

Schmuck '2011
52nd Special Jewellery Show
63rd International Trade Fair Munich
16th until 22nd March 2011

Within this letter we want to invite you for the entry to Schmuck 2011. Please apply online on www.hwk-expo.de until **1st October 2010**. If you cannot apply online we accept your submission as follows:

1. Up to 10 quality colour photos 1 photograph of each piece that you have in mind for the exhibition. A sufficient margin should be left between the motif and the edge of the photo. This will enable us to do magnifications. Your application should consist in total of not more than 10 photographs. Pictures ought to be well lit, should have a good depth of focus, and need to have a high resolution. We accept slides, colour prints, digital pictures in .jpg format with a minimum resolution of 300 dpi of a normal size photo (width c. 16 cm). **At least 1890 x 1890 Pixel.**
2. Please enclose **print outs** and a **list of the objects** and please make sure that each photograph is labeled with the **indication of material, year of creation and measurements in mm (very important!)**
3. In addition send us your curriculum vitae with your address and
4. artists statement if necessary

The submission should not be older than 2 years and we only exhibit wearable jewellery (**no package, text, photographs or installations**).

Please send your application to

**Handwerkskammer für München und Oberbayern,
Eva Sarnowski, Max-Joseph-Str. 4, 80333 Munich**

The decision about the entry to Schmuck'2011 will be a personal selection of one known specialist. The information about your participation will be reaching you asap. In the case of selection we will forward at the same time the conditions of participation. **Please note that we will not send back any application material.**

What you should know by now:

This special exhibition is the eldest exhibition of contemporary jewellery work in the world. It takes place since 1959 every year during the International Trade Fair in March. Except the transport cost until Munich the participation in the special show is free of charge for you. Three contributions of Schmuck 2011 will be awarded with the Herbert Hofmann Prize. The prize commemorates Dr. Herbert Hofmann, the founder of the special show in 1959. In addition the jury of the Bavarian States Prize will look at the works in the special show. The Bavarian States Prize is awarded to 10 contribution of applied art within all contribution of the International Trade Fair. This prize is awarded with 5.000. €

We are looking forward to your submission. If you need further information please contact us
Tel. ++49 89 5119248 eva.sarnowski@hwk-muenchen.de

Sincerely yours,

