

BUSINESS REPORT



**BRUSSELS
JEWELLERY
WEEK**

Second edition
April 25th - May 5th 2024



EDITO

CONTEMPORARY JEWELLERY, an artistic expression that is still little known to the general public, is a creative and innovative practice that translates into an almost systematic desire to experiment and break with the tradition in this matter.

Contemporary jewellery boasts a hybrid identity that draws inspiration from art in all its forms, as well as design, architecture, fashion and technology. This cross-disciplinarity - or permeability - opens up the fields of possibility and allows designers to push back the boundaries of artistic research. Their creations play with codes, break free from aesthetic conventions and draw inspiration from a wide range of materials. Fascinating, sometimes disturbing, contemporary jewellery questions our bodies and our societies, breathing new dreams and new meanings into them.

Most contemporary jewellery is unique, designed and handmade in a workshop. Resolutely artistic and often conceptual, it implies an approach linked to the personality of its creator.

« Contemporary jewellers have shattered the traditional codes of jewellery, beauty, durability and preciousness: they are pursuing bold plastic research and allowing themselves spatial and conceptual pieces ».

Frédéric Bodet,
exhibition curator and art critic, Paris



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LES BRUCELLES ASBL

Named after a small pair of pliers used in jewellery making, Les Brucelles is a non-profit association based in Brussels, founded in 2021 by a group of six passionate and dynamic members.

The association's mission is to enhance the visibility and recognition of contemporary jewellery artists, by promoting and presenting their work not only to art lovers, professionals and cultural authorities, but also to the general public.

By focusing on the multi-disciplinary aspects of practice, Les Brucelles aims to organise projects that promote social cohesion and encourage cultural diversity.

Brussels Jewellery Week is organised by volunteer members of Les Brucelles to showcase contemporary jewellery in the heart of Europe.

TEAM MEMBERS IN 2024

Marta Dobrynina, Silke Fleischer, Sandra Kleimberg, Pauline Grandjean, Penny Peeters, Brigitte Raoult, , Petra Saelens

With the support of Yann Jabard, Charline Lamontagne, Ilse Csako, Ilse Hummeling, Luba Sokolovsky

THE CONCEPT

Jewellery Weeks are flourishing in Europe and elsewhere, under a variety of names, but always linked to contemporary jewellery. There are currently around fifteen events of this type in Europe, and others on other continents. Belgium, at the centre of the European Union, is represented at last, and is set to play an important role.

BRUSSELS JEWELLERY WEEK aims to celebrate contemporary jewellery and showcase the expertise of Belgian designers, schools and institutions from all three regions of the country.



OBJECTIVES AND VALUES OF THE BJW : INCLUSION, DIVERSITY AND SUSTAINABILITY

- Showcasing contemporary jewellery, a discipline little known to the general public, and make it accessible and understandable to all.
- Bringing together designers, galleries, schools, enthusiastic collectors and the general public in the form of a high-quality biennial event.
- Giving national and international visibility to Belgian schools and artists and propelling Belgium to the forefront of the scene.
- Giving all artists - professional, emerging or student - the opportunity to promote their participation by setting entry fees that are low compared with those charged elsewhere.
- Making the event accessible through free exhibitions and tours
- Raising awareness of the social and economic context of jewellery
- Making reasoned choices about the selection of materials and actions.

« Mad Brussels is proud once again to host and organise the main exhibition for the second edition of Brussels Jewellery Week. Contemporary jewellery is proving to be at the heart of innovation. The fact that a small object can encompass so much experimentation, both in terms of use of materials and formal language, is revolutionary. »

Anaïs Sandra Carion
Managing Director

Dieter Van Den Storm
Artistic director

BRUSSELS JEWELLERY WEEK

1ST EDITION

29.04 > 08.05
2022

EXHIBITIONS
CONFERENCES
WORKSHOPS

IN FIERI
MAD Home of Creators

Be.NEXT
Mont-de-Piété

Brussels Jewellery
▶ ▶ ▶ TOUR



MAD, HOME OF
CREATORS



BRUSSELSJEWELLERYWEEK.COM



Poster BJW 2022 © BJW



BRUSSELS JEWELLERY WEEK 2022

29/4 - 8/5/2022

The first edition of BRUSSELS JEWELLERY WEEK took place in April 2022 and generated a great deal of enthusiasm in different parts of the city:

- 1.800 visitors in 10 days
- Audience reached via the press 3.241.237 people
- Total value of publications: € 382.500 (ref. Auxipresse)

MAD BRUSSELS

- **«In Fieri» exhibition:** The exhibition brought together 51 Belgian and international artists selected by a jury. The 124 works on show were conceived and made following the theme «In Fieri», which means «in the making».
- Lectures: Jean-Marie Schaeffer, Larissa Cluzet, Saskia van Es, Daniella Saraya, Deganit Stern Schocken, Chequita Nahar, Xavier Maury
- Performance: Lodie Kardouss

MONT-DE-PIÉTÉ :

Be.NEXT exhibition: 9 Belgian jewellery schools presented the work of their students: Académie des Arts Woluwe-St-Pierre, Institut Jeanne Toussaint, PXL-MAD School of Arts, RHoK Academy, Royal Academy of Fine Art Antwerp, SASK Sint Niklaas, Sint Lucas School of Arts Antwerpen, Stedelijk Lyceum Meir, Syntra.

BJW Tour :

16 participating galleries across Brussels



BRUSSELS JEWELLERY WEEK 2024

25/4 - 5/5/2024

The second BRUSSELS JEWELLERY WEEK took place from April 25th to May 5th 2024 at various venues around the city:

MAD BRUSSELS

- **"Particle[s]" exhibition:** an international event bringing together all types of contemporary jewellery designers.
- **NoWaste:** social project
- **Conferences:** Saskia Van Der Gucht, David Huycke
- **Bookshop**

