

# ABPC Commercial Prize (Pewter Live 2017)

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Pewter Live is held annually at the Worshipful Company of Pewterers' Hall in the City. It started out as a second year college students' design competition, but has evolved and some years ago it added an open competition, attracting entries from many designers and workers in pewter.

While Pewter Live was first and foremost a design competition, the Association of British Pewter Craftsmen proposed the institution of a Commercial Prize. The objectives of the ABPC's prize, now in its fourth year, are:



- to encourage entrants to think, in addition to their creative design, of the commercial reality of the marketplace; and
- to encourage the design of a piece or pieces that a pewter manufacturer wants to acquire the rights to in order to make and sell it into the marketplace.

Items can, at one end, be aimed at the luxury market; and at the other at the mass market. Different considerations of 'commerciality' would apply, and 'commercial' means different things to different people. Basically, 'commercial' to

me means 'intended to make a profit'; and probably 'intended for the mass market, or a wide, popular market.

Sam Williams, of AE Williams, Birmingham, is a member of the ABPC Council, and also on the panel of Pewter Live judges. He was asked by the ABPC Council to judge the entries for the ABPC's 'Commercial Prize'. We asked him about his views on this year's standard of entries, the innovation shown and the winner chosen by him. Sam said: "I was impressed by the range and quality of the entries. The task of choosing a winner was not easy, but I thought Sarah's designs had that extra 'commercial' something and, importantly, would not be difficult to put into production."

The Commercial Prize winner (getting a cheque for £250) was Sarah Shelton-Palmer from Truro College, whose 'Iridescent' (see photo above) also won Third Prize in the 'Jewellery and Fashion' category of the student competition. She also gained a 'Commended' for another of her entries - *Succulents in Pewter* in the same category.

Pewter Live 2017: [http://www.pewterers.org.uk/pewter\\_live/pewterlive2017.html](http://www.pewterers.org.uk/pewter_live/pewterlive2017.html)

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