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THE BRITISH JEWELLERS' ASSOCIATION

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If you work in the jewellery industry JIB wants your news, views and opinions.

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ASDA storms the jewellery stage, page 4



Kayman Award – The Winners see leaflet in centre

See the BJA at
Spring Fair
Birmingham
Arena Stand F11

Field takes the reins at BJA

The British Jewellers' Association has announced the appointment of a new chief executive, Geoff Field. Field joins the BJA on 1 February 2002 and will take up his position on the retirement of current chief executive, Roger Price, at the end of February.

Field (age 49) joins the BJA from the Confederation of British Metalforming, a trade association for firms in the forging, fastener and presswork sector, where he held the post of projects director with special responsibility for securing and managing DTI funded projects in areas such as ICT, technology transfer and e-business. He feels that his previous experience in the areas of manufacturing and supply chain efficiency will prove particularly useful in his new post within the jewellery sector.

Another key area for Field – who is something of a linguist speaking both French and German – is export promotion. "I shall take as my starting agenda the recent DTI Report on the competitiveness of the UK jewellery sector," he told JIB. "I see my role as being all about developing strong partnerships across the entire jewellery and silverware sector; improving competitiveness and helping BJA members to generate new markets for British jewellery."

Geoff Field will be visiting the Spring Fair Birmingham in the company of Roger Price and says that he looks forward to meeting as many exhibitors and visitors as possible. ■

Geoff Field, new chief executive of the British Jewellers' Association



JIB to host Spring Fair Press Information Point – Arena F5

Jewellery in Britain will be offering British jewellery and silverware firms exhibiting in the Arena and its adjacent halls at Spring Fair Birmingham 2002 a useful new facility. All UK exhibitors are being invited to place their publicity material on the JIB stand (F5) for distribution to specialist journalists and jewellery buyers looking to source particular products during the Fair. The stand will also carry literature from the JIB partner organisations (see list on back page) and will provide a strong focal point for the entire UK trade.

"It's a long way to the main press office," explains PR co-ordinator Lindsey Straughton "and we believe that having an information point in the Arena, where visitors can not only pick up printed literature but will also have access to well-informed personnel who can provide background information on the industry at large, will be well received. We hope as many companies as possible will let us have their press packs."

BJA assistance

To help its members take full advantage of the information point, the British Jewellers' Association has produced a guide entitled 'How to produce an effective press release' which will be distributed to all members prior to the Fair. ■

'Remarkable' agreement on hallmarking

Sir Adam Buter, Chairman of the British Hallmarking Council, and immediate past Prime Warden of the Goldsmiths' Company, used the occasion of the Jewellery Prize Giving ceremony at UCE to speak about what he described as 'the remarkable agreement reached by us all with the industry' with regard to the EU draft directive on hallmarking.

Butler believes that the previous logjam with regard to the implementation of the directive could now be cleared by a change in the UK government's position and the industry's willingness to accept marking by manufacturers with third party monitoring. "The crucial proviso, the ultimate test, is that the systems and the monitoring should result in hallmarking, which gives the same level of confidence and protection as today's Assay Office based practice," he said. ■

New Law – New design protection?



December 2001 saw the implementation in the UK of the EU Directive on harmonising design registration laws across Europe. The change should present jewellery designers with new opportunities to protect their designs, to receive money from licensees, and to take enforcement action against copiers. Solicitor Stephen Welfare (right) reports.

Intellectual property 'rights' come in a number of different guises. This article relates purely to how the new EU regulations impact upon Registered Design protection.



An extended version of this article and full details of 'Copywatch', the BJA's intellectual property service, can be found on the BJA's website www.bja.org.uk

There are six main points to bear in mind:

