



NEWS RELEASE

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JEWELLERY MEETS FASHION IN RICHES OF AFRICA 2004

Jewellery meets fashion – with dramatic results – in the winning works from AngloGold Ashanti's Riches of Africa 2004 gold jewellery design competition. Featuring such items as shawls, a tie, a mask, a fan and a breast piece, the 25-piece head-turning collection in 18-carat gold was given its first public showing at a special function held in Hyde Park, Johannesburg, last night.

With "Fire" as the theme, Riches of Africa attracted 459 entrants who submitted a record 1 189 designs – more than five times the number of designs entered for the first competition held six years ago.

From a fire-breathing dragon to a phoenix rising from the ashes, from volcanoes and stars to Catherine wheels and runaway fires, the 24 winners* have drawn inspiration from diverse sources to come up with their imaginative designs. The winners come from across the country – Johannesburg, Cape Town, Pretoria, Durban and Port Elizabeth – and 14 of them are students of jewellery design.

The winning designs were chosen by a panel comprising an international leader in jewellery marketing, UK-based Jan Springer; jewellery designers Isa Gesseau, Gilbert Torres and Johan Louw (overall winner of last year's competition); fashion designer Gavin Rajah; the fashion editor of Elle magazine, Shaldon Kopman; and Tina Eboka from the CSIR.

Commenting after the judging, Gavin Rajah said: "What captured my attention as a fashion designer was the fact that the collection is contemporary and on a par with international trends. This is important if we aim to seek global attention and recognition for our creative industries in South Africa."

Entrants were required to submit three designs – for pieces of jewellery in 18-carat gold (yellow, rose and white gold were all permitted) and up to a maximum weight of 400 grams – to the preliminary judging session. Here the 25 designs were chosen and AngloGold Ashanti provided their creators with the gold required for the manufacture of their works.

Once the pieces had been manufactured, they were then assessed according to six criteria: interpretation of the theme; originality; aesthetic impact; feasibility and functionality; visual impact; and quality of manufacture.

* One contestant had two designs selected.



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At this session the judges chose the overall winner and two runners-up. The overall winner is 24-year-old **Adèle Pretorius**, a final-year student at the Durban Institute of Technology. Adèle, who drew inspiration from shooting stars and comets for her headpiece, wins a prize to the value of R40 000. She plans to start her own jewellery label when her studies are over.

In second place is **Alet-Marie van Zyl**, 25, a professional jewellery designer/ manufacturer from Johannesburg. Her mask representing the power of gold earned her a prize to the value of R15 000. She came third in last year's competition.

Lungile Maseko, 23, who is a jewellery design training officer with the Imfundiso Skills Development Programme in Pretoria, was placed third with a prize worth R10 000. He fashioned his headpiece to create the effect of the melting wax of a burning candle.

The Durban Institute of Technology receives a special merit award for the institution with the highest number of successful entrants in the competition. Apart from Adèle, the winners from there are **Leigh Clark**, **Nikki Pijper** and **Sane Zungu**.

The other students are **Nadine Kritzer**, **Ilze Oberholzer** and **Dannali Wilson** from the Cape Technikon; **Bonginkosi Khumalo** and **Nontando Molefe** from Technikon Witwatersrand; **Veronique Blignaut** and **Tanya van der Merwe** from the Tshwane University of Technology; **Siyabonga Hlongwa** from the Cullinan Jewellery School; **Emile Strauss Pitout** from the College of Cape Town; and **Mangaliso Welcome Buzani** from Port Elizabeth College.

Among the professionals, special mention should be made of **Siphokazi Ntuli**, who had two designs (both shawls) selected by the judges. Apart from Siphokazi and Alet-Marie, the other professionals who complete the winners line-up are **Stuart Benade**, **Noeline Kruger**, **Sarah Preston**, **Karen Lategan**, **Lynnae Lyons**, **Maike Valcarcel** and **Natanya van Niekerk**.

AngloGold Ashanti established the Riches of Africa competition to encourage innovative gold jewellery design and the event is used as a platform for promoting gold jewellery of South African design and manufacture to national and international audiences. A year of displays and exhibitions for the 2004 collection starts in Cape Town on Tuesday, 17 August when it will be presented at Cape Town's Fashion Week in an AngloGold Ashanti show led by international supermodel, Alex Wek.

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