



CELESTIAL ORIGINS

A u D I T I O N S 2 0 1 3 | 2 0 1 4

INTRODUCTION

ANGLOGOLD ASHANTI

The history of AngloGold Ashanti began in South Africa in 2004 following our merger with Ashanti Goldfields.

AngloGold Ashanti, now one of the world's foremost gold exploration, mining and marketing companies, holds a portfolio of operations and projects on four continents and has a worldwide exploration programme. We work across the full spectrum of the mining value chain, and are concerned with the impact of our activities on the diverse communities and environments in which we operate.

At AngloGold Ashanti we are passionate about the metal we mine - gold. Our commitment to gold goes beyond

exploration and mining of the metal and extends to the global marketing of gold.

AngloGold Ashanti seeks to ensure a healthy market for gold and gold products through a marketing programme comprising projects designed to increase gold's desirability and grow gold demand, assuring the future market for our product.

As much as 43% of gold mined each year is consumed in the gold jewellery sector. AngloGold Ashanti participates in supporting the market for its product by fostering the development of a vibrant gold jewellery industry. Just one of the ways we do this is through the global gold jewellery design competition - AuDITIONS.

This year we have partnered with Design Indaba which was founded by Interactive Africa in 1995. Design Indaba is a multifaceted platform committed to a better world through creativity.

Beyond gold, our legacy is one of people... of our people's courage to go deeper and think past boundaries and to achieve excellence. It is bound to the active transformative role we play in the development of employees, communities and economies, which ultimately delivers shareholder value. We dig deep to turn possibility into action so that everyone can benefit from our activity and presence. It is in this resourcefulness that we create positive returns for all our shareholders and stakeholders.

AuDITIONS

AuDITIONS is a gold design competition established by AngloGold Ashanti to encourage original and striking contemporary gold jewellery design. It is about creating shared value through the AngloGold Ashanti brand, by including the greater community in conversations around gold and by sharing its resources and knowledge with the gold industry beyond mining in supporting downstream activities. This includes the wider community such as students, manufacturers, governments, industry players, media and marketing gurus.

Since the inaugural AuDITIONS South Africa gold design competition in 1999, AngloGold Ashanti has encouraged excellence in South African gold jewellery design, assisted with skills development in the gold jewellery industry and contributed to the beneficiation of gold jewellery in this country. Around the world, AuDITIONS has helped discover, expose, develop and showcase progressive design and design talent in gold jewellery from Brazil, China and South Africa.

To view all previous AuDITIONS collections visit our website at www.golddauditions.com.

AuDITIONS COMPETITION THEME & BRIEF: CELESTIAL ORIGINS

While the discovery of gold is a well-known tale, how gold arrived on Earth is a mythical and magical one.

According to a study by academics Matthias Willbold and Tim Elliott from the University of Bristol, most of the precious metals on which many economies and key industrial processes are based have been added to the planet by lucky coincidence when Earth was hit by about 20 billion tons of asteroidal material. Over 2 billion years ago, another asteroid hit the Earth and formed the largest gold mining region in the Witwatersrand Basin in South Africa.

But how did gold become part of a meteorite?

Neil deGrasse Tyson, director of New York City's Hayden Planetarium, shares how gold started out at the core of a star. Like the sun, stars burn hot enough to form new elements. Once a star uses all its fuel and burns out, a supernova is born. A supernova, also known as a collapsing star, is so powerful that it can be seen across

the universe. Supernovae outshine whole galaxies, because the atoms inside are colliding furiously, creating intense heat, at hundreds of millions of degrees.

Only in a supernova is it possible to create atoms with 30, 40, 50 or even 60 protons. In a rare moment, a supernova can create the odd-numbered gold atom, which, unusually, has 79 protons. To fully understand just how rare this is, for every single gold atom in the universe, there are 1 million iron atoms. The gold atoms attached themselves to other matter on their journey to the Earth, and by colliding with the earth left a gold trace.

The inherent value of gold is amplified by its celestial, divine and almost otherworldly properties that journeyed across the universe and were passed down to Earth – much like our ancestry and cultural traditions are passed down from one generation to the next. Using the celestial story of the origin of gold and your ancestry or cultural traditions as inspiration, this year's theme encourages the creation of designs that reflect where you come from and show the rare, special and valuable nature of gold.

Twitter: @AuDITIONSSA

Facebook: AngloGold Ashanti AuDITIONS

www.golddauditions.com

WHY ENTER?

Entry is open to all designers (jewellery or any other design disciplines).