- It is now the design which is protected, whereas previously it was an article bearing a design. Whereas previously a novel bracelet or bangle that featured a surface pattern would have required further registration if that same pattern were later applied to a different item of jewellery, say earrings, under the new Regulations¹ it is that surface pattern itself which is protected, irrespective of the product to which it is applied. Note that graphic symbols will now be registerable, and this may be highly relevant to jewellery where quite often the amount of surface area available is small so that graphic symbols will be used more than a repeating pattern.
- Single handicraft items may now be registered so individual or unique jewellery designs may be registered where previously only products made by industrial processes were protected and there had to be at least 50 made. The designer who creates an individual jewellery piece in fine metals and precious stones will be able to take out a Certificate of Registered Design and thereby seize control over look alikes and be in a position to issue licences for replicas.
- Protection will apply to parts of items of jewellery as well as the whole, thus a certificate of registration may be taken out on a new part of an existing jewellery item. Previously the courts required that an item must have "an independent life of its own" to be a registered design.
- To be registered a design must be "novel". Previously a design would not be novel for the purposes of registration if it is known anywhere in the UK prior to the date that the application for registration is filed. Note that disclosure anywhere in the world will now constitute lack of novelty. A prior disclosure will not prevent registration if obscure.
- The design must not only differ in appearance from similar items, but it must differ enough to enjoy "individual character". This will be judged through the eyes of an "informed user" who is a person familiar with the products in question and if that person considers that the design is something they have seen before, the "déjà vu" test, then it will lack individual character. We shall have to wait and see how the courts interpret this new test.
- There is a new twelve-month grace period for disclosures. This is arguably the most exciting and practical change for designers. Previously any disclosure of the design, whether or not by the designer, prior to the filing of an application for registration, would prevent a registration. This meant that the designer had to incur the expense of registration before testing the market or alternatively by the time it was realised that

the product was a success in the market, and therefore worth protecting, it was too late to apply! Designers may now exhibit and market their products prior to an application, for up to twelve months.

An application to the UK Patent Office for the registration of a design will, if successful, result in the issue of a Certificate that is still restricted to the UK. A "Community Design" is expected to come into force sometime next year and this will operate along the same lines as the community trade marks and will also be administered by the Office for the Harmonisation of the Internal Market, in Spain. For the time being therefore designs must be registered in each country where legal protection is required.

Where a designer creates a novel design in jewellery or otherwise and believes that it may be capable of registration then he should certainly seek advice. The monopoly rights that registration provides should be sought wherever possible for the protection of designs and accordingly your business and therefore your livelihood. ■

¹The Registered Designs Regulations 2001.
²S.1 Registered Designs Act 1949 (RDA)
³Sifam Electrical Instrument Co Ltd v Sangamo Weston Ltd [1973]
⁴S1B(3) RDA 1949 as amended.
⁵S1B(6)(c) RDA 1949 as amended.

Stephen Welfare will be on the BJA Stand F11 at the Spring Fair Birmingham
alternatively he can be contacted at:
Royds Treadwell 2 Crane Court Fleet Street,
London EC4A 2BL T: 020 7583 2222

Technology Matters

– JIB provides the answers to your technical problems

Why is 18ct. white gold getting harder?

Q Ray Hartwell, a diamond setter working in South London has been in the trade for 27 years, but in recent months he's noticed that 18ct white gold, which comes from a number of sources, including Italy, seems to be getting harder. Why should this be?

A There is no set recipe for the creation of white gold, which can be whitened by various metallic elements such as Palladium. The cost of Palladium has risen sharply over the past few years, and is now more expensive than fine gold; because of this other less expensive whitening agents are often used. The method of manufacture is important. When cast 18ct alloys can harden if allowed to slow cool post casting. This is referred to as 'age-hardening'. To maximise alloy formability, rings should be black quenched after casting. The black quench temperature should not be above 450°C, since certain alloys will crack if quenched above this temperature.

- Top tips:**
- Use Palladium containing alloys because they are generally softer
 - Ask that rings if cast, be black quenched post casting to maximize workability

Reply provided by the Technical Team at Cookson Precious Metals.

How can I update my silverware production?

The Spring Fair Birmingham will provide the opportunity for companies operating in the silver sector to find out more about a project specifically designed to assist UK silverware producers to update their production methods.

The Silver project, which is funded by the DTI and co-ordinated by the University of Central England seeks to transfer Integrated Communication Technologies for the jewellery, ceramics and general engineering sectors to the UK's cutlery and silverware sectors. Firms producing both silver and silverplate flatware, holloware, designer silver and silverware are all eligible for assistance with the use of CAD/CAM for virtual product development, email and the world wide web, with digital imaging, electronic communication and auto identification technologies such as bar coding.

