained at the Royal College of Art and is about to complete a PhD researching creative making with analogue and digital tools at the Open University, UK. She also runs her own studio, Lynne MacLachlan Studio.



SELINA YAU

Founder & Creative Director of **OHLINA**
www.ohlina.co

The name behind OHLINA is the inner voice of Selina – a digital artisan, British designer and cross-pollinator who trained as an architect at one of the world's most prestigious architecture schools – The Bartlett School of Architecture, UCL. After nearly ten years in architecture, she found herself cross-breeding between architecture and fashion with her passion for scale and nature's sculptural beauty as a multidimensional personality.



LENA KVADRAT

Creative Director at **art point**
www.artpoint.eu

Since 1999 Lena Kvadrat has created two collections under the label "art point" and distributed them through her own concept store in Vienna, as well as through international trade shows and distributors. Each collection is dedicated to an overall theme that reflects different historical and socio-cultural aspects of fashion. Several collaborations with artists show the intentions of the label for an extended concept of fashion.



NICOLAS GOLD

Founder & Designer of **SHEYN**
www.sheyn.at

Nicolas Gold is an architect and designer based in Vienna. After finishing his master degree in the studios of the internationally recognized architects Zaha Hadid and Kazuyo Sejima at the University of Applied Arts in Vienna, he founded his own jewelry firm: SHEYN. His techniques combine generative design researches and form-finding tools in order to investigate the geometrical development of the shape and highlight its aesthetic qualities.

TERMS AND CONDITIONS

Please see the terms and conditions section on www.mything.com/mypreciousplastics

JUDGING CRITERIA

We ask the designers to emphasize these three main topics in their work.

1. *Aesthetic values:*

A design should be judged by its aesthetic qualities rather than by the value of the material: the proportion of its elements, the composition as a whole, the final shape that they create and the visual qualities that they reflect. The designers should emphasize the aesthetics of their proposals and create a new language that can redefine what “fine jewelry” is.

2. *Advantages of 3D printed plastic for jewelry:*

Digital techniques allow us to design elements that until now we could only imagine and 3D printing technologies take our ideas to a final product faster than ever. The main advantage of 3D printing technologies in design terms is the possibility of achieving a high level of geometrical complexity. The designers are asked to take into

consideration the advantages of 3D printing technologies and 3D modeling techniques in order to push their designs to a new level.

3. *The value of a customizable design:*

Today in this digital age, everyone wants to express themselves and make a statement. By providing the option of customization, the user has a stronger connection to the design and this will increase the purchasing potential. We ask the designers to evaluate the possibility of customizing their design. Customization can take many forms: a specific name, a date that means something to the recipient or a personal secret message.



We believe in the creativity of the designer to find a sophisticated way of incorporating a personalization area into the design.

TECHNICAL CRITERIA

1. The designs will be fabricated with SLA and SLS 3D printers. Your file must be printable in

one of the two technologies.

2. We accept STL files only. No other file types will be accepted.
3. The size of the file should not exceed 30 MB.
4. The design must be watertight and all faces must face outward.
5. No intersections of vertices are allowed.
6. Walls must have a minimum thickness of 1.5 mm or 0.06 in.
7. Objects must fit into a 240 x 240 x 240 mm or 7.45 x 7.45 x 7.45 in bounding box.
8. Holes must be at least 2 mm or 0.08 in wide
9. Create a screenshot showing the area for personalization.

QUESTIONS AND ANSWERS

Do you have any questions regarding the competition brief? Please write us an e-mail to: designcompetition@mything.com



Become part of the future and a partner of mything, an innovative marketplace about to launch in autumn 2017. **mything** uses 3D printing and laser cut technologies to produce different design scales (jewelry, accessories, home decor, etc), making them accessible to a vast amount of

people. The platform is a design market which links designers with regional, professional 3D print and laser cut providers. You can sell your creations online, indicating a license fee per sold product and without paying a listing fee. Customers choose from the uploaded designs and personalize their purchases. The objects are fabricated locally and picked up by or sent to the customer. Upon reception and confirmation by the customer, the license fee is credited to your

account and transferred once you have received a minimum of €30.

All design entries in the jewelry design competition will be available for purchase on the mything.com marketplace for a minimum of 6 months. We will contact the designers in good time to arrange the license fee they would like to receive.*

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