Entry is simple. Complete the entry form, draw your jewellery and / or accessory designs, write a short narrative explaining how you have interpreted the theme (maximum 150 words), prepare your technical drawings and submit this by the deadline. The AuDITIONS team will provide guidance where required.

Entrants will have the opportunity to attend an AuDITIONS Gold Seminar, an inspirational do-tank, sponsored by AngloGold Ashanti.

AngloGold Ashanti will provide the gold for the manufacture of the finalists' designs.

AngloGold Ashanti will provide sponsorship for the manufacture of all finalists' designs.

Finalists will be widely acknowledged for their talent, both within the trade and across the design community, through global promotions, publicity and exhibitions.

All manufactured pieces will be exhibited at Design Indaba Expo 2014.

AuDITIONS GOLD SEMINARS (FOR ENTRANTS)

A one-day AuDITIONS Gold Seminar will be held to provide an opportunity for entrants to engage with the theme and concept. Please note that if you are a student, these seminars will support your current curriculum. The seminars will run in each of these centres on the following dates:

Johannesburg	26 July	(Venue to be confirmed)
Durban	29 July	(Venue to be confirmed)
Cape Town	31 July	(Venue to be confirmed)

Anyone wishing to enter the competition is invited to attend these seminars. Please complete the registration form (IN FULL) and return it to AngloGold Ashanti by 19 July 2013. Bookings for the seminars will be done on a first-come, first-served basis.

This year we are introducing simulcasts of the seminars which will be held in cities where we have previously not offered workshops. Details of these will be communicated separately.

CREATIVE BRIEF AND JUDGING CRITERIA

SUBMISSION CATEGORIES:

DESIGN CATEGORY 1 – STATEMENT JEWELLERY (COMPULSORY)

ENTRY 1: Using the required design direction, design a couture/bespoke piece of jewellery.

DESIGN CATEGORY 2 – ACCESSORY (OPTIONAL)

ENTRY 2: Using the required design direction, design an accessory that could be commercially produced.

To enter, submit a minimum of one rendering in Design Category 1. You may enter a rendering in Category 2, however this is optional. While you may submit as many entries as you wish per category, please do not submit more than two designs per entry form. If you want to submit more than two designs, please photocopy the entry form to submit additional designs.

RENDERINGS WILL BE JUDGED SEPARATELY.

RENDERINGS MUST MEET THE FOLLOWING CRITERIA:

THEME

Your designs must be inspired by the competition theme and your chosen categories. A short narrative, no longer than 150 words, should accompany your submission to show how you have interpreted the theme.

ORIGINALITY

Your designs must be original. They may not have been publicly displayed or entered into any other design competition. They should not closely represent any previous AuDITIONS designs.

INNOVATIVE

Your designs should be innovative. Innovation is achieved by creating a design that is novel, well thought-out and stylised. Be sure not to make naïve or literal interpretations, as the judges are looking for well-developed design ideas.

PRACTICALITY FOR MANUFACTURE AND WEARABILITY

Your designs should be practical for manufacture, functional and easy-to-wear. Please give proper consideration to each of these aspects as they are a critical part of the judging.

STATEMENT JEWELLERY

Using the required design direction, your design should be beautiful, bold and expansive. We are seeking ramp jewellery that makes a statement when seen from a distance – as opposed to fashion accessories.

ACCESSORY

Using the required design direction, your design should be an accessory that is adventurous, flamboyant and exciting and could be commercially produced.

WEIGHT RESTRICTION

A design MAY NOT exceed 500 grams of 18-carat gold (yellow, rose and white gold are permitted). Please note that designs not conforming to this requirement will be disqualified. NO exceptions will be made. In designing accessories, thought should be given to the practicality of an accessory weighing 500 grams. Just because the gold is available does not mean you need to use the full quantity.

QUALITY OF MANUFACTURE

This criterion applies to the final judging of the finished pieces only, and will refer to the quality of the workmanship, soldering, assembly and finishing, as well as the efficient use of gold.

Be creative when deciding on manufacturing and finishing techniques. Surface treatment is also important and could include, but is not limited to, the following varying textures: polished, satin, matt, brushed, hammered, filigree, frazer and granulated.

Designs may not include the following materials: other precious metals, diamonds, gemstones, pearls, ivory, elephant products, tortoiseshell or any materials from endangered species.

However, consider using other materials such as wood, resin, fabric, lacquer, Perspex and enamel to name a few. Remember that gold must remain the hero of the piece. Other materials should complement the gold and the overall design but should not draw attention away from the gold.