Four regional centres in Scotland, Sheffield, Birmingham and London have been established where interested firms can view the new technologies available through the Silver Project. To find out more visit either the BJA Stand (Arena F11) or the UCE Stand (J49) at Spring Fair Birmingham or contact project manager, Phil Arch on 0121 331 7421, email phil.arch@uce.ac.uk Further information can also be found on the BJA website www.bja.org.uk ■

E M Jewellery wins Kayman Award

The London-based jewellery designers Evangelos Pourgouris and Miranda Falkner, who trade together as E M Jewellery, have won the Kayman Award 2002 for a platinum pendant design on a heart theme. The winning design entitled 'Heart Two Heart' beat off stiff competition, from a short-list of eight finalists, to scoop this prestigious national award.

Jewellery designer, Paul Spurgeon who was one of the competition judges commented. "I'm not generally a big fan of hearts, which can be a rather clichéd motif but there were some really interesting interpretations in this competition as well as a good diversity of techniques." While another judge, gallery owner Lesley Craze said: "I always look for simplicity and my philosophy is that less is more."

The winning pieces in the Kayman Award have considerable merit."

This is not the first Award that EM Jewellery has won. The company, which was founded in 1994 with a grant from the Prince's Trust, won a special Award the following year for Prince's Trust companies exhibiting at the Autumn Fair Birmingham and in 1999 won a competition to design and produce the trophies for the Gift of the Year Awards for the Giftware Association.

The winning design and eight highly-commended pendants will be on display at the Johnson Matthey Platinum Marketing Stand on the BJA Arcade, Arena F11, during Spring Fair Birmingham. ■



Testing times! Some of the Kayman Award judges at work. Left to right Lesley Craze, Gay Penfold, Simone Corlis, Kevin Howlett, Lindsey Straughton, (seated) Claire Jackaman and Mary Brittain. Also present but not pictured were designer Paul Spurgeon and Georgio Gerakio of the Goldsmiths Group.

Win 50 gold sovereigns in Golden Jubilee Brooch Competition

The London Bullion Market Association is inviting full-time jewellery students throughout the UK to enter a competition to design an 18ct. gold brooch on the theme of horse racing. The prize will be 50 gold sovereigns (£2,500 approximately). The design should be suitable for presentation to The Queen and the winner will be required to attend a presentation ceremony at Goldsmiths' Hall on 25 June 2002.

The closing date for entries is Monday 4th March 2002. Entry forms: LBMA, 6 Frederick's Place, London EC2R 8BT 020 7796 3067 mail@lbma.org.uk ■

Xmas market helps finance US trip for Hallam students

Jewellery and silversmithing students at Sheffield Hallam University provided retailers and the public in South Yorkshire with a diverse and popular range of designer jewellery, silverware and giftware in its 'Fabricate' exhibition for Christmas 2001.

The Fabricate project – now in its fifth year – ensures that students are both creative and market-oriented by requiring them to design and sell products for a pre-Christmas market, all carefully costed to retail at between £3 and £30. The money raised helps finance the students' study tour to New York.

Course Tutor Hazel White sees Fabricate as an invaluable education opportunity letting students experience

'real world' problem solving in terms of batch production, pricing, marketing and selling. By day two of the exhibition many students had, she says, sold out of the work they had produced and had a frantic few days in the workshop to produce new stock. No doubt many JIB readers can identify with that! ■



Above: Candleholder by Stacey Holgate

British Craft Trade Fair 2002

The British Craft Trade Fair 2002 will take place on 7,8 & 9 April, 2002 at the Great Yorkshire Showground, Harrogate. The fair attracts all types of designer craftspeople including a number of jewellery designers, many of whom show in the Design Edge section of the show. The BJA will be sponsoring an award for jewellers. The winner will receive free Designer Craftsman membership of the BJA, a trophy and free publicity in this publication.

Relaunch for www.jewellers.org

The National Association of Goldsmiths has relaunched its website. The site includes public, member and trade non-member areas all of which contain practical advice and downloadable support materials on many aspects of the gem and jewellery industry. The public area contains information about gold, silver, platinum, diamonds, gemstones, hallmarks, birthstones and anniversaries.

Practical help from Security group

The Jewellery Industries Securities working party has announced that it is to develop a range of printed materials to provide best practice security guidelines for the industry. The group, which was founded in 2001 by the Flying Squad at Scotland Yard, brings together representatives from all areas of the jewellery industry and feeds information from the police to the trade and vice versa, with a view to ensuring that any trends, especially in relation to violent robbery, are quickly identified.

