



NSCAD JEWELLERY DESIGN COMPETITION & COMMISSION

Fall 2022

NSCAD ALUMNI RING REDESIGN: COMPETITION TO DESIGN NSCAD'S NEXT RING

NSCAD's current alumni ring, designed by KAREN KONZUK ('97) will be updated in 2024 with a brand-new design.

What will NSCAD University's future grads be wearing?



MEET THE JURY... AND CLIENT

- Olivia Fay, SUNSCAD President
- Heather Rathbun (BFA 2008), Jewellery Designer & Entrepreneur
- Sunil Sarwal, NSCAD Alumni Association President
- Rebecca Hannon, NSCAD Jewellery Faculty
- Dr. Peggy Shannon, NSCAD President

ALUMNI RING REDESIGN - BRIEF

Design an original jewellery object that acts as a graduation keepsake, conveying the virtues and qualities of a NSCAD alumni.

The piece should instill pride in the graduates' achievements thus far and inspire confidence in their future endeavours.

It should connect them to NSCAD's rich history & creative community of artists, designers and craftspeople.



RESEARCH & CONCEPT

Consider the history of the graduation/alumni ring and how the practice has evolved into the present day.

What other traditions exist and involve the awarding, exchange or passing of jewellery?

What might NSCAD do differently?



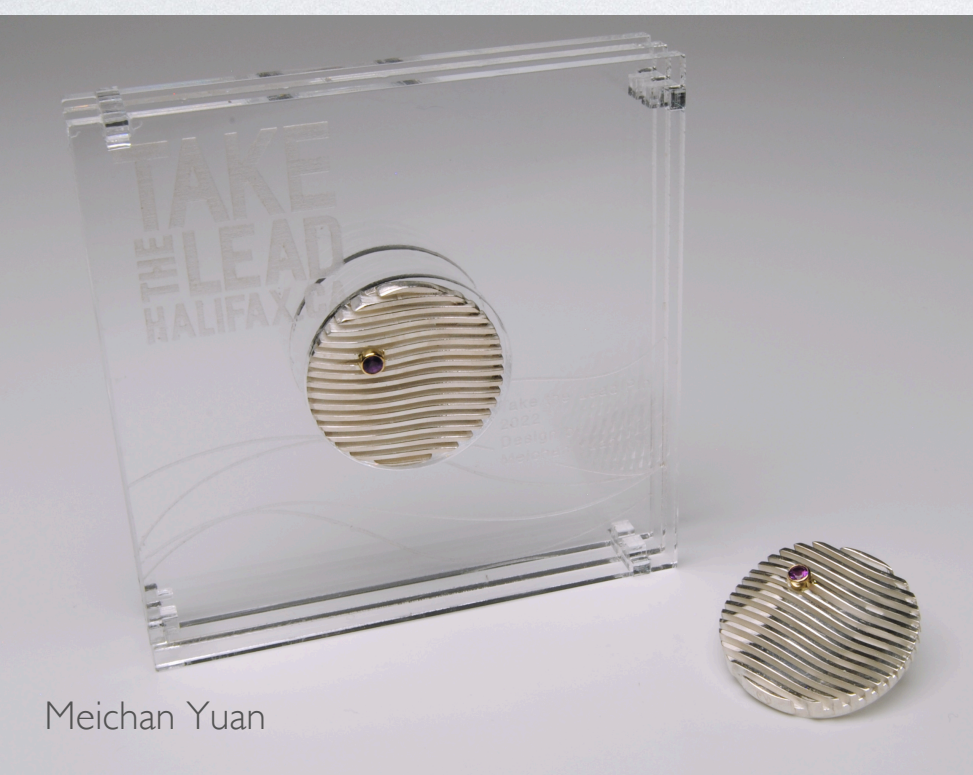
NSCC Ring designed by Donna Hiebert



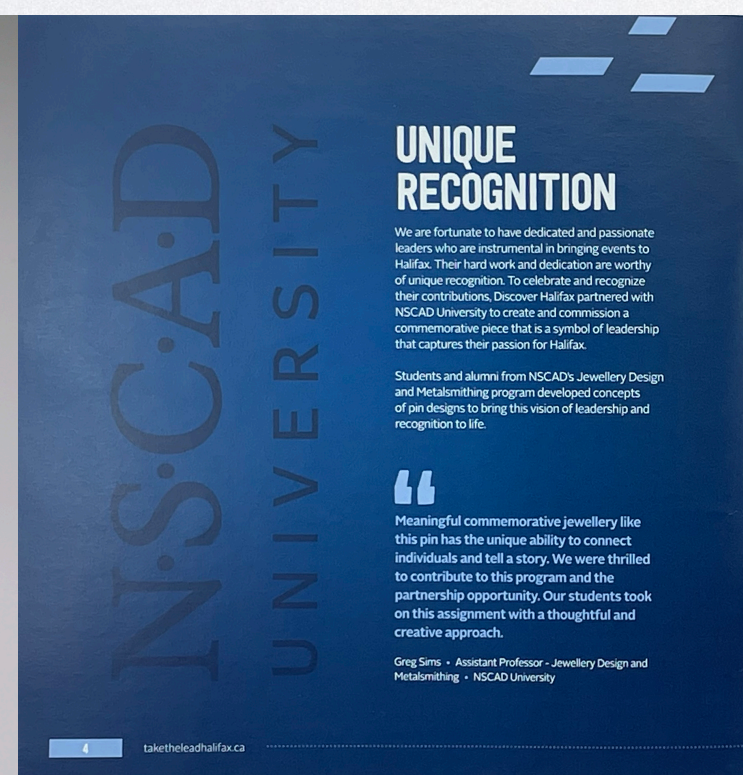
<https://www.stfx.ca/everything-x-ring/x-ring-information>