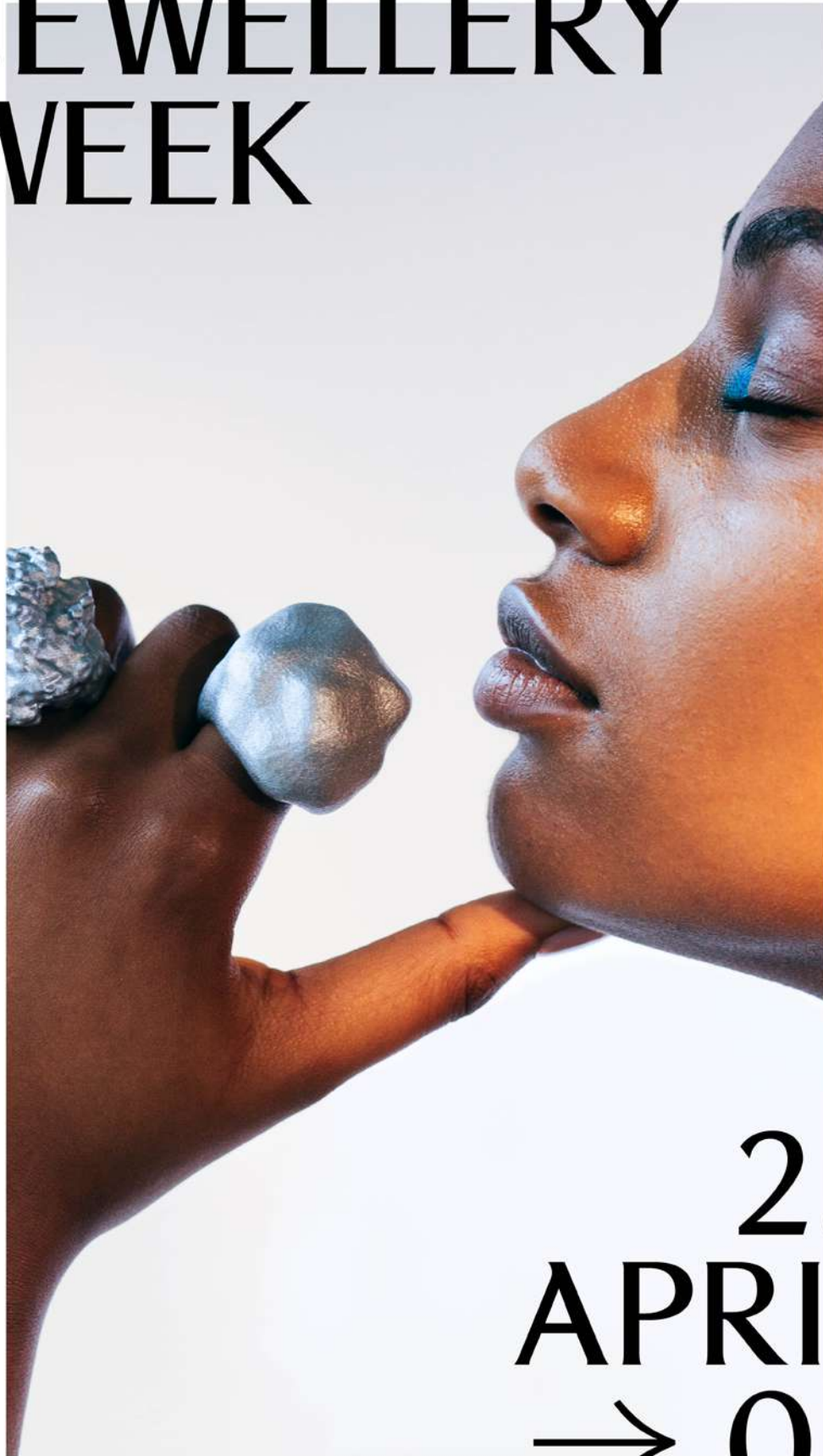
MONT-DE-PIÉTÉ :

Be.NEXT exhibition, 12 jewellery schools showcase the work of their students

Be.TOUR

- 25 participating galleries
- 10 special guests at De Markten
- Workshop @ ABC Huis

BRUSSELS JEWELLERY WEEK



25
APRIL
→ 05
MAY

MAD
BRUSSELS



PARTICLE[S] EXHIBITION

25/4 - 5/5/2024

«PARTICLE[S]» AT MAD BRUSSELS

A major event during Brussels Jewellery Week, the «Particle[s]» exhibition is being held at MAD Brussels.

The exhibition brings together 83 artists (21 Belgian and 62 international), selected by an exceptional jury. The 98 works on show have been conceived and made in line with the theme «Particle[s]» in its broadest sense of appreciation and interpretation.

The international call for entries (Open Call) is launched in September 2023 on social networks and websites dedicated to contemporary jewellery (Klimt02) and invites artists to create contemporary jewellery in line with the theme «Particle[s]».

An independent jury of experts selects the works on the basis of an anonymous portfolio. The selected works are exhibited at MAD Brussels, in the centre of Brussels. Prizes are awarded to artists in various categories.

« On a planet dominated by the urgency of transformation, PARTICLE(S) offers a variation on the theme of tiny forces, their active solidarity and their hidden power. From their physical or symbolic characteristics, they have the ability to come together to form and transform a whole. Particles have an irresistible force... »

Photo: Rebecca De Cavel - Model: Keyshia Valle - Jewel: Consuelo Keller



PARTICLE[S] EXHIBITION

25/4 - 5/5/2024

PARTICIPATION CRITERIA

The «Particle[s]» 2024 Open Call is open to all: professional artists, students, emerging artists working in the field of jewellery and crafts, as well as artists from other fields of art and design who focus on the new ideologies and aesthetic visions of contemporary jewellery. Candidates from all countries and nationalities are welcome to enter.

The works submitted must relate to this year's theme: «Particle[s]». Each participant may submit up to five works (individually or as part of a series). There are no restrictions on the materials, size or concept of the works. No «portability» is required, but there must be a link with the body, whether formal, metaphysical or symbolic.

Collectives of independent designers are permitted, but it is not possible to represent a brand.

The jury met in January 2024 to examine 203 entries from 42 countries. The entries were presented to the jury anonymously. They selected 83 artists from 30 countries and chose 98 works to be presented at MAD Brussels.

JURY

Evelien Bracke - Curator at the Ghent Design Museum

David Huycke - Jewellery artist, teacher at the PXL-MAD art school in Hasselt

Chequita Nahar - Jewellery artist

Patrick Sigal - Owner of More Upstairs gallery, Brussels.

Delphine Perrache - Jewellery artist, winner of the first Zinneke prize.

SELECTED ARTISTS

Giovanni Allovio	Juan Harnie	André Norman
Henrike Altes	Margaret Hart	Nicole Polentas
Miriam Arentz	Kirsten Haydon	Svetlana Prigoditch
Mylène Auquièr	Susie Heuberger	Ingrid Raymenants
Michael Berger	Valerie Ho Oi Ying	Hélène Sajfrt
Julia Boix-Vives	Xiaozhe Huang	Jolyn Santiago
Thierry Bontridder	Annika Ingelaere	Moniek Schrijer
Emma Carrau Bueno	Sayaka Ito	Azin Soltani
Cristina Celis	Lodie Kardouss	Michelle Stewart
Natalia Cellini	Judith Kayser	Rebecca Tanda
Olga Chernyshova	Consuelo Keller	Taavi Teevet
Elvira Cibotti	Shunwan Ko	Saskia Tossaint
Laila Marie Costa	Annelieke Landré	Deniz Turan
Corrado de Meo	Irina Latkina	Chloé Ucedo
Martine De Vos	Claire Lavendhomme	Olivia Van Damme
Sarah Drew	Ariel Lavian	Charlotte van de Velde
Joke Dubbeldam	Raphaëlle Léaux	Diederick Van Hovell
Evguenia Elanic	Vivien Lehotai	Charlotte Vanhoubroeck
Åsa Elmstam	Ioli Leivada	Jun Jin Wu
Beata Frakas	Barbora Lexová	Danni Xu
Antinéa Faucher	Lena Lindhal	Christopher Zellweger
Mathilde Fenoll	Carmen López	Fanny Bergerot
Eva Fernandez Martos	Haley Lowe	§ Diederick Van Hovell
Frédéric Frenay	Rose Lucker	§ Isidore Gesvert
Arata Fuchi	Rikke Lunnemann	Hilde De Decker
Motoko Furuhashi	Lital Mendel	§ Hanneke van Hage
Donatienne Grégoire	Stephie Morawetz	Masha Mamkaeva
Joani Groenewald	Delphine Nardin	§ Marina Evlentieva
Ryujeong Han	Daniil Neskromniy	