BJA and NAG representatives on the panel say they would welcome input from their members with particular concerns on security issues for discussion at the next meeting.

Recruitment campaign for IPG

The Institute of Professional Goldsmiths has launched a recruitment drive to attract to new members. Membership costs £55 a year and benefits include copies of 'The Drillstock' a free newsletter, exhibitions of members' work and a number of social gatherings. It also entitles members to use the IPG's 'Drillstock' logo as a quality mark on their pieces. A new website, www.ipgold.org.uk for IPG members is also scheduled to go live in early 2002.

Mina - Celebrating Sixty

8 – 28 March, 2002

The Lesley Craze Galley in Clerkenwell is to stage an exhibition of work by 2000 Jerwood Applied Arts prize-winner, Jacqueline Mina – her first since winning this prize. The exhibition, at which work will be sold, will coincide with Mina's 60th birthday.



www.cockpitarts.com

Cockpit Arts, the London centre for contemporary and applied arts, has launched a comprehensive new website. The site, which is partly funded by Royal Doulton, provides background information on the 130 designers with workspace at Cockpits, an Education and Training section, dates of open events and news stories about Cockpit and its inhabitants.

ASDA storms the jewellery stage

By the end of 2003 ASDA – best known to most of us for its low price groceries – looks set to become a major force in UK jewellery retailing. During the next three years the company – which is part of the US retail giant Wal-Mart – is to open 150 in-store jewellery centres in selected ASDA stores throughout the UK, and will employ 900 specialist staff dedicated to the sale of its jewellery products.

Centres are already open in stores in Bolton, Mansfield, Derby, Coventry, Minworth, Pudsey, Oadby, Leeds and York and jewellery buyer, Justine Reed, says that early indications are extremely positive with sales exceeding ASDA's expectations. "The potential is unlimited," she told me. "The average footfall in each store is 45,000 people a week so we have a huge audience and one that returns week after week to buy food".

The jewellery counters will be situated within the home and leisure department of the stores – close to the clothes. "We shall be selling both costume and precious jewellery and see the whole jewellery section as being very much a part of our fashion offering," explains Reed.

The jewellery departments will carry a full range of stock and Reed says that she is currently working with a number of key British suppliers to source everything from earrings at £3.50 to diamond rings at around £500. Most of this jewellery is being manufactured in Italy or the Far East.

"We have made a conscious decision to offer everything you would find in a high street jewellery outlet, and although we see the range as being predominantly female we shall also carry both men's and children's jewellery," Reed confirms. She also says she sees a need for speedy product development and supply. "We shall have to keep abreast of the time and make sure there is always something there to tempt regular shoppers." ■



Above: Jewellery centre at an ASDA store

Memories campaign takes off



'I said 18 CARATS not carrots!'

The National Association of Goldsmiths and Emagold UK report an excellent response from retailers to the 'Memories are Made of Gold' campaign launched in the Autumn of 2001. The campaign aimed at helping retailers sell more 18ct. gold through the provision of two leaflets for use at the point of sale. The leaflets were supported with a widespread pre-Christmas PR campaign to local and regional newspapers and by a four-page feature, supported by selected NAG retailers, in Homes magazine.

Response to the PR campaign has been encouraging with Emagold President Dennis Allen making his radio debut on Tessa Dunlop's London Life show on LBC, to talk about gold jewellery, during the run up to Christmas. ■

Saunders & Shepherd relocate to Birmingham

The long established London fine gold and diamond jewellery manufacturer, Saunders & Shepherd has announced that it is to move its entire operation to Birmingham in February, 2002. The company, which is currently based in Bleeding Heart Yard, Hatton Garden is to join its sister firm, W.H.Wilmot at that company's factory in Albion Street in the heart of Birmingham's Jewellery Quarter. Managing Director John Coupland and his team are looking forward to the move

Nick Burton, managing director of W H Wilmot says: "Having both companies in the group here in Birmingham makes absolute sense. It will enable both firms to effectively halve their administration costs as well as being able to combine their resources with regard to the introduction of new technologies and existing production equipment. This is good news for us and for our clients." ■

Diamond marking at Birmingham Assay Office

The Spring Fair Birmingham (Stand F4 in the Pavilion Link) will see the launch of a new service from Anchorcert - the services department of Birmingham Assay Office - the laser marking of diamonds. The office has recently purchased a specialist machine for this purpose, a move which Sales and Marketing Manager, Marion Wilson describes as a 'considerable financial investment'.