DESIGN SPECIFICATIONS

- Entries may be submitted in the name of an individual or a company. In the case of the latter, all credits for publicity purposes will be in the name of the company.
- Designs **MUST** be original and **MAY NOT** have been offered for sale, publicly displayed or entered in any other design competition.
- Good drawing is desirable but not essential. It is the design idea that is being judged, not its rendering.
- All renderings must be made on plain white paper and mounted on cardboard measuring 297mm by 210mm (A4) in size.
- Your individuality should be carried through into the presentation of your rendering. Renderings should be to scale or large enough to show the detail of the design, and preferably they should be three-dimensional.
- Each rendering should indicate the type of item (e.g. neckpiece, bracelet, etc.) on the face of the design.
- Submissions may **NOT** reflect any identification of who the designer is on the face or on the back of the rendering/design board. This is because judging is based on the design only.
- The submission **MUST** include a technical drawing, which details the types of finishes, the materials used, manufacturing techniques and an educated estimate of the weight of the piece.
- Entrants must retain copies of their designs and technical specifications. Should you be selected as a semi-finalist and finalist, you will require these for working purposes.
- Remember to think out-of-the-box and have fun!

Designs not conforming to ALL of the above WILL NOT be accepted.

HOW TO ENTER

IN ORDER TO ENTER AuDITIONS SOUTH AFRICA CELESTIAL ORIGINS YOU MUST SUBMIT THE FOLLOWING:

- The entry form herewith (or a photocopy thereof), completed in full and in English. **DO NOT** leave any areas of the entry form incomplete.
- A narrative of no more than 150 words describing your interpretation of the theme. This should be detailed enough to be included in any marketing materials AuDITIONS may compile.
- The rendered designs together with the technical drawings as outlined on the left.

ALL DESIGNS SHOULD BE ADDRESSED AND DELIVERED TO:

AngloGold Ashanti
AuDITIONS South Africa
Attention Cherize Ross

Hand Delivery:
Level 3
16 Mill Street
Oranjezicht, Cape Town

Post:
PO Box 7735
Roggebaai
8012

By Email: AuDITIONSsa@anglogoldashanti.com
(**Twitter:** @AuDITIONSSA **Facebook:** AngloGold Ashanti AuDITIONS)

**ALL ENTRIES MUST BE
RECEIVED BY 30 AUGUST 2013**

JUDGING

- A panel of judges will be selected by the AuDITIONS team and will include a representative of AngloGold Ashanti.
- All renderings submitted will be judged individually.
- The finalists' designs will be manufactured and then submitted for the final judging.
- First, second and third place prizes will be awarded.
- The judges' selection will be final. All entries will be kept strictly confidential throughout the judging process.
- AngloGold Ashanti reserves the right to make final decisions on entries submitted.

PRIZES

In addition to the prizes below, there is a **surprise prize** for a lucky designer.

- Overall winner's prize to the value of R60 000 made up of a 50 gram minted gold bar, two tickets to Design Indaba 2015 and the balance in cash.
- Second prize to the value of R30 000 made up of a 25 gram minted gold bar, one ticket to Design Indaba 2015 and the balance in cash.
- Third prize to the value of R20 000 made up of a 10 gram minted gold bar, one ticket to Design Indaba 2015 and the balance in cash.
- Finalists' prize to the value of R2 000 for each finalist selected.
- Technical Excellence Award (awarded to the manufacturer).
- Grant awards to the value of R100 000.

PUBLICITY AND PROMOTION

There will be an embargo on the publicity of the actual pieces until the formal launch event in mid-2014.

Following the launch event, photographs of the finalists' pieces and articles about AuDITIONS South Africa Celestial Origins will be released to the consumer and trade press.

AuDITIONS South Africa finalists will be invited to attend the launch event.

Where necessary, designers will be provided with transport and hotel accommodation for one night as guests of AngloGold Ashanti. The AuDITIONS Celestial Origins collection, comprising all the finalists' designs, will be exhibited at the launch event in 2014 and for a minimum of one year thereafter.

Finalists may be required to assist in the promotion of the AuDITIONS Celestial Origins collection by making themselves available for media interviews/events/training for the duration of the exhibition schedule, but such requests will be made timeously and within reason by the AuDITIONS team.

Finalists will be credited for the duration of the exhibition. Manufacturers who donate their time will be credited in the same way.