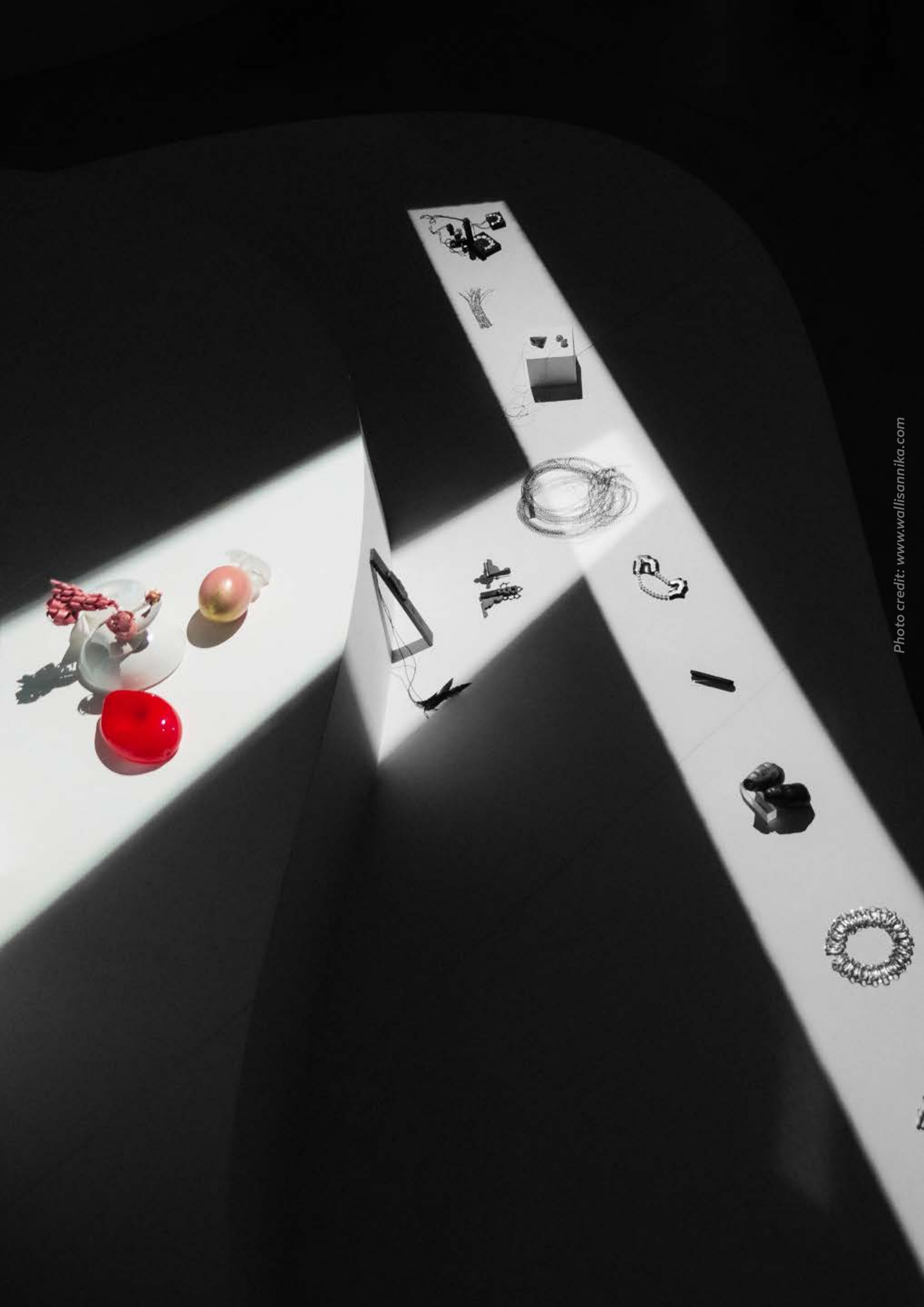


Photo credit: www.wallisannika.com

SCENOGRAPHY

The 98 pieces presented are divided into five groups, each evoking a different area of interpretation of the «Particle[s]» theme.

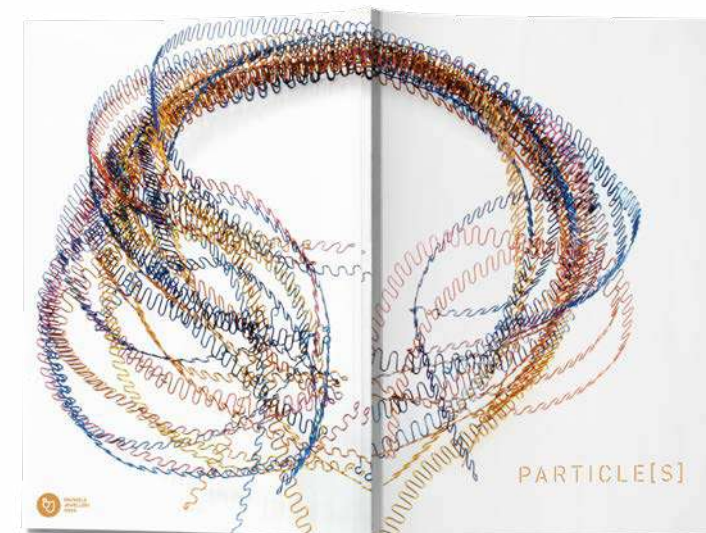
The scenography, designed by Marie Douel, experiments with light as particles:

« Photons are particles of light. It is this same light that makes the jewellery visible. So how do you make these beams of light and the jewels visible at the same time? The significant size of the exhibition space is a challenge for displaying small pieces. So shadows and beams of light help to dress up the space while providing a new basis for refocusing the eye on the pieces. »

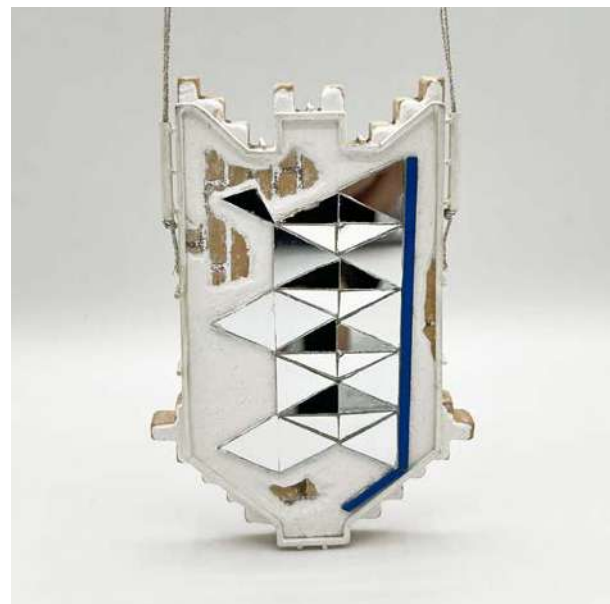
A total immersion in the world of contemporary jewellery, as much sculpture as jewellery, small and large, intimate and spectacular, made from materials whose origins are often difficult to define - hence the questions and surprises!