The machine will be able to mark numbers, letters, trademarks and logos onto the girdle of diamonds from 20 point size upwards and will provide a valuable new tool to the Assay Office which already operates a diamond certification programme. Marion Wilson believes that in the current climate surrounding diamonds and public concern about 'war zone' stones, that manufacturers and retailers alike will welcome this new facility. For further information call Marion Wilson on 0121 236 6951 ■

V&A 'Tiaras' exhibition set to dazzle

21 March – 14 July, 2002

An exhibition of tiaras, to be staged at the Victoria and Albert Museum in London next spring, is already being hailed as one of the most dazzling and dramatic exhibitions of jewellery ever to be staged in the UK.

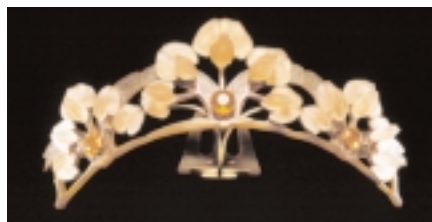
The exhibition will bring together some 200 tiaras dating from the 18th century to the present day and will include some 100,000 fine gemstones from throughout the world. Amongst the highlights of the show will be a number of 'royal' tiaras including the one worn by Her Majesty The Queen at her wedding in 1947 and the 'Oriental Circlet' designed by Prince Albert for Queen Victoria and regularly worn by The Queen Mother.

Other exhibits will include period pieces from jewellery legends such as Cartier, Faberge and

Lalique as well as more contemporary offerings from present-day designers including Vivienne Westwood and Versace.

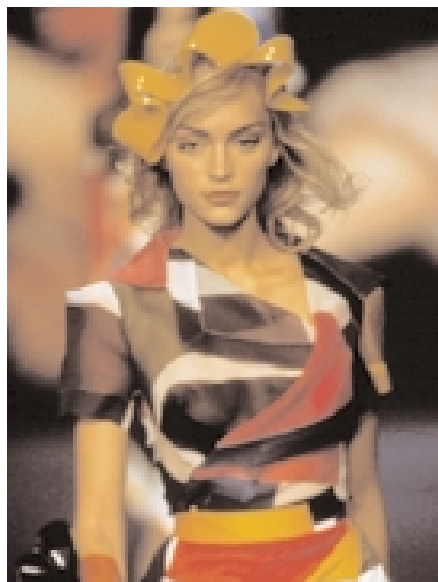
Geoffrey Munn, the well-known jewellery historian and managing director of Wartski, who is curating the exhibition, says: "This will be amongst the grandest exhibitions of jewellery ever to have taken place. It will celebrate the tiara as an art form and will provide a fascinating insight into the history of the jewels themselves, their owners and their makers." ■

A book written by Munn, entitled 'Tiaras, Past and Present' (Price £12.95) will be published by V&A Publications to accompany the exhibition.



BJA collaboration

The British Jewellers' Association, through its export services department, will be working with the V&A during 2002 to promote 'Tiaras' at a number of overseas jewellery events. "We are tremendously excited to be collaborating with the V&A in the promotion of this fantastic exhibition which we believe will provide a wonderful boost for the UK's jewellery industry," says the BJA's Lindsey Straughton, "I have no hesitation in commending 'Tiaras' to everyone in the trade and am delighted to be able to offer special discount rates to all JIB readers." ■



Front cover: Diamond and platinum tiara by Cartier
Above left: Tiara comb by Rene Lalique
Above: Acrylic wave tiara by Vivienne Westwood

SPECIAL OFFER FOR JIB READERS

BUY ONE FULL PRICE 'TIARAS' TICKET AND GET A SECOND TICKET AT HALF PRICE

Thanks to collaboration between the British Jewellers' Association and the V&A Museum JIB is delighted to be able to offer readers the opportunity to buy discounted tickets to the forthcoming 'Tiaras' exhibition. Entry is by ticket only and the number of visitors allowed into 'Tiaras' at any one time will be limited so pre-booking is strongly recommended.