MAKING & MARKING THE MOMENT

Jewellery has long been used in marking and celebrating important transitions in our lives, be it milestones, achievements, ceremonial events and even challenging hardships. Worn on the body or held close to the individual, the jewellery object has the potential to become a strong reminder, signifying the culmination of one journey and the start of a new one. Objects are often imbued with meaning, worked into the overall design or crafted with specific materials and processes in mind. Significance also comes from the ways in which the jewellery object is imparted from one individual to another, whether through ritual, given as a simple gift or passed on as an heirloom. The most profound meanings grow over time, becoming part of a cherished piece through a lifetime of wear.



Meichan Yuan



Mavis Chen



THE RING IS ...

- Distinct and visible. Instills pride in the graduates' achievements and inspires confidence in their future endeavours
- It conveys virtues and qualities of a NSCAD graduate. Feelings of being connected and belonging to a rich history/community of artists, designers and craftspeople.
- Relevant to our place & time, representative of our diverse student population and the communities that make Nova Scotia so vibrant
- Created/designed with regular wear/use (and tear) in mind. Consider longevity, sizing, repairs etc.
- A conversation starter... What questions might be prompted and what story might be told?
- Remarkable in that it stands apart... Practical enough that it can be worn comfortably and used regularly. (ie. not stashed in a drawer)
- Has an accessible starting price point (~\$300). May make use of different materials & processes while remaining production friendly.
- Packaging and presentation should also be considered. Is there a process for rings to be ordered and received?
- The design may include: logo, name, dates, inscription, colour, and other options for customization... We are open to creative solutions!
- Jewellery formats or objects beyond the ring may also be considered if there is a clear and compelling rationale. This should be explained in your presentation so that the concept and resulting piece is well understood.

DETAILS OF THE COMPETITION

- ELIGIBILITY: Current NSCAD Jewellery & Metalsmithing students and recent* graduates of our program (*within 5 years/2018 onward)
- DEADLINE EXTENDED to: **5pm on December 16th.** Sent to alumni@nscad.ca by with the subject line: '*NSCAD Grad Ring Redesign*'
- JURY RESULTS: January 2023
- PRIZES AVAILABLE
 - 1st - \$1000 + Consideration for design purchase / production agreement
 - (2) Runner ups - \$250

SUBMISSION REQUIREMENTS:

Submit a single **PDF** or **PowerPoint** presentation, that clearly and concisely represents your concept, final design(s) & production methods that will be employed.

Submission document should include the following:

- Summary artist statement and project description, describing the overall concept and some of the key features. (Max. 250 words)
- Quality rendering(s) of the finished product, either hand drawn or digitally produced.
- Technical drawings indicating scale and key measurements, hand drawn or digitally produced.
- Outline suggesting materials and processes that will be used in production. Rough estimates on what the final design may cost to produce (per piece). Keep in mind that production costs should be a portion of the retail price as other commissions and mark ups may occur.
- (Optional) Development sketches and inspirational imagery, concepts etc. (Max. 1 page)
- (Optional) May include a physical sample or prototype of the piece (ex. 3D-printed/fabricated). This must be also submitted to the NSCAD Jewellery Department before the posted deadline.
- Designs should be submitted with the intention of negotiating and entering into an agreement with NSCAD University.

LINKS AND RESOURCES

- Questions can be directed to Greg Sims gsims@nscad.ca
- Current Alumni Ring designed by Karen Konzuk '97
The NSCAD alumni ring celebrates a lifelong connection to your academic and creative achievements. Designed and produced by Karen Konzuk, (BFA 97), this stainless-steel band incorporates the official NSCAD colour with a side incision of purple powder-coated finish. Inside the band is an engraved Latin inscription of NSCAD's informal school motto nolo facere insipida, after John Baldessari's lithograph I Will Not Make Any More Boring Art. Rings are \$200 (\$245.00 with tax and shipping within Canada)
- [NSCAD Brand Guidelines](#)
- Friday morning drop in sessions (D350) for faculty consult & technical assistance: Nov. 18, 25, Dec. 2, 9 - 10am-12pm



Karen Konzuk graduated from the Nova Scotia College of Art and Design in 1997 with her BFA. Upon graduation she established KONZUK jewellery to realize her vision of designing clean and considered contemporary jewellery. Her line has evolved from an industrial aesthetic to the refined use of form and colour. "Jewellery is about furnishing the body—it should fit perfectly with one's personality. Appreciating the subtleties of art and design in our environment can begin with something as small as jewellery." This philosophy has prompted over 100 stores across North America, Japan and Hong Kong to carry KONZUK, and it is what prompted NSCAD University to invite Karen to design a ring exclusively for our alumni.

Established in 1887, NSCAD University is the national leader in visual arts education. Our culture is defined by a balance between the old and the new, the complex and the understated. This ring perfectly fits our ethos and we call upon all alumni wear it proudly.

Wear this ring with our thanks and the challenge: NOLO FACERE INSIPIDA — the Latin inscription "I Will Not Make Any More Boring Art."