



A CURATED DESTINATION ON THE JCK LAS VEGAS SHOW FLOOR FULL OF

*one-of-a-kind designs*

FROM UP-AND-COMING AND VETERAN ARTISTS

## A RE-IMAGINED DESIGN EXPERIENCE

The JCK Las Vegas Design Center is an exclusive, curated **destination** of collections with a story; representing the individual aesthetic of **well-established** and **up-and-coming** designers. These design collections are crafted with the **utmost integrity** from designers who set trends and take risks with their own **unique** point of view.

The Design Center neighborhood includes a **unique floor layout** at the new Bayside entrance to the JCK show floor with contemporary booth packages.

Exhibiting in the Design Center is based on a **juried process**. All applicants must be **approved** by the Design Center Committee in order to ensure the appropriate **evolutional tier, product quality** and **mix**. Space is limited. Vetting occurs every year and there is no guarantee of placement year over year.



## WHAT IS A DESIGN CENTER KICKSTARTER?

A student or young professional looking to pursue their passion in jewelry and serve as the next generation of designers in the industry. JCK's Design Board will choose one Kickstarter from five top jewelry/design schools. They will receive a complimentary showcase space within the Design Center at JCK Las Vegas and a mentorship from the larger design community. **\*Kickstarter is not a mandatory first step to exhibiting at the Design Center. Exhibitors can enter at any stage and is based on a juried process and vetted annually.**

## WHY EXHIBIT IN THE DESIGN CENTER AT JCK?

### BEST EXPOSURE AT ANY U.S. TRADE SHOW

- Access to more than **23,000** qualified domestic and international buyers
- Premier location near Rising Stars and Design Residents
- Over **900** elite, high-end stores and **600+** buyers from major department and chain stores
- Exposure to **Consumer Editors** from publications W, ELLE, Harper's Bazaar, Marie Claire, InStyle, Lucky, O, and more
- Year round designer-specific education and **mentoring** provided by JCK and the larger design community
- Dedicated Design Center **press release** sent to JCK's consumer and trade media database
- Design Center Advertorial coverage in **JCK magazine**

### DESIGN CENTER SPECIFIC MARKETING TO TARGETED RETAILERS

- **Hosted Designer Retailer Program** organized by JCK to give you the opportunity to connect with elite galleries, boutiques and design-focused retailers [Including: Aaron Faber Gallery, Gallery of Jewels, R. Grey Gallery, Talisman Collection, Clay Pot and more!]
- **Design Center Look Book** marketed to all consumer and trade media digitally pre-show, printed in the official JCK Show Guide and distributed to targeted retailers hotel rooms in Las Vegas
- Participate in the **Editor's Choice Awards** voted on by Editors [2017 judges include W Magazine, The Oprah Magazine, Hearst Design Group, InStyle, The Jewellery Editor, and more] and combined with **Design Center Top 50 Awards**, creates year-round exposure to media outlets and jewelry buyers
- **Dedicated social media opportunities** for editorially selected exhibitors on the JCK Insider blog
- **Best practice sharing** and **education opportunities** from JCK team and Industry mentors on what you can do to plan for a successful trade event

**KICKSTARTER** is the first step\* for the talented few who know their passion and are actively pursuing it at the collegiate level. The program, led by a Design Advisory Board comprised of retailers and industry influencers, selects seven designers from participating schools based on their applications and predicted viability in the current marketplace. The prize, an opportunity to exhibit in the Design Center at JCK as part of the first Kickstarter Class, includes a complimentary showcase space and mentorship from the larger design community.

The 2017 Kickstarter Class includes: **Lillian Ismail**, *Pratt Institute*; **Sylvie Lissa Alusitz**, *Rochester Institute of Technology*; **Sierra Adair**, *Savannah College of Art and Design*, **Coline Assade**, *Central Saint Martins*



**LILLIAN ISMAIL**

Pratt Institute

2017 EDITORS' CHOICE AWARD WINNER



**SYLVIE LISSA ALUSITZ**

Rochester Institute of Technology



**SIERRA ADAIR**

Savannah College of Art and Design



**COLINE ASSADE**

Central Saint Martins

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# 2018 DESIGN CENTER APPLICATION KICKSTARTER

The Kickstarter Program at JCK Las Vegas serves as a platform for the next generation of distinguished talent within the jewelry industry to display their jewelry designs to attending media, buyers and established designers. By working with top design schools across the globe, JCK's Design Board will choose one Kickstarter from five schools; giving them the opportunity to showcase their designs with a free exhibit space at JCK Las Vegas (Friday, June 1 - Monday, June 4, 2018 at Mandalay Bay Resort & Casino in Las Vegas) and be a part of a mentorship from the industry elite.

Please complete the Kickstarter application in full. If you have any questions about the Kickstarter Program at the JCK Design Center, please ask your program director or Kate Nellis, Special Events & Conference Manager for JCK at knellis@reedexpo.com.

## I. GENERAL INFORMATION

School: \_\_\_\_\_ Graduation Date: \_\_\_\_\_

Designer Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website url: \_\_\_\_\_

Social Media:   

## II. DESIGN INFORMATION

*Please attach the following: 1. Your designer bio (500 word limit) and 2. Up to ten (10) photos of your design work.*

Describe your design work including metal and stone type: \_\_\_\_\_

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Describe your design philosophy: \_\_\_\_\_

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List awards, accolades and affiliations the jury should take into consideration:

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## II. DESIGN INFORMATION

Please complete this application in full and send it along with your designer bio, ten (10) digital photos of your work and whatever support materials you feel is necessary for the jury to make an accurate assessment of your designs for the 2018 Kickstarter program.

***Return your completed application and materials to your program director organizing your school's entries.***

# 2018 DESIGN CENTER SCHOOL PROFILE

We are excited your school is a part of the 2018 Kickstarter program in the Design Center at JCK Las Vegas. Please complete the school profile below in full so we know more about your school's design program. Print clearly or type.

## I. GENERAL INFORMATION

School: \_\_\_\_\_

Administrative Contact Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website url: \_\_\_\_\_

Social Media:  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

## II. DESIGN PROGRAM INFORMATION

Year established: \_\_\_\_\_

School/design program boilerplate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Describe your jewelry design program, curriculum and offerings: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Design program awards and honors: \_\_\_\_\_

\_\_\_\_\_

Amount of jewelry design students (current and alumni): \_\_\_\_\_

## III. ADDITIONAL INFORMATION

Along with this form, please send the following items and any other materials you feel is relevant to tell us about your school:

- School logo (.tiff, .eps, or .jpeg file)
- Press release or news article about design school (optional)
- Brochures, promotional packages (optional)

## IV. SCHOOL PROFILE SUBMISSION

Please complete the school profile in full. Scan and email your completed profile and additional materials to:

KATE NELLIS

Special Events & Conference Manager, JCK

Fax: 203-840-5675 | Phone: 203-840-9675

Email: knellis@reedjewelrygroup.com