To book your tickets call **0115 912 9184** anytime from 1 February 2002 and quote promotional reference 'JIB'. The offer is valid for the purchase of up to 2 tickets and is not valid in conjunction with any other offer. Tickets should be booked before 31 March 2002 a 75p booking fee is payable.

Tiaras Admission

Full tickets £5
Concession £3 (senior citizens and full-time students)
Free to under 18's, disabled and other concessionary groups. Exhibition entry is £3 for everyone after 16.30

V&A Opening Hours

10.00-17.45 daily (5pm last entry to exhibition)
10.00-22.00 Wednesdays and the last Friday of the month. (20.45 last entry to exhibition)

100% discount off 'Tiaras, Past and Present' the official book of the exhibition

'Tiaras, Past and Present' by Geoffrey Munn is published in March 2002 to accompany the exhibition. Readers can order copies, with a 10% discount, for just £11.95 (rrp £12.95) including free postage and packing.

To take advantage of this offer, please telephone **01480 212666** and quote the code **V&A063**.

Column Inches

5

2. WRITING A PRESS RELEASE

JIB believes that many UK jewellery firms are missing out on media coverage because the material they provide to journalists is sub-standard. Here are some tips to help ensure that your media releases get the attention they deserve:

DO....

- ✓ Get to the point at once.
- ✓ Your 'headline' should be a snappy summary of exactly what the release is about – try to grab the journalist's attention.
- ✓ Your first paragraph should include most of the vital information.
- ✓ Remember all the 'w's' the reader needs to know Who did What, Where, Why, When and with Whom.
- ✓ Write in short clear sentences and double space the text.
- ✓ Provide some pertinent quotes.
- ✓ Make sure the information is factual – journalists are not interested in conjecture or in hyperbole.
- ✓ Make sure if you are attaching illustrations/pictures that these are mentioned as a 'Note to Editor' at the end of the release and that they are well captioned to link them with your written submission.
- ✓ Make sure the release is dated.
- ✓ Give a contact name and telephone number for further information.
- ✓ Keep it short and relevant.
- ✓ Tailor each press release to the type of media to which it is being sent.
- ✓ Read the publications you are targeting to make sure the information you are sending them is relevant.

DON'T....

- ✗ Make exaggerated claims for your product.
- ✗ Describe your product using superlatives.
- ✗ Try to cram too many topics into one press release – better to prepare a separate release for each one.
- ✗ Use acronyms without explaining them.
- ✗ Assume the reader has prior knowledge about your company or products. If necessary include background information as an additional 'Note to the Editor'. ■

Silver Lives!

Exhibition closes 31 January, 2002

There are just days left in which to see the acclaimed 'Silver Lives!' exhibition of contemporary silver currently showing alongside the magnificent antique collection assembled by Sir Arthur Gilbert at Somerset House in London.

The exhibition will draw to its close with a 'Living Silver Weekend' On Saturday 26th January from 11.30 – 1.30 there will be a demonstration by the silversmith John Bartholomew and others who will demonstrate their own silversmithing techniques and discuss the skills involved in making the pieces on show in the Gilbert Collection.

On Sunday 27th January there will be two lectures. At 11.30 Gareth Harris of Silversmiths Smith and Harris in Hatton Garden will give a talk entitled 'A Living Silversmith Speaks'. Tickets will be required for this event (Call 0207420 9406 to reserve a place). At 2.00 Philippa Glanville, curator of Silver Lives, and Oliver Makower will speak on buying modern silver. Tickets will not be required for this event. ■



Above: Flatware by Simone Ten Homple

Trade praise for Brilliantly Birmingham



Above: Work from Brilliantly Birmingham by designers Phil Webley, Lynne Morgan and Jenni Wilson

The British Jewellers' Association has praised Birmingham City Council for its organisation of Brilliantly Birmingham, the Annual fair celebrating Birmingham's jewellery-making heritage, which took place during November and December, 2001.

Speaking about the fair, which included jewellery exhibitions, workshops, displays and a ball, BJA Chief Executive, Roger Price, himself on the Brilliantly Birmingham Committee, said: "This is exactly the sort of initiative the jewellery industry needs. Contemporary jewellery was on sale throughout the city, there was plenty of regional press coverage for the event and a lot of people had a lot of fun. More seriously a great deal of jewellery was sold. It is a great way to raise the profile of Birmingham and its jewellery makers." ■

Synergy Awards

The European-funded Synergy 1 project to assist West Midlands design based companies from the jewellery, automotive and clothing sectors to develop international trading opportunities, reached its culmination in December with an Award Ceremony at the Council House in Birmingham.

