



PLATINUM AFRICA 2020



THEME

DESIGNED FOR MEN OF PLATINUM

Today's men of platinum are extremely success-orientated and ambitious.

They believe in equal opportunities for all and the maxim that with hard work and perseverance, there is no excuse for not making it in one's sphere of activity. These men are to be admired and recognised for their accomplishments.

- Independent • Ambitious • Self-belief
- Perseverance • Respected

STYLE

They have an eclectic and modern style – they are equally comfortable in suits, shorts or chinos. They seek distinction and strive to be unique – there's no blending into the crowd.

- Modern • On trend • Unique • Eclectic
- Comfortable in their own skin

ROLE MODELS

Their role models are men who have made it on their own and achieved success through hard work and talent... real men of platinum. Notable examples include:

- **Siya Kolisi**, who rose from township to the toast of the town as South Africa's first black Test rugby captain. The Kolisi foundation launched to help fight COVID-19 supporting our frontline workers.
- **Thembekile Mrototo**, is best-known as the spiciest member of the 94.7 Breakfast Club show and is also an Eyewitness News anchor, his reporting separates hype from fact, keeping us informed on the Corona Virus.
- **Elon Musk**, the South African-born entrepreneur who dared to dream big, blasting one of his Tesla electric cars into space aboard his own rocket. Musk has offered to supply life supporting ventilators, critical for treating severe COVID-19 cases free of charge.
- **Trevor Noah**, South Africa's best-known comedian, writer, producer, political commentator, actor and TV host. At just 36, he currently hosts *The Daily Show* in the USA.

Let your imagination explore fresh, new design concepts for this exciting gift-giving opportunity!

TARGET CONSUMER

He's on his own journey to success. He wasn't born with a silver spoon in his mouth. Instead, he digs deep to create and achieve his goals and successes.

Age: 20-50

He balances family and friends with his career, taking pride in every aspect of his life.

- He's among the highly affluent A/B1 segment.
- He's the family's chief wage-earner, contributing 70% of the total household income.
- 27% of this target group spend 46% of their income on discretionary (ie, non-essential) items.

DESIGN LANGUAGE - Why platinum?

Premium • Sophistication • Modernity • Discernment

• Exclusivity • Strength = Self-success

Men with the inner strength and grit to win in life deserve platinum, the rarest of all metals.

DESIGN EXPECTATIONS – What the judges will be looking for:

- Innovation – creating something not seen before.
- How you use your references as inspiration.
- A meaningful concept/story that reflects varied aspects of inner strength (the core), as per the brief.
- Design forward, relevant to younger men.
 - + Element of fashion
 - + Wearability

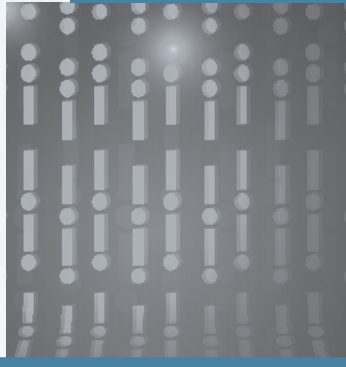
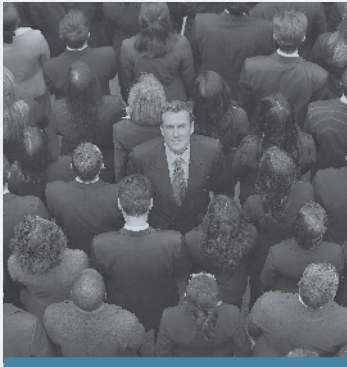
BEFORE YOU BEGIN YOUR CONCEPTUAL WORK...

Please profile your client carefully – know and understand exactly who he is, where he comes from, his lifestyle, age and core strength. Tell us why he deserves platinum.

Please read through the design hooks a number of times to ensure you have a clear idea of what will best suit your client and creative design.

– You will need to include this information in your entry form.

