

CAMERA LUCIDA INTERNATIONAL JEWELRY CONTEST & EXHIBITION

An international collaboration in which original jewelry objects are transformed and re-interpreted by teams of two. Join a designer you've never met before and work together in an experimental project!

Assamblage – The Romanian National Contemporary Jewelry Association launches the international contest “**CAMERA LUCIDA**”. Supported by AFCN – The Administration of the National Cultural Fund, the project is dedicated to the upcoming commemoration of 100 years since the ending of World War I.

Project Outline: Jewelry as a new way of storytelling. Social jewelry and ethic design

The contest and the resulting exhibition is a challenge to regard jewelry as a new way to convey meaning, as a metaphor for communication, symbols and language in contemporary design. In a conceptual discourse about the assumption of the common past and cultural identity, a number of 20 designers will be brought together in a collaborative project.

Once attached to a human host, jewelry has great potential power. We now see an alternative model of jewelry emerging – from the bench to the street. A broadening context that enables jewelry to return to its place in everyday life – as useful device, social link or call for action, not only as testament to the taste of the individual wearer, but also as a sign of change in the wider world. - KEVIN MURRAY -
SIGNS OF CHANGE: JEWELLERY DESIGNED TO MAKE A BETTER WORLD

Who can apply?

Contemporary jewelry designers regardless of age, experience and materials used in their work, are eligible to apply. There are no application fees to enter the contest.

Application steps

STEP 1.

Designers will submit an application of **a single object to be produced in two identical copies**. The concept of the object must respect the theme of the contest and, very important, it must be made of min 5 components (but no more than 9) that can be detached or separated. The application must contain:

1. Photos of the object (optionally, they can be accompanied by sketches or other materials from the creation process).
2. A max 300 word text explanation of the concept in English
3. The designer's CV.

STEP 2.

The international jury will select a number of **20 designers** for the following stages of the contest (from which **10 places are awarded to Romanian designers and 10 places are open to international applicants**). Please keep in mind that, according to the quality of the application, further designers may be selected to participate in the exhibition, even if not selected for the second step of the contest.

The selected designers will send to the organizers headquarters in Bucharest, Romania, the two objects, one as a final object and one in component parts.

STEP 3.

In the third step of the contest, each of the 20 designers will receive a detached object from another contestant, without knowing the original concept. They will have to make their own creation using the components, in a metaphor for the many perspectives in which we can view the same common past.

Prizes

Each of the 20 designers selected by the jury will receive an **award of 100 Euro** to be used in the production and delivery costs. All other exhibition costs will be covered by the organizers.

**The resulting objects will remain in the temporary possession of Assamblage and be used in CAMERA LUCIDA exhibitions during 2017 – 2018, but the designers will hold all the credits and author rights for them. After the end of the exhibition, the individual objects will be returned to the designers, while the collaborative projects will remain in the possession of Assamblage.*

Deadlines

Applications are to be sent to the e-mail address contact@assamblage.org using the title "Camera Lucida Application_Designer Name" by **1st of August**. No applications will be entered in the contest after the deadline.

Selected designers will be announced afterwards for the following deadlines of the contest. Please keep in mind that the first exhibition at the Romanian National History Museum is to start on September 7, so all the stages of the production + delivery must be finished by then.

The exhibition

The selected applications, collaborative projects and the Room 40 installation presented at Romanian Design Week 2017 will be part of track-exhibition held in Bucharest from the 7th of September to the 22th of October, in 7 locations, including museums, art galleries and alternative spaces. The main venue will be the renowned Romanian National History Museum.

The exhibition will be afterwards itinerated during 2017 – 2018 at an international scale.

Assamblage is the main and most active platform in Romania dedicated to the craft and design of jewelry as an independent art form, contributing to the cultural context of the past few years to the

increased activity in the field of jewelry in close connection to related fields such as architecture, product design, fashion and visual arts. More on www.assamblage.org

The project does not necessarily represent the position of the Administration of The National Cultural Fund. AFCN is not responsible for the content of the project or the way the project results can be used. They are entirely the responsibility of the beneficiary of the funding.