NOTIFICATION OF FINALISTS

- Semi-finalists will be notified by 13 September.
- Finalists will be notified by 22 November and an official announcement of the winner will be made at the Awards event, which will be held in mid-2014.
- Design renderings not selected by the judges will be returned to entrants. While every effort is made to keep designs in good condition, AngloGold Ashanti cannot accept responsibility for damage or loss suffered in transit.

PRODUCTION SPECIFICATIONS

- AngloGold Ashanti will supply the gold and the solder for the manufacture of the finished pieces.
- Technical data sheets for gold and pre-alloys will be distributed at the time of manufacture.
- AngloGold Ashanti will NOT accept more than a 5.0% gold loss in the manufacture of pieces based on the final weight of the finished pieces. The manufacturer will be responsible and liable for any gold loss in excess of this.
- A manufacturer appointed by the AuDITIONS team will fabricate all finalists' pieces, and AngloGold Ashanti will meet the costs involved. As far as possible, these finalists will be involved in this process.
- If, in the opinion of the AuDITIONS team or the judging panel, the finished piece/s is/are not an accurate representation of the original design entry, it/they may not be accepted.
- The AuDITIONS team reserves the right to request technical alterations to the pieces and/or, if necessary, a reduction in the amount of gold used. These requests will be made prior to the manufacture of the piece, in consultation with the designer and/or manufacturer, and will not affect the design itself.

PROPERTY AND PROTECTION

- AngloGold Ashanti will own all manufactured pieces.
- AngloGold Ashanti will ensure the security of all manufactured pieces during the annual tour of the collection.
- AngloGold Ashanti will own the copyright relating to design submissions and the finished products.

SUMMARY OF THINGS TO CONSIDER

DO...

Remember to read this document carefully.

- Ensure that you submit at least one rendering in Category 1.
- Ensure that your designs are original, innovative and practical.
- Ensure that a narrative of not more than 150 words describing your interpretation of the theme and brief for AuDITIONS 2013 | 2014 accompanies your design.
- Consider thinking about using other materials to compliment your design.
- Ensure that your designs are submitted on plain white paper and mounted on cardboard measuring 297 mm by 210 mm (A4) in size.
- Ensure that you include a technical drawing, detailing the types of finishes, the materials used, manufacturing techniques and an educated estimate of the weight of the piece.
- Ensure that you keep a copy of your designs and technical specifications.
- Ensure that you submit your renderings by 30 August 2013.
- Remember to think out-of-the-box and have fun.

DON'T...

Be limited to a literal translation of the theme and brief.

- Submit a design that weighs more than 500 grams of 18-carat gold (yellow, rose and white gold are permitted)
- Submit a design that includes the following materials: other precious metals, diamonds, gemstones, pearls, ivory, elephant products, tortoiseshell or any materials from endangered species.
- Submit a design that has been offered for sale, publicly displayed or entered in any other design competition.
- Submit a design reflecting any identification of who the designer is on the face or on the back of the rendering/design board.

AuDITIONS TIMING PLAN

MAY 2013

AuDITIONS gold design awareness campaign

JULY 2013

AuDITIONS Gold Seminars practical workshop

30 AUGUST 2013

Deadline for submission of designs for preliminary judging

EARLY SEPTEMBER 2013

Preliminary judging of semi-finalists' designs

13 SEPTEMBER 2013

Notification of semi-finalists

27 SEPTEMBER 2013

Semi-finalists' workshop

BEGINNING OF NOVEMBER 2013

Judging of finalists' designs

22 NOVEMBER 2013

Notification of finalists

25 NOVEMBER 2013

Deadline for submission of final designs to manufacturer

30 APRIL 2014

Deadline for submission of manufactured piece to AngloGold Ashanti

MAY 2014

Final judging of manufactured pieces

JUNE 2014

AuDITIONS South Africa Awards Event at Design Indaba Expo

FEBRUARY TO JUNE 2014

Exhibitions and publicity

ENTRY FORM

ENTRY FORMS MUST BE COMPLETED IN ENGLISH. PLEASE PRINT.

You are required to complete this form in FULL – please provide an after-hours contact telephone number.

This form should be sent to AngloGold Ashanti together with your designs on or before 30 August 2013

Profession (Specify) _____

Name of entrant: _____

Physical address: _____

Code: _____

Postal address: _____

Code: _____

Tel (W): () _____

Fax: () _____

Tel: (H) () _____

Cell: _____

E-mail: _____

Name of company (if applicable): _____

I am submitting _____ (number of) designs listed overleaf.

These designs are original and have not been publicly displayed or entered into any other competitions. No other precious metals, diamonds, gemstones, pearls, ivory or any elephant products, tortoiseshell or any materials from endangered species are used.