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DESIGNHOOKS

EXPRESSING INDIVIDUALITY

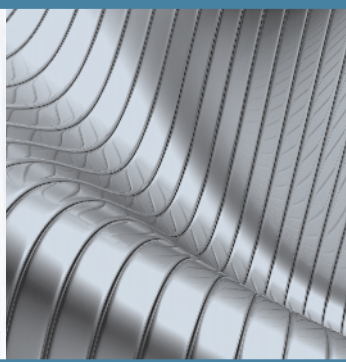
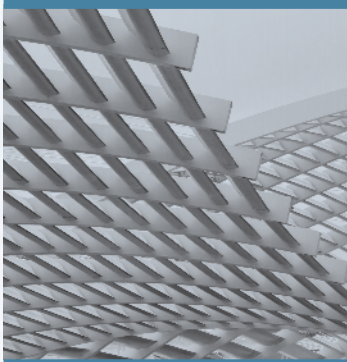
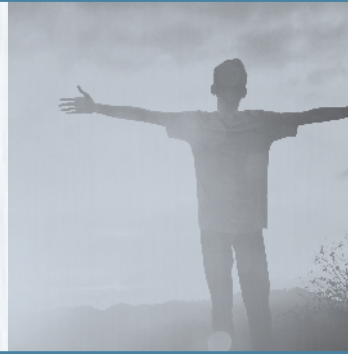
What's closest to me – quirks, beliefs, values.

- Personalisation through symbolic mnemonics by way of textures, detachable components or inserts,
- Morse codes / Matoran alphabet / Glyphs

SELF BELIEF

Staying focussed and persevering in the face of challenges; overcoming lows and marking the rare and momentous journey...

- Perforation
- Mismatch by way of forms, shapes or flow of silhouettes
- Kinetic highs and lows


LESS SAYS MORE

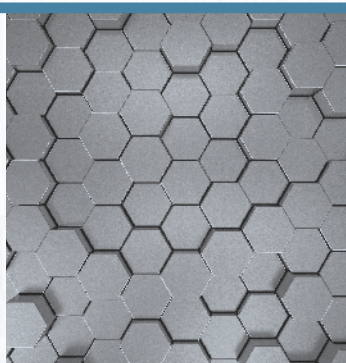
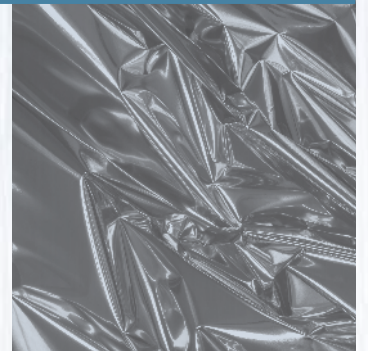
No shout outs, power of subtlety...

- Dynamic singularity
- Fluid volumes
- Hidden mechanics and understated, subtle connectors

INSPIRATIONAL

Inspiring others to believe that greatness lies within every one of us – leaving a legacy...

- Disruptions: pixilation, patchwork, incisions
- Kaleidoscope: revoke stereotype, evolving patterns, reflective surfaces


MULTIFACETED

Encapsulating his multi-dimensional Life...

- Fusion: blending, binding, merging, moulding
- Multi-functionality: reversible or multi-wearability

COMPETITION DETAILS

If you wish to participate, please complete **Annexure 1** to apply for metal.

- Design and manufacture a single piece of jewellery that fits the **Designed for Men of Platinum** theme.
 - The two categories of adjudication are individual students/apprentices and individual professionals.
 - Platinum must be core to the design; other materials may be incorporated.
 - Creativity, originality, interpretation of the theme, delivery on the design expectations and technical excellence will be assessed.
-

Application for Platinum Metal deadlines:

Metal requests should be submitted as soon as possible. Final requests must be received **on or before 21 June 2020**.

Entries submission date: 28 August 2020

Adjudication: To be confirmed

Awards function: To be confirmed

Coordinator: Harriet Lamb
 Telephone: (028) 273-8156 or (011) 888-8397
 Cell: (082) 852-6850
 Email: juno@junocorp.co.za

Prizes:

	1st	2nd	3rd	4th
Individual Professional	R35 000	R25 000	R20 000	R15 000
Individual Student/Apprentice	R20 000	R15 000	R10 000	R5 000
People's Choice Award	R15 000			

Winners may be considered for participation in PGI India's design sourcing process in 2021.

