



HASANAH GOLD THREADS AWARDS 2024

Awards Information and Application Process

INTRODUCTION

The Hasanah Gold Threads Awards aims to contribute to efforts to sustain and regenerate heritage textiles in Malaysia by encouraging their continued production held to high standards of craftsmanship whilst enhancing their prestige and appreciation amongst wider society.

Our objectives are:

- To **recognise** excellence, creativity and skills in heritage textile production, broadening the platform for artisans and makers to elevate their reputation and personal branding.
- To offer **exposure** to award-winning makers, presenting new opportunities to showcase their work, connect with industry professionals and diversify the application of textiles and end uses and gain new clients or customers.
- To **validate** the quality and innovation of a textile maker's work, providing recognition and assurance of value by industry experts.
- To **motivate** textile makers to continue refining their skills, strive for excellence and to push the boundaries of their craft.

AWARD CATEGORIES AND PRIZES

The 2024 edition features the following Textile Categories:

- Supplementary weft (*such as songket, dastar, sungkit*)
- Ikat (*pua kumbu, limar*)
- Drawing and stamping (*batik tulis, batik cap, telepuk*)
- Embroidery and embellishment (*tekad, keringkam, kelingkan, sulam*)
- Plaiting (*basketry techniques in various fibres*)
- Beadwork (*loom beading and stringing*)

Each category carries two Awards and Special Mention::

- **Best Traditional** (with a cash prize of RM25,000) For textiles produced in their traditional form and for their traditional use and produced using traditional techniques.

- **Best Innovative** (with a cash prize of RM25,000) For textiles produced demonstrating innovation in design, use and/or production. These textiles must still be produced by hand, and contain traditional elements of the production process.
- **Special Mention Award** for each category (with a cash prize of RM10,000) for applications of worthy commendation.

If a product is presented with more than one textile technique, the applicant may choose the category in which they wish the product to be judged under. For instance, a *songket limar*, may be considered as a submission under the supplementary weft or the ikat category.

AWARDS CRITERIA

A product that is worthy of this award must meet the highest level of craft excellence and be distinguished as a benchmark for heritage textile production in Malaysia. The adjudication panel shall judge each submission based on the product meeting the below criteria:

- **Excellence** Demonstration of excellence and standard-setting quality in craftsmanship: determined by the use of high-quality materials, a high standard of technique and the special attention to manufacturing and finishing details
- **Authenticity** Expression of cultural identity and traditional aesthetic values: demonstrated by a well-achieved application of aesthetic and cultural expression or traditional crafting techniques
- **Marketability** Marketability of the product with potential for the regional and/or international market: related to the functionality of the product, the safe use by potential buyers, a balanced price-quality relationship or the sustainability of production
- **Innovation** (for Best Innovative submissions) Innovation in design, use and production: demonstrated by an effective and successful blend of traditional and contemporary, or inventive and creative use of material, design, and production processes.

KEY DATES

Please take note of the timeline below for the 2024 Awards:

- 4 April** → Submissions Open
- 20 August** → Final Date for Submissions
- September** → Announcement of Results

ELIGIBILITY

Applicants must meet the below conditions:

- Applicants must be individuals of Malaysian citizenship, or companies and associations registered in Malaysia whose constitutions permit them to be producing textiles.
- Individual applicants must be at least 18 years old at the time of submission.
- Submission items must have been produced by the applicant in Malaysia and within two years prior to the submission date.

APPLICATION PROCESS

For submission of your application, please follow the following steps:

Step 1: Please fill in the **HGTA 2024 Application Form** [here](#).

Step 2:

You will also be required to prepare the following Digital Assets to include as part of your submission:

- Applicant Information – short video clips and at least 3 high-resolution photographs of the Applicant in their work area. One photograph should be of the Applicant with the Submitted Work
- Work Process – short video clips and high-resolution photographs to accompany each of the key steps of the production process, as detailed in the Submitted Work information form
- Submitted Work - 5 high-resolution photographs of the Submitted Work, showing the product at different angles and in good light. Please include close-up details of the work.

Please refer [here](#) for further photograph and video guidance. The purpose of this is not only to be able to see you at work, but also to help us compile an interesting profile for you.

Following receipt and review of Step 1, you will be sent an email with a link to upload these photographs and videos to accompany your submission.

Step 3: The textile submitted for adjudication must be mailed to reach the below address, together with a signed **Applicant Declaration**, waiver and release form. This document will be emailed to the applicant (same email as for Step 2).

Tanoti Shop
Unit 1-05 GMBB Mall
2 Jalan Robertson
50150 Kuala Lumpur
Wilayah Persekutuan Kuala Lumpur

Attention: En. Arif Aiman
Tel: 017 211 1082

Please direct any queries on the application process to En. Arif at admin@hasanahgoldthreads.com.

There is no application fee. Applicants may submit as many applications as they like, but each textile must be accompanied by separate application documents.

Please ensure that all steps above are completed, including receipt of the Submitted Work, by 20 August 2024.

All works submitted will be returned to the applicant after adjudication and any accompanying exhibition or promotional activity. Winning entries are expected to be returned a year after announcement of results following such activity.

CHECKLIST

- Completed HGTA 2024 Application Form
- Uploaded Digital Assets:
- 3 high-resolution photographs in digital format of the applicant and work area. Please include one of the applicants together with the work.
- At least 5 high-resolution photographs or videos in digital format of key steps of the production process, as detailed in the application form.
- 5 high-resolution photographs in digital format of the submitted work, showing the product at different angles and in good light. Please include close-up details of the work.

To be mailed to Tanoti Shop, Unit 1-05 GMBB Mall, 2 Jalan Robertson, 50150 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur (FAO: Mr Arif Aiman, Tel: 017 211 1082):

- Printed and signed application form
- Physical work submitted for adjudication

All items above must be submitted to reach by **20 August 2024**.