

PLATAFRICA



A premier platinum jewellery design and manufacturing competition, unearthing South African talent and placing it on the world stage for more than a quarter of a century.

A FLAGSHIP INITIATIVE, UNEARTHED BY



27

Years of design
excellence

1 000+

Designers & jewellers
trained since inception

60-90

Professional entrants
each year

120-150

Students & apprentices
each year

THE THREE-FOLD MISSION FROM AFRICAN SOIL TO THE GLOBAL STAGE

01



ACCESS

To the metal

Valterra Platinum provides platinum for the programme, enabling local participation from the outset by placing the metal in local hands – no barriers to entry.

02



SKILLS

Beneficiation and craft

Design and manufacturing training adds value to the metal where it is mined, equipping local talent with skills, creating careers, and uplifting communities.

03



MARKET

Access to a global stage

Select pieces may receive exposure at international showcases, presenting South African design to global luxury markets.

THE STORY

Where African talent meets the world's most precious metal.

Each year, PlatAfrica invites South Africa's finest professional designers and its most promising students and apprentices to push the boundaries of what platinum can become. Guided by an annual theme, entrants design and hand-craft bespoke pieces judged on innovative design and technical mastery of this demanding metal.

It is one of the most anticipated events on the South African jewellery calendar – the public votes for its favourite in the People's Choice award, and many entries are eagerly acquired by collectors.



How PlatAfrica works

From raw platinum to a finished piece on a global stage – every entry follows a journey designed to build skills, careers, and markets.

01

THE PLATINUM

Valterra Platinum provides platinum on loan to the programme, giving every participant access to the precious metal, often for the first time, with no barrier to entry.

02

DESIGN & CRAFT

Guided by the year's theme, each entrant designs and hand-manufactures a bespoke platinum piece, supported by training, design tools, and mentorship along the way.

03

JUDGING AND PEOPLE'S CHOICE

Entries are evaluated on innovative design and technical mastery in working with platinum, with potential opportunities for public recognition such as a People's Choice award.

04

THE GLOBAL STAGE

Winners earn prize money and an international working trip that showcase both the designer and their jewellery.

05

CAPSULE COLLECTIONS & DIGITAL PASSPORTS

Selected standout pieces may join curated capsule collections – with responsibly sourced diamonds and blockchain-backed digital passports that let every future owner trace their piece's story from origin to hand.

PROFESSIONAL CATEGORY

ESTABLISHED DESIGNERS & MANUFACTURERS

60 – 90 professionals each year push platinum design forward and compete for national recognition.

STUDENT & APPRENTICE CATEGORY

EMERGING TALENT & LEARNERS

120 – 150 students and apprentices each year gain hands-on platinum skills that launch careers.

70% BORN OF
AFRICAN
SOIL

South Africa's Bushveld Complex holds around 70% of the world's known reserves of platinum group metals, making PlatAfrica a celebration of design excellence at the very source of the metal itself.

UNEARTHED BY



IN PARTNERSHIP WITH



THE NEXT GENERATION OF BRILLIANCE

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