Two of the awards went to jewellery companies. Collette Waudby, who used Synergy to focus her business strategy to almost double her turnover and to significantly increase her exports and generate new jobs, was awarded the most successful company in the jewellery sector; while the long-established Birmingham watch manufacturer WH Wilmot was deemed to be the most successful company in implementing an ICT strategy for its new website, software and ISDN which allows complex engineering drawing and photographs to be sent by email.

Both companies were assisted in their prize-winning projects by the team at the Jewellery Industries Innovation Centre at the University of Central England which coordinated the project for the jewellery sector. ■



Above: Collette Waudby

NEWS IN BRIEF

Djørup wins Chelsea prize

The Danish goldsmith, Mikala Djørup has won the prestigious Janet Fitch Prize for Jewellery at the Chelsea Crafts Fair. Djørup, who originally trained as a goldsmith in Copenhagen, did a BA at London Guildhall University graduating in 1999 with a first class degree and a Best Student Award from the British Jewellers' Association. Her work is based on movement and tactility and includes rings, bracelets, necklaces, brooches and cufflinks predominantly in silver but with details of gold and precious stones. Djørup's work is carried by galleries throughout Europe and will be on show at the Roger Billcliffe Gallery, Glasgow during March 2002.



Above: Section of silver leaf necklace by Mikala Djørup

UCE adds to short course programme

The Jewellery School at the University of Central England is offering over 50 short courses in 2002. CAD features strongly, with courses on software packages such as IT Sage, Excel, Rhino, Artcam and Jewel CAD. There will also be courses on Web Design and Computer Integrated Manufacture. UCE expects particular interest in its Platinum Master Class by platinum guru, Jurgen Maerz from the Platinum Guild in the USA. It is also working in conjunction with the Birmingham Assay Office to provide a unique course on Assaying, dealing with all aspects of coupellation – the ancient and complex procedure by which gold is tested.

Courses are limited to ten places so early booking is recommended. Contact the Short Course Department on 0121 331 5940 or www.biad.uce.ac.uk

Arts Council Funding for Contemporary Jewellers

The Association for Contemporary Jewellery has announced that it is to receive £30,000 of funding from the Arts Council to be paid in equal instalments over the next three years. ACJ spokeswoman, Muriel Wilson, says that the money will be used to help develop regional activities for members based outside London, to organise further exhibitions of members' work and to assist in the development of an international profile for the ACJ through a website and other activities. The money will also allow the ACJ to employ someone for one day a week to co-ordinate these promotional activities.

£35,000 for Crafts & Design Council Awards

There will be a prize fund of £35,000 available for the 2002 Goldsmiths' Craft and Design Council Awards. This annual competition, which is staged by the Worshipful Company of Goldsmiths' and supported by many companies and organisations from throughout the industry, was founded in 1908 to reward those practising the many skills which comprise the craft of silver and jewellery making. ■

JIB

Jewellery in Britain

Supported by:

- The Assay Offices of Great Britain
- Association of British Designer Silversmiths
- Association for Contemporary Jewellery
- British Craft Trade Fair
- The British Cutlery and Silverware Association
- British Jewellers' Association
- Diamond Trading Company
- Diamond Bourse and Club
- Emagold(UK)
- Gemmological and Gem Testing Laboratory
- Institute of Professional Goldsmiths
- Jewellery & Allied Industries Training Council
- Johnson Matthey Platinum Marketing
- London Guildhall University
- National Association of Goldsmiths
- Reed Exhibition Companies Ltd. (International Jewellery, London)
- Trade Promotion Services
- University of Central England
- World Gold Council
- Worshipful Company of Goldsmiths

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Price steps down

Roger Price, the chief executive of the BJA is to retire from his post in February 2002. His departure marks the end of a distinguished career of over 40 years in the jewellery industry.

Roger Price initially joined Engelhard Industries as their first jewellery metal representative in the early 1960's and finished as general manager of jewellery operations 30 years later. He then worked as a consultant for major industry players. Throughout his working life Price was closely involved with both the British Jewellers' Association, of which he is a past chairman and with the British Jewellery & Giftware Federation, of which he is a past president.