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ENTRY ESSAY & CAD DESIGN

Please use **Annexure 2 to submit your entry and essay**. Detail clearly who your client is, the inspirational story behind your design and your creative thought process. The essay will be used by the judges to ensure that the design reflects your inspiration and the theme. Each entry must also be accompanied by CAD drawings or design sketches. **Please also email the Word document with your entry and essay to juno@junocorp.co.za**

CHECK LIST

- If you are submitting a neckpiece, have you included a chain or thong to hang it on.
- Entry securely packaged in a plain, secure box that can be opened and closed easily.
- Entry/essay form (Annexure 2), attached to your entry and an electronic copy emailed to juno@junocorp.co.za.
- A copy of the Metal Concentrators SA (Pty) Ltd (Metcon) delivery note included with your entries.
- Metal returns with your entry attached in a separate envelope with your details, clearly marked.
Detail solid pieces separately from scrap/filings.

Please note: Scrap metal and left over metal filings to be *melted into a button*.

TERMS AND CONDITIONS

INTRODUCTION

- 1 The terms and conditions set out in this document will regulate the Rustenburg Platinum Mines Limited's ("RPM") PlatAfrica 2020 Competition. They should be read together with any specific terms of the Competition which RPM has communicated in its marketing material.
- 2 In the event of any discrepancy, inconsistency or ambiguity between the provisions of these terms and conditions and any marketing material, the provisions of the terms and conditions shall prevail.

DEFINITIONS

- 3 Unless the contrary intention appears, the following terms have the meanings given when used in the terms and conditions:
 - 3.1 'Academic Institution' means an educational institution dedicated to higher education and research, which grants academic degrees and diplomas;
 - 3.2 'Apprentice' means a person who is supported by a Professional Jeweller of a Legal Entity in order to learn a trade, craft, or profession in which the Legal Entity is instructing him or her;
 - 3.3 'Competition' means the annual PlatAfrica platinum jewellery design and manufacturing Competition for the year 2020;
 - 3.4 'Legal Entity' means any juristic person who participates in the Competition in support of an Apprentice and/or a Professional Jeweller;
 - 3.5 'MetCon' means Metal Concentrators SA Proprietary Limited, registration number 2007/035881/07, a private company with limited liability duly registered in terms of the laws of the Republic of South Africa, which company shall manage the Platinum Metal and Platinum Alloy on behalf of RPM;
 - 3.6 "Platinum Alloy" means an alloy of typically 95% platinum metal and 5% copper, as supplied by MetCon for the purpose of the Competition.
 - 3.7 'Platinum Metal' means metal consisting of 99.99% platinum
 - 3.8 'Professional Jeweller' means a person who is employed by a Legal Entity in their capacity as a professional in the crafting and trading of jewellery; and
 - 3.9 'Student' means a person who is studying at an Academic Institution.
- 4 In this document, unless the contrary intention appears, the singular includes the plural and vice versa.

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TERMS AND CONDITIONS (cont.)

ENTRY REQUIREMENTS

- 5 The Competition is open for entry by all Students, Apprentices and Professional Jewellers in South Africa with the support of Academic Institutions and Legal Entities. The Competition is not open to Students, Apprentices and Professional Jewellers who do not have the support of their Academic Institutions and/or Legal Entities.
- 6 Applications for Platinum Metal for the Competition (Annexure 1) must be submitted in writing to Harriet Lamb at juno@junocorp.co.za. Metcon should be submitted as quickly as possible. Final requests must be received on or before 21 June 2020.
- 7 The final designed and manufactured entries must be submitted by all participants by 28 August 2020 at 12pm. Participants must contact Harriet Lamb on 082 852 6850/028 273 8156 or 011 888 8397/9187 or juno@junocorp.co.za to arrange timeous collection by Metal Concentrators of their entry.
- 8 Each entry must be accompanied by a completed entry form, (Annexure 2) and Computer Aided Design ("CAD") drawings or design sketches and the scraps/fillings.
- 9 Essays articulating the design, including the creative thought process, should not exceed 250 words. The essay will be used by the judges to ensure that the piece reflects the designer's inspiration and the theme. The typed essay must also be emailed in an editable format to juno@junocorp.co.za.
- 10 CAD drawings or design sketches must also be emailed to juno@junocorp.co.za.
- 11 Each entry must be an original design. The design must not have been entered into a previous Competition or be part of the current stock held by the Students, Apprentices or Professional Jewellers.
- 12 Platinum Metal must be core to the design. The design may also incorporate other non-platinum metal materials.
- 13 Entries must be submitted in a plain, secure box. Participants are required to keep packaging to a minimum while still securing the submission. Multiple entries must be individually boxed.
- 14 Entries that do not include the scrap/fillings, will not be considered for judging.