To understand the story behind the pieces, visitors were given access to a virtual platform via a QR code, where they could find all the information on each of the exhibits (used by 53% of visitors).

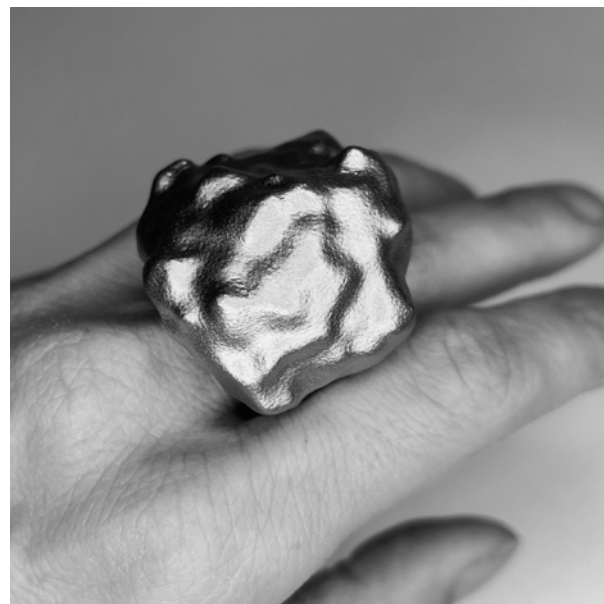
CATALOG



In order to perpetuate the «Particle[s]» exhibition, a catalogue has been designed and published in English. Each artist is presented on a double-page spread. All the pieces exhibited are reproduced, along with others that could not be shown, with their characteristics and the creator's comments. The 192-page catalogue is on sale at the exhibition for €25. A free copy is offered to each participant.



Azin Soltani (Iran) « Inside and Outside »



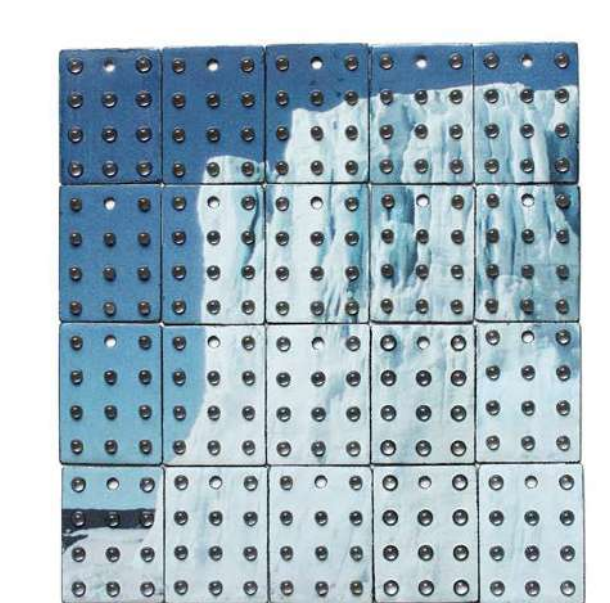
Consuelo Keller (Switzerland) « Noise Rings »



Shunwan Ko (UK/Hongkong) « Facets »



Michael Berger (Germany) « KAS FP-03 V2 »



Kirsten Haydon (Australia/New Zealand)
« Ice Drops »



Valerie Ho Oi Ying (Hongkong)
"Who is Afraid of Winnie the Pooh"

PRIZES

The decision to award prizes at an event such as Brussels Jewellery Week serves several purposes:

- Recognising and promoting the work of designers
- Encouraging quality and emulation
- Enable certain promoters to become involved with artists
- Allowing the public to express their choice
- Encourage exchanges with other similar events

We have since been invited to award a prize to the artist of our choice in Budapest, Bucharest and Venice, and these artists will be invited to take part in our next edition free of charge.

Jury Award

Azin Soltani (Iran) 'Inside and Outside'
Exhibition of a collection of works by the winner at MoreUpstairs gallery in Brussels in May 2024.

Les Bruxelles Award

Consuelo Keller (Switzerland) «Noise Rings»
A cheque for €500.

Audience Award

Shunwan Ko (United Kingdom/Hong Kong) «Facets»
A cheque for €200.

Romanian Jewelry Week Award

Michael Berger (Germany) «KAS FP-03 V2»
Invitation to their next event in October 2024

Budapest Jewelry Week Award

Kirsten Haydon (Australia/New Zealand) «Ice Drops»
Invitation to their next event in September 2024

Venice Design Week Award

Valerie Ho Oi Ying (Hong Kong) «Who is Afraid of Winnie the Pooh?»
Invitation to their next event in October 2024



Photo credit: www.wallisannika.com



NEW

NoWaste EXHIBITION

25/4 - 5/5/2024

CONCEPT

We wanted to create a project with a social and sustainable vocation. The project is being run in partnership with Solidarité Grands Froids (SGF), a Brussels-based charity. The jewellery students, supervised by their teachers, created jewellery from unusable materials supplied by SGF. The jewellery was then sold, with 1/3 of the proceeds going to the designer and 2/3 to SGF to help in its fight against poverty.

In essence, the NoWaste project not only transforms discarded objects into beautiful jewellery, it also acts as a catalyst for social change and environmental awareness.

The NoWaste project is an innovative initiative that combines social responsibility with environmental awareness, challenging the stereotype that jewellery is synonymous with monetised extravagance. This avant-garde approach gives a second life to useless objects by transforming them into contemporary and ethical pieces.

As well as its social impact, the project aims to raise awareness of waste, particularly in the fashion industry, by highlighting its impact on the planet and the living conditions of workers.

The NoWaste project embodies an artistic and social initiative, inviting us to reconsider our relationship with fashion and encouraging more sustainable practices.

RESULTS

- 89 students from 5 Belgian jewellery schools
- 189 creations
- 47 items of jewellery sold for a total of €4.525,00.
- €1.427,00 was paid to the designers
- €3.098,00 was donated to Solidarité Grands Froids. The money will be used to buy school equipment for children living below the poverty line.

AWARDS

Les Brucelles Award
Anne Blok (Belgium) «(T)rouwen»
A €200 Buko voucher



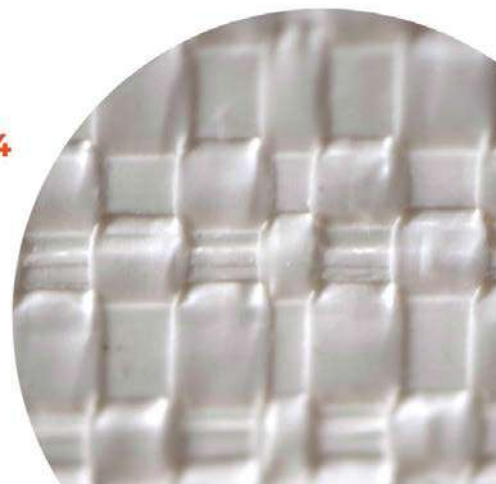
CONFERENCES



**SASKIA
VAN DER GUCHT**

ON SAND: UNPACKING PRECIOUSNESS

SATURDAY 27.04
2:30 PM



MAD
BRUSSELS



DAVID HUYCKE

ABOUT PARTS AND WHOLES

SUNDAY 28.04
11.00 AM



MAD
BRUSSELS

Saskia Van Der Gucht, visual artist, researcher and teacher based in Antwerp.
«On Sand: Unpacking Preciousness»
Saturday 27/4/24

A year-long research project looking at the role of jewellery and precious objects in the age of relearning interdependence with living and non-living beings, using the Symbiocene as a global theoretical and practical framework.
In a 2022 UNEP report on sand and sustainability, it is stated that sand will become increasingly scarce, even though it is the second most used resource on earth, after water. It is present in every building, road, window and screen we use every day. As abundant as it may seem, it is expected to become scarcer as a result of overuse for industrial purposes.
In Saskia Van der Gucht's artistic practice, the metonymy of packaging and preciousness - jewellery boxes being a well-known example - becomes a means of questioning and visualising the way in which the finitude of this raw material is underestimated on the one hand, and could serve as a precedent for subsequent concerns on the other.