The AuDITIONS team will appoint a manufacturer to produce my finalists' piece/s at AngloGold Ashanti's cost. I will endeavour to be involved in this process.

I undertake NOT to exceed the maximum weight per category permitted in the manufacture of my finished piece/s and acknowledge that in the event that I do exceed such limitations, I will be disqualified.

I am aware that the AuDITIONS team reserves the right to request technical alterations to my designs and/or a reduction in the amount of gold used if necessary. These requests will be made prior to the manufacture of my piece, in consultation with the appointed manufacturer or me, and will not affect the design itself.

If I am selected as a designer finalist, I understand that the appointed manufacturer will ensure that the finished jewellery design is delivered to AngloGold Ashanti on or before 30 April 2014 for final judging.

I am prepared to have my rendering and/or pieces photographed and used for publicity purposes.

If selected as a finalist, I understand that AngloGold Ashanti will own my pieces and will be entitled to keep them.

AngloGold Ashanti will own the design copyright related to my submissions and in the event that AngloGold Ashanti wishes to pursue anything further with any of my designs submitted, it will enter into separate negotiations with me to agree a buy-out fee for each design.

The photographs, descriptions of and inspirations for the finalists' pieces of gold jewellery may be used without consideration in both publicity and advertising and my name and photograph may be used in connection with these pieces.

I will endeavour to attend the Awards presentation as a guest of AngloGold Ashanti with all reasonable subsistence expenses being met including, if necessary, payment of an economy class return airfare from and to my home base. I may bring a guest, whose travel and accommodation will be for my own account and my own responsibility. My flight and accommodation costs cannot be exchanged for cash.

I acknowledge that I am responsible for all and any travel risk and insurance.

I will comply with all AuDITIONS requests pertaining to the competition and its media coverage within reason and I agree to participate in media training and media events.

Name of designer / company: _____

Signed: _____

Date: _____

DESIGN SUBMISSION

Where entrants intend to submit more than two designs, please photocopy this "Design Submission" page. Designs MAY NOT exceed the weight restriction of 500 grams of 18-carat gold.

DESIGN CATEGORY 1 (COMPULSORY) – RENDERING 1

Type of jewellery: _____

Name your piece: _____

Describe how you have interpreted the concept and what inspired you: _____

DESIGN CATEGORY 2 (OPTIONAL) – RENDERING 2

Type of accessory: _____

Name your piece: _____

Describe how you have interpreted the concept and what inspired you: _____

AuDITIONS GOLD SEMINARS

Dear Entrants

In support of skills development, AuDITIONS will once again be hosting fully sponsored seminars in Johannesburg, Durban and Cape Town for all entrants of AuDITIONS South Africa Celestial Origins.

The practical workshops will be held at the following venues:

Johannesburg	Durban	Cape Town
26 July	29 July	31 July
Registration: 8:30 Seminar: 9:00 – 17:00	Registration: 8:30 Seminar: 9:00 – 17:00	Registration: 8:30 Seminar: 9:00 – 17:00
Venue: TBC	Venue: TBC	Venue: TBC

Due to the number of entries anticipated, reservations are essential and booking will be handled on a first come, first served basis.

To avoid disappointment, book now. Complete the reservation form and fax or email to Cherize Ross at (021) 465 9978 / AuDITIONSSa@AngloGoldAshanti.com.

In order for us to make the necessary catering arrangements, we would appreciate it if you could return your reservation form by no later than 19 July 2013.

This year we are introducing simulcasts of the gold seminars which will be held in cities where we have previously not offered seminars. Details will be communicated separately.

Interactive Africa: Cherize Ross / Dale Cupido
Competition Organisers

RESERVATION FORM (FOR ALL ENTRANTS)

To	AngloGold Ashanti, c/o Cherize Ross, AuDITIONS ORGANISER
Fax	(021) 465 9978
E-mail	AuDITIONSSa@AngloGoldAshanti.com
Subject	AuDITIONS GOLD SEMINAR 2013 2014, REGISTRATION FORM

ATTENDEE INFORMATION (PLEASE PRINT)

Name: _____

Company / Institution: _____

Tel: _____ Fax: _____

Cell: _____

E-mail: _____

I will attend the AuDITIONS Gold Seminar to be held in (please tick appropriate box):

Johannesburg Durban Cape Town

Please note: You may only attend one seminar. Travel to the seminar will be at your own cost.

Signed: _____ Date: _____



AUDITIONS



ANGLO**GOLD**ASHANTI