

# INSTORE Looking for the Country's Top Bench Jewelers

Artists shine at the industry's most prestigious competition



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**Summary** **The SMART Jewelry Show is looking for eight North America-based bench jewelers to compete in two competition categories: four competitors each for the All-Around Challenge and the CAD Challenge. Each will receive round-trip airfare to the show and two nights accommodation at the show hotel.**

**Details** INSTORE magazine and The SMART Jewelry Show are seeking applicants to compete in INSTORE's Bench Pressure Challenge competition held April 18 - 20, 2015, at Chicago's Navy Pier.

A total of eight contestants will be selected; four each for the All-Around Challenge and the CAD Challenge. Each will receive round-trip airfare to The SMART Jewelry Show and two nights accommodation at the show hotel.

Taking place in the new Bench Challenge Pavilion on the floor of The SMART Show, this Stuller-sponsored competition highlights the expertise and craftsmanship required to turn basic ideas into brilliant finished pieces. With overhead monitors giving the audience an up-close view of the action at each bench workstation, as well as industry veteran Mark Loren returning as emcee, these competitions are interactive and informative.

Contestants will be selected based on their education, experience and past work. Bench jewelers interested in participating can apply online before January 28 at:

[smartjewelryshow.com/bench](http://smartjewelryshow.com/bench)

## CAD CHALLENGE

- CAD 1: Saturday, April 18, 10:15am - 12:15pm
- CAD 2: Saturday, April 18, 2pm - 4pm

On Saturday, April 18, the four INSTORE Bench Pressure CAD Challenge contestants will fire up their computers for two tests of their ability to design to a customer's specifications. The work will be judged on creativity, presentation, sales skills and how well the final designs meet the requirements. An overall winner will be determined based on the combined scores of the two events.

## ALL-AROUND CHALLENGE

- Setting: Sunday, April 19, 10:15am - 12:15pm

### SmartWork Media

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- Freestyle: Sunday, April 19, 2pm - 4pm

On Sunday, April 19, four different bench pros will go hands-on in the INSTORE Bench Pressure All-Around Challenge. The three contests will stretch the bounds of their creativity as they demonstrate their skill in setting and a special freestyle challenge. At the conclusion of these two challenges, an overall winner will be crowned.

For more information, contact Cindy Chandler at [cindy@smartworkmedia.com](mailto:cindy@smartworkmedia.com) or (615) 480-7688.

Relevant links  [Bench Challenge Application](#)

Images



## About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.