David Huycke, is a visual artist who explores a variety of media, but is best known for his innovative approach to working with metal, particularly the use of granulation in larger silver sculptural objects.
«About Parts and Wholes»
Sunday 28/4/24

« About Parts and Wholes » is a presentation of David Huycke's metalwork and artistic research, with a particular focus on his innovative approach to granulation in large silver objects and his use of the sphere as a pictorial symbol.

RESULTS

- Participation is free on registration
- 80 listeners at each conference
- Active participation from the public: questions and answers, discussions



Photo credit: www.wallisannika.com



NEW

BOOKSHOP

We offered the public a range of specialized books on contemporary jewellery: monographs, compilations, exhibitions and technical books, from two renowned publishers: Arnoldshe (Germany) and Hoaki (Spain). The public was impressed by the quality and choice on offer.

- 50 different titles
- More than 320 books
- 2/3 sold

Aprons and caps bearing the Brussels Jewellery Week logo were also on sale, a way for members of the public to support our association.



BRUSSELS JEWELLERY WEEK 2024

25/4 - 5/5/2024

RESULTS

Visitors to the «Particle[s]» and «NoWaste» exhibitions at MAD Brussels:

2309 people/10 days (+31% compared with 2022)

Catalogues : 56 sold; 220 donated (participants, partners, etc.)

Public : collectors, gallery owners, professionals, amateurs, students of jewellery, architecture or applied arts, families, the curious.





Be.NEXT

26-28/4/2024

Young talents in Belgian jewellery

In partnership with the Mont-de-Piété

As part of Brussels Jewellery Week, an exceptional venue is being dedicated to promoting Belgian schools and academies focusing on contemporary jewellery: the Freddy Thielemans space at the Mont-de-Piété. This bright, modern space, spread over two floors, is ideal for showcasing jewellery.

For three days, from 26 to 28 April 2024, the Mont-de-Piété hosts the Be.NEXT exhibition, showcasing the work of students from Belgium's leading jewellery schools.

For the second time in Belgium, this gathering of institutions, focusing on contemporary jewellery, gives the public an opportunity to discover the diversity and quality of our schools here in Belgium.. It's also an opportunity for fruitful exchanges between schools, teachers and enthusiasts.

Twelve institutions are taking part in this second edition:

Academie Berchem
Académie des Arts, Woluwe-St-Pierre
Academie Haspengouw Beeld, Saint-Truiden
d'Academie Beeld, Sint Niklaas
IKA Malines
Institut Jeanne Toussaint, Bruxelles
KASKA dko
PXL-MAD School of Arts, Hasselt
RHoK Academie, Bruxelles
Académie Royale des Beaux-arts, Anvers
École des arts Sint Lucas, Anvers
Syntra Juweelopleidingen, Bruxelles



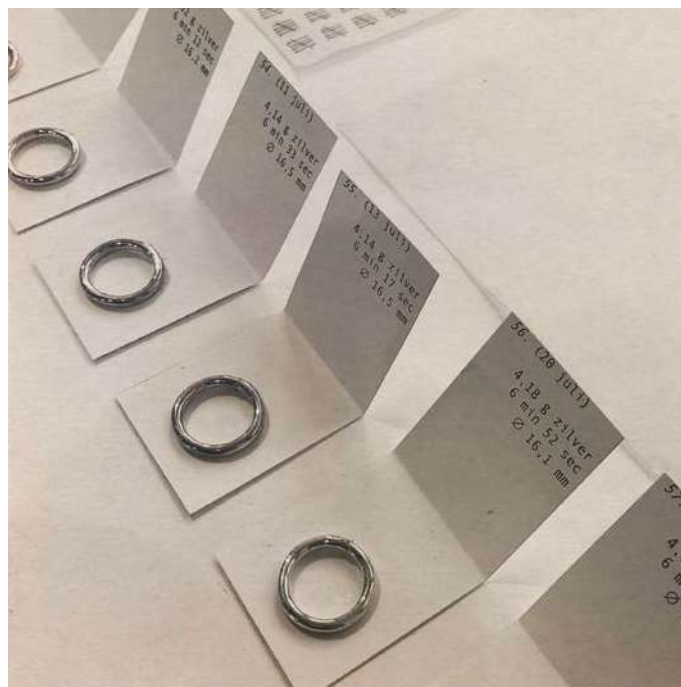
Credit: RAW Pictures



Chan Young Chang (Académie Royale des Beaux-arts)
« Prosthesis for a sandwich »



Ute Van Der Plaats (RHoK Academie) « Paradise Papers »



Renée Leroy Viérin (Sint Lucas School of Arts)
« The Art of Repetition »



Luc Balthazar (Académie Haspengouw Beel) « Badge of Honor »



RESULTS

- Nearly 900 visitors came to the Be.NEXT exhibition over three days.
- Twelve schools and institutions from both language communities are represented (+33%)
- Bringing students, schools and institutions closer together and creating new connections.

AWARDS

Mont-de-Piété Award

Chan Young Chang (Royal Academy of Fine Arts) «Prosthesis for a sandwich»

Ute Van Der Plaats (RHoK Academie) « Paradise Papers»

Each received a cheque for €250.

Les Bruxelles Award

Luc Balthazar (Académie Haspengouw Beel) «Badge of Honor»

A €200 Buko voucher.