The area in which Roger Price achieved most for the industry was education. His roles as President of the Education Commission of CIBJO and as Chairman of the BJA's Education Committee were crucial to the development of NVQ's for the jewellery sector, and to the founding of JAITC for the deliverance of Modern Apprenticeships. It was his outstanding contribution to education that led to London Guildhall University awarding him an Honorary Master of Arts degree in 1999.

BJA Chairman David Doyle told JIB: "Roger's contribution to the jewellery sector as a whole, and to the BJA in particular, has been immense". Robin Buchannan-Dunlop of the

Goldsmiths' Company said: "I have been privileged to work with Roger Price over a number of years. Much of our collaboration has involved training, especially in the long struggle to establish NVQs. More recently we have both been members of the DTI Steering Group.

"In our roles as two chief executives I have enjoyed Roger's friendship and support on a much wider basis and will miss his effervescent cheerfulness and optimism for the future of the industry. I am delighted that he is a Freeman of the Goldsmiths' Company and look forward to continuing our association in other spheres". ■



Above: Roger Price – chief executive of the British Jewellers' Association

BJA Student of the Year

Anna Lorenz, a mature student from Germany who is in her second year of a BA in Jewellery & Silversmithing has won the BJA Student of the Year Award at the University of Central England. Course Tutor, Terry Hunt says that Lorenz, who is a trained telephone engineer and has also completed a traditional goldsmithing apprenticeship in Germany, excels at all aspects of the course.

Lorenz says her main interest lies in creating jewellery that has interchangeable parts and in silversmithing where she relishes the opportunity to 'go bigger'. She is pictured receiving her £250 prize from the Lord Mayor of Birmingham. ■



Xmas Ball raises over £10,000



Above: Martin Short and David Simons

Some 270 guests at The Benevolent Society Ball 2001 raised over £10,000 for needy ex-employees of the jewellery, gift and leathergoods industries. The money came from raffle tickets, tombola tickets and an auction. During the evening Martin Short, publisher of *rj* magazine presented David Simons, Chairman of the Benevolent Society with an additional sum of £2000 raised during the UK Jewellery Awards. ■

BJA NEWS

Discounts on e-series credit check service

The British Jewellers' Association has added a simple-to-use, Internet-based business information tool, which provides essential information on companies and the people who run them, to its comprehensive stable of member services.

The service, entitled 'e-series', is being provided by the business information company Experian and provides details on every limited company in the UK and the largest database of non-limited, sole traders and partnerships. Its Payment Performance service reveals slow payers and provides early warning of companies that are in financial difficulty.

e-series business uses Microsoft Internet Explorer which is easy to navigate, and provides access to comprehensive summary screens to ensure that the required information is quickly identified and displayed. It has been designed to help users interpret information with speed and confidence and special warning signs ensure that even the most occasional users do not overlook important information. Full colour screens and graphics provide clear presentation of data, making information easy to interpret.

"Reliable credit information is essential to any business and we believe that this system whereby members can simply enter the e-series website, without delay at any time of the day or night will prove invaluable," says the BJA's Lindsey Straughton.

Experian's e-series business is available to BJA members at the discounted rate of £15 a report.

Changes at Basle

There are substantial changes afoot in Basle. Not only have the dates for the 2001 fair been changed, with the event now taking place from 4-11 April, 2002, but the organisers have also announced that in 2003 the fair is to split between two venues with the National Pavilions and un-branded watch and jewellery products being re-located to Zurich, an hour's journey away from the main exhibition. Despite protests from the BJA's export services department, the British Pavilion will be included in this move and UK firms wishing to remain in Basle will have to apply for an independent stand there. Priority is being given to watch and jewellery companies with established brand name products.

The British Pavilion for 2002 has also changed location and will be situated in Hall 3 Level 2 where it will have 303 sq. metres of space, a slight drop on last year's allocation, but in a very busy fair more than had been anticipated. Contact: Debbie Boswell at the BJA's Export Services Department on 0121 237 1119 for further information. ■

See the BJA at Spring Fair Arena E11

- Credit checking service for members
- Copywatch intellectual property service
- Prize-winning website – www.bja.org.uk
- Help and advice