MANAGEMENT OF THE PLATINUM METAL

- 15 RPM will supply Platinum Metal to Academic Institutions and Legal Entities through MetCon.
- 16 Participating Academic Institutions and Legal Entities must have a valid licence as required in terms of the Precious Metals Act 37 of 2005, as amended, for the possession, fabrication and beneficiation of Platinum Metal.
- 17 Students, Apprentices and Professional Jewellers will receive the Platinum Metal from their Academic Institutions and/or Legal Entities.
- 18 The Platinum Metal on loan to the Academic Institutions and Legal Entities remains the property of RPM.
- 19 Students and Apprentices may receive up to 20 grams of Platinum Metal only and Professional Jewellers may receive up to 100 grams of platinum metal. The Platinum Metal allocation may not be greater than the mass provided in these terms and conditions.
- 20 Platinum Metal on loan to participants may only be used for the manufacturing of PlatAfrica 2020 pieces.
- 21 A maximum of 5% Platinum Metal loss by mass will be tolerated. Academic Institutions and Legal Entities will be liable for Platinum Metal mass loss greater than 5%, calculated at the Pt price and R/\$ rate on the day of metal reconciliation.
- 22 Scrap metal and filings must be melted and returned to MetCon as a button together with unused metal in a separate, marked, white envelope (11 x 22 cm with original delivery note, name and surname, contact number, mass of platinum (grams) received and mass of platinum used (grams).

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TERMS AND CONDITIONS (cont.)

- 23 Upon receipt of entry, MetCon will audit and reconcile the scrap metal. Should the metal loss be greater than 5%, the Academic Institution or the Legal Entity will be invoiced for the loss.
- 24 The invoice shall be paid within 30 days of receipt of invoice. Should the Academic Institution or Legal Entity fail to pay within 30 days, the entry will not be considered for judging. As soon as the metal reconciliation is complete, and the metal losses are invoiced and paid, the entries will be handed to PlatAfrica for judging.
- 25 At the end of the competition, a full and final metal reconciliation of the entries will be done with the pieces melted. Any metal under or over the maximum 5% loss will be credited or invoiced to the Academy Institution or Legal Entity accordingly.

COMPETITION CONSIDERATIONS

- 26 The judges will consider the designers creativity, originality, innovation, interpretation of the theme and technical excellence.
- 27 Adjudication will take place at a date to be confirmed. The judges' decision is final and binding and no correspondence will be entered into in this regard.

DATA USAGE AND PRIVACY

- 28 By entering into the Competition, participants understand and agree that, RPM may collect and use the participants' personal information. This personal information may include participants, first name, last name, email address, mobile number and in certain instances the participant's image. This personal data may, subject to prevailing law, be used for future marketing activity.
- 29 RPM will treat participants' personal information in total confidence and will not sell, share or rent this information to any other third parties. It may, however, disclose the personal information if required to do so by law or if it is required to protect the safety, rights or property of RPM, its employees, contractors or the public.

CONFIDENTIALITY

- 30 By entering into this Competition, participants acknowledge and agree that all material and information which will come into their possession or knowledge in connection with PlatAfrica 2020, or the running thereof, or relating to RPM's business or operations consists of confidential and proprietary data, which the disclosure thereof or use by third parties will be damaging to RPM.
- 31 The participants are expected and undertake to hold such material and information in strictest confidence and not to make use thereof other than for PlatAfrica 2020, and not to release or disclose it to any other party, unless so required by Law.
- 32 Further, the participants shall not, without the prior written approval of RPM issue any information, publication, document or article for publication concerning the PlatAfrica 2020.

USE OF COMPETITION DESIGNS

- 33 RPM reserves the right to use the Competition entries and designs for marketing, public relations and any other purpose it deems fit.

DISPUTE RESOLUTION

- 34 By entering this Competition, all participants agree to be bound by these terms and conditions.
- 35 If any dispute arises in relation to the Competition and involving RPM, the parties to the dispute shall first attempt to resolve the dispute amicably within 10 days of the dispute being raised, or any such time as the parties may agree otherwise, prior to any party being entitled to institute legal proceedings. Each party shall still be entitled to exercise its rights to seek urgent legal relief as required.

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