Public Award

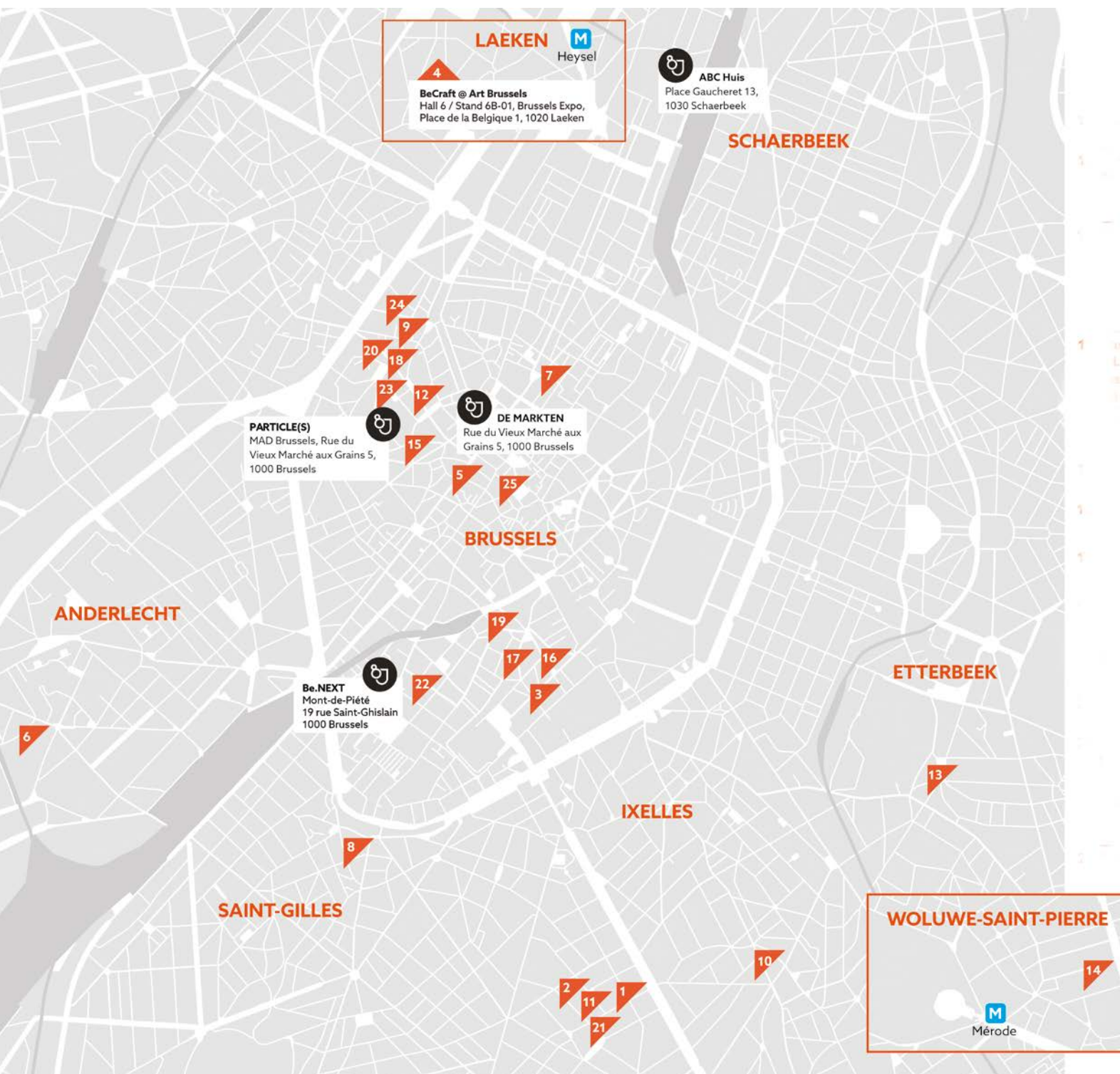
Renée Leroy Viérin (Sint Lucas School of Arts) «The Art of Repetition»

2 MuseumPasses worth €118.



Be.TOUR

25-28/4/24



Be.TOUR presents a jewellery trail through the city of Brussels, comprising 25 exhibition spaces plus a space for 10 special guests at the Cultural Centre De Markten (+ 218%) Be.TOUR offers participants (modern and contemporary jewellery galleries, artists' collectives, cultural centres) the chance to attract a varied audience over the four days of the event, and for visitors to discover a selection of the artists and jewellery on show in these venues around the city.

New in 2024! Extension of the Be.TOUR - DE MARKTEN: 10 galleries, collectives and a foreign school specialising in contemporary jewellery, are welcome to exhibit in Brussels over the 4 days.

A detailed flyer has been produced giving all the information and locations, including easy access for the disabled where possible.

LIST OF GALLERIES AND THEIR EXHIBITIONS

1. Alto Galleria

Rue du Bailli 52, 1050 Ixelles

Clelia Del'Aera, modern jewellery designer and gallery owner. She offers a variety of high-quality designer jewellery.

2. Annoo

Rue Faider 90, 1050 Ixelles

Olivier Vanhaecke, jeweller and owner of the workshop-boutique. His vision revolves around refined creations made from recycled gold or silver, precious stones and diamonds.

3. BeCraft

Galerie Augusta, rue Coppens 5, 1000 Brussels

BeCraft is a trade association based in Mons that promotes the applied arts in the Wallonia and Brussels regions.

Artists represented: Isabelle Azais, Anne Goy, Aurore de Heusch & Diederick Van Hovell, Claire Lavendhomme



4. BeCraft @ Art Brussels

Brussels Expo, Place de la Belgique 1, 1020 Laeken

Artists represented : Isabelle Azaïs, Audrey Ickx, Claire Lavendhomme, Arnaud Sprimont, Nelly Van Oost

5. Benaazir

Rue Van Artecelde 10, 1000 Brussels
Benaazir Mukherjee creates jewellery that lasts. Her creations are destined to be cherished and passed down from generation to generation, transcending conventional boundaries of gender and age.

6. CdeC-bijoux

34 rue des Bassins, 1070 Anderlecht
Claire de Chivré presents necklaces, bracelets and rings, unique pieces made from old jewellery and objects. With humour and tenderness, she questions our relationship with time and the living world.

7. Continental

Place de Brouckère 41, 1000 Brussels (1st floor)
Fanny Bergerot, Louise Berteau and Victor Weron: their shared passion is working on unique, handmade pieces and jewellery with a story behind it.

8. Coquillage

Avenue Jean Volders 30, 1060 Saint-Gilles
Idil Gürakan presents her own jewellery as well as a selection of Turkish handicrafts.

9. Els Van Steelandt Jewellery & Art

Rue du Rempart des Moines 15, 1000 Brussels
Ria Lins and Els Vansteelandt have created colourful new works using traditional and innovative techniques especially for Brussels Jewellery Week.

10. Feu

Chaussée d'Ixelles 294, 1050 Ixelles
From small silver spoons to non-disposable street food cutlery, Sophie Potié and Amélie Gomet draw their inspiration from the codes of silver and goldsmithing to create raw pieces that are as quirky as they are elegant.

11. H-E-C-T-A-R-E

Rue Faider 86, 1050 Ixelles
"Bestiaire Star": true to their philosophy of easy-to-wear contemporary jewellery, but also driven by a sense of humour and the unusual, Hectare's gallery owners have selected six artists from here and elsewhere to put wildlife in the spotlight:
Miriam Arentz, Monika Brugger, Benedikt Fischer, Lore Langendries, Märta Mattsson, Vivienne Varay

12. Isabelle Azaïs

Avenue Dansaert 89, 1000 Brussels
Lighting up a shoe shop, Isabelle Azaïs's jewellery is particularly light, bright and colourful, made entirely from recycled materials.

13. La Fiancée du Bijoutier

Chaussée de Wavre 345, 1040 Etterbeek
Stéphane Lefébure, awarded the title of Artisan d'Art in 2007, and his wife Rachel are passionate jewellers. Their creations are made exclusively in silver or gold, enhanced with natural stones.

