



museum of arts and design

THE STORE AT MAD LAUNCHES “REDEFINING FINE JEWELRY” WITH WORKS BY 14 FINE JEWELRY ARTISTS



NEW YORK, NY (November 14, 2016) – On November 17, 2016, from 5:30 to 8:30 pm, The Store at MAD will hold a premiere to launch its new initiative in the realm of fine jewelry.

“Redefining Fine Jewelry” will showcase 14 artists from five countries whose cutting-edge jewelry reflects the ethos of The Museum of Arts and Design’s mission to champion work at the intersection of arts, craft, and design. Nine of the 14 featured artists will be present at the event. Each of the pieces featured offers a refreshing alternative to the conventional world of fine jewelry, responsive to our changing lifestyles while remaining timeless in the face of the shifting aesthetics of our contemporary lives.

“The Store at MAD is delighted to present the work of these innovative artists whose pieces speak to our nuanced individuality rather than conform to the idea of ‘traditional’ fine jewelry,” said Franci Sagar, Director and Vice President of Retail and Brand Development at MAD. “Our goal is to distinguish and celebrate this cross section of fine jewelers, all of whom, in their own special way, are reshaping the modern heirloom for the contemporary woman.”

Rooted in the Museum’s mission to champion creators across creative fields, including artists, designers, and artisans, The Store at MAD is in a unique position to push the boundaries of what is typically sold in a “museum shop.” MAD is spotlighting these forward-looking jewelry artists, each with a consummate craft and singular creative vision, who have applied innovative technique to the highest-quality precious metals and nontraditional gemstones to create timeless and inspired pieces.

This ground-breaking collection encompasses the work of the following 14 artists:

- **Joan Hornig**'s jewelry collection is guided by the idea that Philanthropy is Beautiful®. Hornig donates 100% of the profits from the sale of each piece to the charity of the purchaser's choice. Using colorful stones and malleable precious metals, she designs bright conversation pieces that act as advocates for the artistry involved and the causes they support.
- Brooklyn-based artist **Marian Maurer** constructs her pieces with a "mob of granulation" that mirrors the textured nature of her urban experiences. Her individually handcrafted work is made out of gold and ethically sourced gemstones.
- **Stephanie Albertson**'s designs reflect her appreciation for the classical principles of jewelry making with a distinctly modern and fresh point of view. Inspired by vibrant colors and luxurious textures, each piece is handcrafted with 22-karat gold and an assortment of richly colored gemstones.
- **Agas and Tamar** are Israeli-based jewelers who create works that break material boundaries. The creative duo blends silver, 24-karat gold, precious stones, coins, and antique gems to create a rustic line of contemporary artifacts.
- **Amáli** designer Sara Freedenfeld discovered her passion for making jewelry while backpacking through South America. Drawing inspiration from the natural landscapes and vibrant textiles that colored her travels, Freedenfeld set out to create a line of jewelry that combines handcraft artistry with the sophistication of high fashion.
- **Lucine Almas** is a New York-based designer whose line is inspired by the significance of protective talismans, good-luck stones, and prayer beads. She has created a unique collection called "Contemporary Talismans" that incorporates precious, semiprecious, and non-precious materials, with each one-of-a-kind piece handcrafted in gold ranging from 18 karat to 24 karat.
- **Donna Brennan** creates unique, handcrafted sculptural jewelry from her studio in London. Her line, "Perfectly Imperfect," incorporates sinuous, organic forms hewn from 18-karat gold, clustered with an assemblage of semiprecious or precious stones.
- **Kimberlin Brown**'s designs draw inspiration from nature and seascapes, especially the sea.
- **Lena Skadegard** is known for her exquisite palettes of handcrafted, hand-tied precious and semiprecious layering jewelry made of untreated natural gems. An appreciation for landscapes and aesthetics of diverse cultures informs Skadegard's design.
- **Variance Objects** designer Nicole Rimedio creates jewelry that highlights the natural beauty of raw materials. Her artistic vision is inspired by the synergy between the cutting of the stone and setting—a relationship that is conventionally separated in the process of jewelry production.
- Inspired by the four elements (earth, fire, wind, and water) as well as a wanderlust for travel, **Stella Flame**'s collection combines precious metals and sparkling jewels, handcrafted and assembled in small ateliers located in Istanbul and Bangkok.
- Based in Istanbul and trained by Turkey's foremost gold jeweler, **Serhat Geridonmez** is inspired by the long lineage and legacy of Istanbul jewelry masters who work with 24-karat gold.

- **Taryn Leavitt** approaches jewelry making like finishing a puzzle, whose many parts come together gracefully. Today, Leavitt's designs are made out of 18- and 22-karat gold with a rich color palette of precious and semiprecious stones.
- With an eye for delicate details and a tomboy effortlessness, **Ariel Gordon** designs her collections to be subtle and chic, lived in and layered.

ABOUT THE STORE AT MAD

The Store at MAD is an original voice and premier shopping destination in New York City, offering a curated presentation of well-executed contemporary artist-made objects and jewelry. Our aim is to build a bridge between our customers, our artists and their work, and the Museum. At the core of our presentation are unique products that celebrate materials, an excellence in craftsmanship, and the process of design.

ABOUT THE MUSEUM OF ARTS AND DESIGN

The Museum of Arts and Design (MAD) champions contemporary makers across creative fields and presents the work of artists, designers, and artisans who apply the highest level of ingenuity and skill. Since the Museum's founding in 1956 by philanthropist and visionary Aileen Osborn Webb, MAD has celebrated all facets of making and the creative processes by which materials are transformed, from traditional techniques to cutting-edge technologies. Today, the Museum's curatorial program builds upon a rich history of exhibitions that emphasize a cross-disciplinary approach to art and design, and reveals the workmanship behind the objects and environments that shape our everyday lives. MAD provides an international platform for practitioners who are influencing the direction of cultural production and driving twenty-first-century innovation, and fosters a participatory setting for visitors to have direct encounters with skilled making and compelling works of art and design.

PRESS CONTACTS

Museum of Arts and Design
Claire Laporte / Hally Wolhandler
212.299.7737
press@madmuseum.org

Third Eye
Alexandra Israel / Katie Wisniewski
Alexandra@hellothirdeye.com / Katie@hellothirdeye.com

Image captions:
Left: Agas & Tamar
Top right: Variance Objects
Bottom right: Donna Brennan