



museum of arts and design

THE STORE AT MAD LAUNCHES RE:FINE HOLIDAY 2017, FEATURING 32 INTERNATIONAL FINE JEWELERS

Press Preview: Thursday, November 16, 3:30 pm
Opening Night: Thursday, November 16, 5:30–8:30 pm

On opening night, guests will enjoy a 20% savings on their purchases



NEW YORK, NY (October 16, 2017) – The Store at MAD is pleased to premiere RE:FINE Holiday 2017, previously known as Redefining Fine Jewelry. RE:FINE marks The Store’s third seasonal foray into fine jewelry for sale. The collection will launch with an opening cocktail party on Thursday, November 16, from 5:30 to 8:30 pm and a press preview at 3:30 pm. Bringing together a highly curated group of thirty-two international artists and designers, including eight jewelers selected for their alternative bridal collections, RE:FINE spotlights forward-thinking 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. Many of the artists will be present for the opening-night event and guests will enjoy 20% savings all evening.

“I am delighted to celebrate these fine jewelers and designers, whose pieces speak to our nuanced individuality rather than conform to traditional jewelry’s ideas,” said Franci Sagar, Vice President of Retail and Brand Development at MAD. “Drawing on 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 highlight and celebrate jewelry artists who fuse high design with excellence in craftsmanship.”



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Sagar is co-curating this season's RE:FINE with Beth Bernstein, whose career in the jewelry industry spans twenty years. Bernstein has written about the subject as a journalist and author, and has consulted for various companies on design, merchandising, and marketing.

"The jewelers and designers included in RE:FINE are making an indelible mark on the industry by challenging the conventions of what fine jewelry means," Bernstein said. "They have helped shape the tastes and standards of today's jewelry collectors—women who embrace creativity and are confident in their own tastes and style."

This season's collection features, for the first time, Alberian & Aulde, Baltera, Chasseur Fine Jewelry, Mimi Favre, GiGi Ferranti, Foundrae, Moritz Glik, Margery Hirschey, Karen Karch, Julie Lamb, Loriann Jewelry, Marie Mas, Erica Molinari, Nancy Newberg, Eden Presley, Ruta Reifen, Megan Thorne, Ruth Tomlinson, and Lene Vibe.

The returning artists are Agas & Tamar, Stephanie Albertson, Lika Behar, Denise Betesh, Hannah Blount, Stella Flame, Elizabeth Garvin, Serhat Geridonmez, Joan Hornig, Tony Malmed, Marian Maurer, Todd Pownell, and .925Suneera.

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 jewelry and artist-made objects. 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.

#RedefiningFineJewelry @MADmuseum @TheStoreatMAD

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