14. Malperthuis

Avenue Georges Henri 435, 1200 Brussels
In a vibrant tribute to Jean Ray's novel, six jewellers take over the house and offer their own take on contemporary art:
Isabelle Bianchi Marchesseau, Laurent Fontainas, Audrey Ickx, Xavier Maury, Michel Mousset, Caroline Purgal

15. Martine De Vos

Le Guichet des Bonnes Idées, rue du Vieux Marché aux Grains 48, 1000 Brussels
Presented in a plant and lifestyle boutique, Martine De Vos likes to work with unconventional materials and techniques, such as luminescent materials and cat's whiskers.

16. MoreUpstairs Gallery

Rue Ernest Allard 10, 1000 Brussels
Patrick Sigal presents designer jewellery. He has a particular interest in the post-war Belgian school and is also very attentive to contemporary jewellery.

17. Muse Gallery

Rue des Minimes 30, 1000 Brussels
Yelena Kharitonova presents Nurdos Aliaskarov (Kazakhstan): his nomadic jewellery "breaks" the cultural codes of Central Asian nomads and projects the spirituality of Nurdos' predecessors onto the steppes.

18. NOJ

Rue Antoine Dansaert 175, 1000 Brussels
Aurore de Heusch and Diederick van Hovell have put together a special exhibition on the theme of "Particle[s]", inviting artists to create rings based on the "DE, VAN, DEL or MAC" honour.

19. SAJFRT

Rue Haute 21, 1000 Brussels
Hélène Sajfirt, owner of the gallery, presents her creations, using holography, as well as those of other artists: Alain Roggeman, Nadine Putteman, Tomas Miskovic, Nico Delaïde.

20. Saskia Shutt Designs

Dansaert Centrum, Rue D'Alost 7-11, 1000 Brussels
Saskia Shutt is a Belgian-British jewellery designer specialising in the creation of bespoke jewellery in silver, gold, platinum and precious stones from responsible sources.

21. Skin & Soul Jewelry

Rue Faider 121, 1050 Ixelles
Martine Hermans presents her luminous, elegant jewellery made from skin and nature. Guests: Caroline Swolfs and Agathe St-Girons

22. Studio34

Rue Saint Ghislain 34, 1000 Brussels
Studio34 is a collective of three contemporary jewellery designers, Nadine Putteman, Hélène Sajfirt and Alain Roggeman. Guest: Tomas Miskovic (Slovakia)

23. Swedish Silversmiths

Rue Rempart des Moines 44, 1000 Brussels
Åsa Elmstam and Petronella Eriksson present art that wants change. Presenting two projects that tackle the climate and biodiversity crisis and ask questions about what we should be doing and why we're not.

24. Woche Jewelry

Firma, Rue Locquenghien 35, 1000 Brussels
Clarisse Bruynbroeck shows an appreciation of everyday beauty and a desire to create jewellery that is wearable every day.

25. Y.See

Rue du Marché aux Herbes 51, 1000 Brussels
Yi See is delighted to take you on a journey to explore different perspectives on jewellery. She presents more than 10 different jewellers' approaches.

NEW

DE MARKTEN

Cultural centre

25-28/4/24



De Markten Cultural Centre
Rue du Vieux Marché aux Grains 5, 1000 Brussels

In an emblematic building that once housed the famous Val-Saint-Lambert glassworks, the magnificent hall of mirrors offers a baroque, quirky setting for a resolutely contemporary exhibition. The aim is to offer an exhibition venue to international as well as national partners from outside Brussels.

It's a first opportunity for a fruitful exchange with, among others, renowned galleries, innovative collectives, recognised artists and a public that's both connoisseur and amateur.

- **BeCraft**, Mons
- **Beyond Galerie**, Antwerp
- **Dardap** : Elena Gorbunova (Russia), Bibi Klekachkoska (Macedonia), Susie Heuberger (Mexico)
- **Ecole Boule**, Jewellery Department, Paris
- **KULP** : Filiz Ateş, Esra Canikligil, Vefa Çolak, Sevde Kökler, Deniz Turan, Turquie
- **Michael Berger**, Düsseldorf, Germany
- **Pont en Plas Gallery**, Ghent
- **Romanian Jewellery Week**, Bucharest, Romania
- **Vering** : Vera Borghgraef, Ingrid Raymenants, Belgium
- **Viceversa Gallery**, Lausanne, Switzerland

RESULTS

- 10 partners, representing over 100 different artists
- Over 1,500 visitors during 4 days

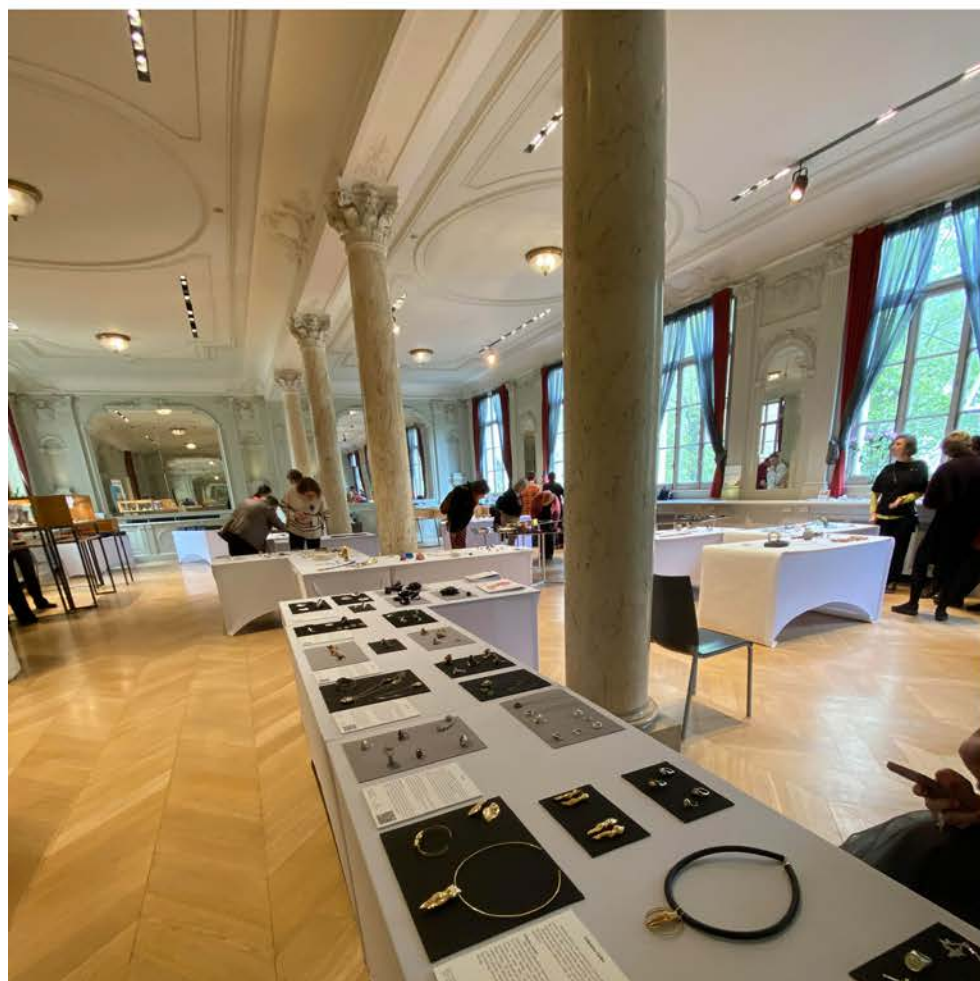


Photo credit: Les Brucelles



NEW

WORKSHOP @ ABC Huis

27/4/2024

ABC HUIS, place Gaucheret 13, 1030 Brussels

We got in touch with ABC Huis (Art Basics for Children) with a view to create a gateway to promote knowledge and appreciation of contemporary jewellery across all generations.

