



THE ROYAL MINT® MUSEUM

Subject **Design brief for the Queen's Platinum Jubilee medal**

From **The Royal Mint Museum**

Date

1.0 **Introduction**

Royal Jubilees are an occasion to celebrate the life and reign of a monarch, and are significant events and celebrated around the world.

In 2022 Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee, 70 years of service, having acceded to the throne on 6th February 1952 at the age of 25.

The unprecedented length of the Queen's reign has seen a remarkable amount of change and development in the United Kingdom and around the world.

The Royal Mint Museum is hosting a medal design competition for undergraduate university students and recent graduates to celebrate this auspicious occasion and designs for both the obverse (heads side) and reverse (tails side) are being sought.

The following design brief provides guidance on the theme, technical and legal requirements and prize.

2.0 **Design**

Entrants are allowed a free hand to approach the design of the medal in whatever way they wish but it is hoped the advice set out below will provide useful guidance.

The words 'Platinum Jubilee Elizabeth II' are a suggested inscription but entrants are also encouraged to think of their own if desired.

The dates 1952 - 2022 should be included in the design.

The design should have Her Majesty The Queen, although not necessarily via portraiture, as the main focus but how she is represented is up to the individual and artists are encouraged to think creatively. How her portrait has changed over the years, heraldry, flowers and items with a close association with her Majesty could be considered.

Entrants should also consider illustrating the immense change Britain has experienced in the last 70 years. These could include, but are not limited to:

- Technology
 - Inclusion and diversity
 - Culture and heritage
 - Architecture
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- Science
 - Landmark events

How each side of the design complements the other will also be considered by the judges.

More information on Royal Jubilees can be found on the Royal Mint Museum's website. The following organisations may also prove valuable for research and inspiration purposes:

The British Art Medal Society

<https://bams.org.uk/product-category/gallery/>

The British Museum

<https://www.britishmuseum.org/>

<https://www.britishmuseum.org/our-work/departments/coins-and-medals>

The Ashmolean Museum

<https://www.ashmolean.org/heberden-coin-room>

Royal Household: History of Jubilees

<https://www.royal.uk/history-jubilees>

3.0

Shape and size

The medal will be circular with a diameter of 63mm and will be struck in bronze.

4.0

Technical requirements

In the first instance, students will be required to submit drawings or computer-generated artwork. For this purpose white paper and strong contrasts can be effective but students are free to explore how best to convey the effect of three-dimensions.

Areas of shading should only be included to assist in defining how the designs will look in three-dimensions rather than as decorative features, which will not be possible to reproduce on the medal. The purpose for which the designs will be used, that is, as a basis from which to prepare low-relief sculptures, should be borne in mind at all times. Designs that are not presented in this way will be seriously disadvantaged. Designs should be sufficiently developed to convey the aim of creating a medal capable of being produced in multiples.

Designs selected for further development will be converted into three-dimensional artwork either through computer modelling or through the preparation of plaster models by the Royal Mint.

5.0

Submission of designs

There is no limit to the number of designs that may be submitted.

Artwork should ideally be presented at A4 size but the precise size and form of

presentation is left to the discretion of individual students.

Students are encouraged to accompany their designs with brief explanatory notes which will be reproduced for the benefit of the judging panel.

The designs, along with a signed copy of this design brief, should be sent to Abigail Kenvyn at the address given below by **29th April 2022**.

6.0

Selection

All the designs will be judged by a panel comprising Director of the Royal Mint Museum, Dr Kevin Clancy, Product Design Lead at the Royal Mint, Lee Jones, and celebrated artist Hughie O'Donoghue.

To ensure impartiality, students are asked not to include any initials or identifying marks on their designs, but normally the winning artist will later be allowed to add their initials if desired.

7.0

Prize

The winning artist will receive a prize of £5,000 and a copy of their medal. Examples of the medal will also be retained by The Royal Mint Museum as part of the permanent collection.

8.0

Terms and Conditions

Please ensure you read and understand the Competition Rules. By signing this design brief and submitting your design, you agree to be bound by the Competition Rules.

Please note that, if you are successful in winning the competition, you may be required to enter into a separate agreement with The Royal Mint before your winning design is used to produce the medal.

9.0

Enquiries

Any enquiries in connection with this project, technical or otherwise, should be directed to:

Abigail Kenvyn, Exhibitions Manager, The Royal Mint Museum, Llantrisant, Pontyclun, CF72 8YT.

Telephone: 01443 623720

E-mail: medalcompetition@royalmintmuseum.org.uk

I confirm that I have read and understood this design brief and the attached Competition Rules and that I agree to be bound by them.

Print name: Date:

Sign name:.....

Competition Rules

1. The competition is open to university undergraduates of 18 years' age or older and individuals who have completed an undergraduate level university degree course since 1 September 2019.
2. Those people directly involved in organising the competition and members of staff employed by The Royal Mint will not be entitled to enter.
3. Closing date for entries is 29th April 2022.
4. The Royal Mint takes no responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason. Proof of posting or delivery of the entry is not proof of receipt.
5. Each entry submitted will be retained by The Royal Mint Museum and you will not have any right of return.
6. Your entry must be your own work, must not be copied from someone else and must not contain any third-party materials and/or content that you do not have permission to use. You warrant that you own the copyright to and unregistered design rights in your design as its author. If another person has assisted in preparing your design, you warrant that you have received an assignment of all associated intellectual property rights from that person. We may ask to see evidence of that assignment at any time.
7. You hereby grant The Royal Mint a non-exclusive, royalty-free, irrevocable, perpetual, worldwide right and licence to use, reproduce, modify, adapt and publish your design in electronic format or hard copy and for purposes connected with the competition, and to adapt the design to enable such publication (including to crop or otherwise edit it for such purposes), and you hereby irrevocably waive, for the benefit of The Royal Mint, all moral rights in the entry to which you are entitled. Copyright for all entries submitted, including the winning design, will become the property of the Crown, Her Majesty's Treasury and/or The Royal Mint, and by entering the competition all participants agree to assign all copyright in any designs submitted to The Royal Mint. The prize mentioned represents payment in full for all purposes for which the winning design will be used.
8. The designer of the winning design hereby assigns to The Royal Mint all existing and future intellectual property rights in the design and agrees promptly to execute all documents and do all acts as may, in The Royal Mint's opinion, be necessary to give effect to this condition as will be required to assign formally copyright to The Royal Mint.
9. The winning design may be used in full or in part to produce a final design for the new medal. The Royal Mint reserves the right to modify the winning design for use in connection with the new medal. The approved medal design will be subject to publication via all media channels.
10. The prize offered is as stated and is non-transferable. In addition to the prize mentioned, The Royal Mint reserves the right to offer and award other prizes in respect of designs submitted whether under this competition or otherwise.
11. The Royal Mint reserves the right to provide the press and media with details of the competition and the results, including the name of the winner. The winner may be required to participate in publicity which may result in photographs being taken and their name being provided to the press and media.
12. The decision of the judges is final and no correspondence will be entered into.
13. The Royal Mint accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by an entrant as a result of entering the competition or accepting the prize.
14. The Royal Mint further disclaims liability for any injury or damage to the entrant or any other person relating to or resulting from participation in or downloading any materials in connection with the competition, to the extent permitted by law.

15. The Royal Mint reserves the right at any time to modify or discontinue, temporarily or permanently, this competition with or without prior notice due to reasons outside its control (including, without limitation, in the case of anticipated, suspected or actual fraud).
16. By entering the competition, entrants will be deemed to have accepted the rules.
17. The decision of The Royal Mint in all matters under its control is final and binding.