« Everyone has the right to a «poetic life». With this ideal in mind, ABC uses the artistic process as a stimulus for dialogue and as an instrument of reflection to support young and old alike in the quest to integrate art into everyday life. To this end, we collect the most inspiring books, ideas, visuals, materials and media in the field of art and education, and make this collection accessible in a variety of ways (workshops, publications, etc.). The underlying idea is that everyone, whatever their age or background, should conduct their own research in and with the collection, and also integrate this attitude of research into everyday reality. »

The workshop took place at ABC Huis, for a group of 10 children. Their parents were also invited.

« What are urban patterns? » by Yuxi Lu, artist and jeweller, is a creative workshop for children that blends the fields of art and science around the BJW 2024 theme «Particle(s)». The workshop presents an approach that encourages children to immerse themselves in the living, imperceptible aspect of urban waste that is often overlooked. Explore the value of recycled materials and think outside the box when it comes to the functionality of jewellery.

Through hands-on, engaging activities, children discover the unconventional process of growing micro-organisms in a Petri dish, giving them a chance to observe the fascinating urban microbiological patterns that develop from discarded objects.

The workshop took place in the morning and an exhibition of Yuxi Lu's work, the fruit of her research, was on show in the afternoon.

WHAT ARE URBAN PATTERNS? WORKSHOP & EXPO



DATE

27/04/2024

LOCATION

ABC-HUIS,
PLACE GAUCHERET 13,
1030 BRUSSELS

YUXI LU X BRUSSELS JEWELLERY WEEK X ABC HOUSE BRUSSELS



COMMUNICATION

SOCIAL NETWORKS

The various digital communication media are created, managed and updated by the Brucelles volunteer team.

Website: **brusselsjewelleryweek.com**

Creation date: October 2021

Instagram: **@brusselsjewelleryweek**

Creation date: 22 april 2021

Publications : **366**

Followers : **> 4.000**

Facebook : **brusselsjewelleryweek**

Creation date: 21 March 2021, first publication 7 September 2021

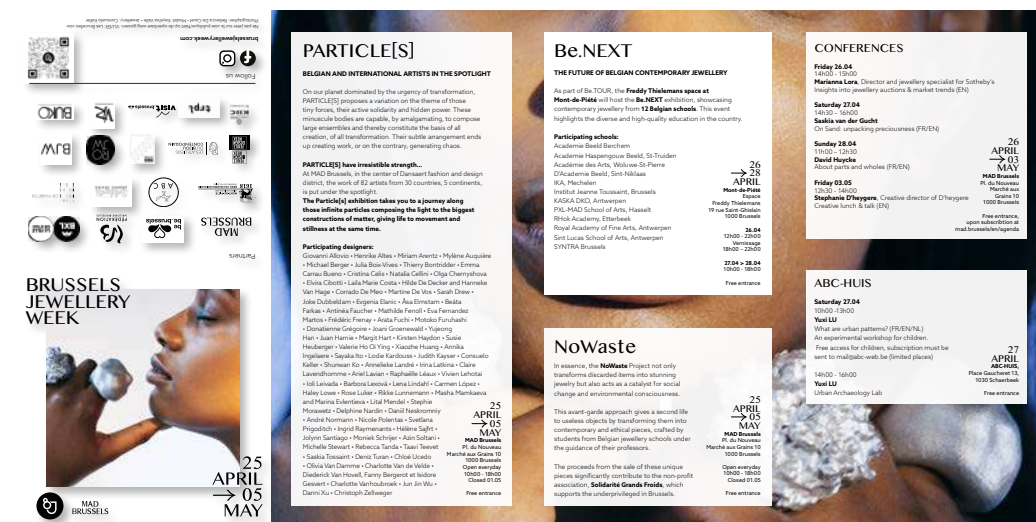
Followers : **> 700**

PRINTED MATERIALS

- **Postcards:** 6.000 copies, including 4.350 distributed by BHS MEDIA, on displays in 145 cultural venues.
- **Be.TOUR flyers/plans:** 3.000 copies, distributed at all the exhibition venues
- **Billboards** (Immo style 100x70 cm) installed in the city for the BJW Tour: 26 copies, installed on the shop windows of Be.TOUR participants.

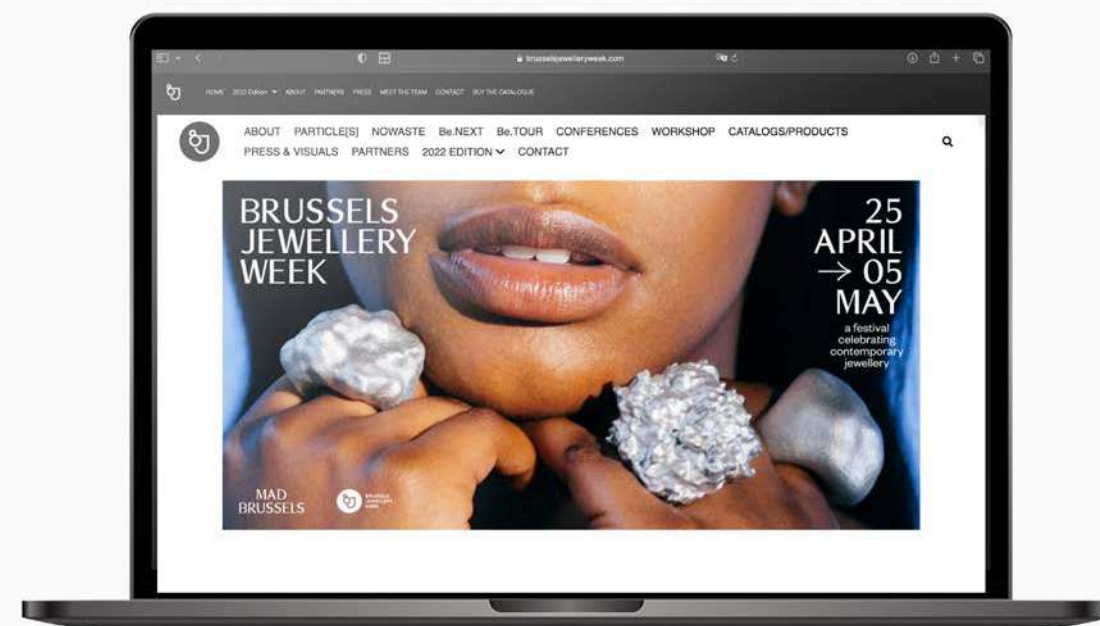
ACQUISITIONS

- The More Upstairs gallery bought pieces by Azin Soltani, Mathilde Fennol, Arata Fuchi and Delphine Nardin and exhibited pieces by Azin Soltani for the Jury Prize.
- Valerie Ho Oi Ying sold a piece

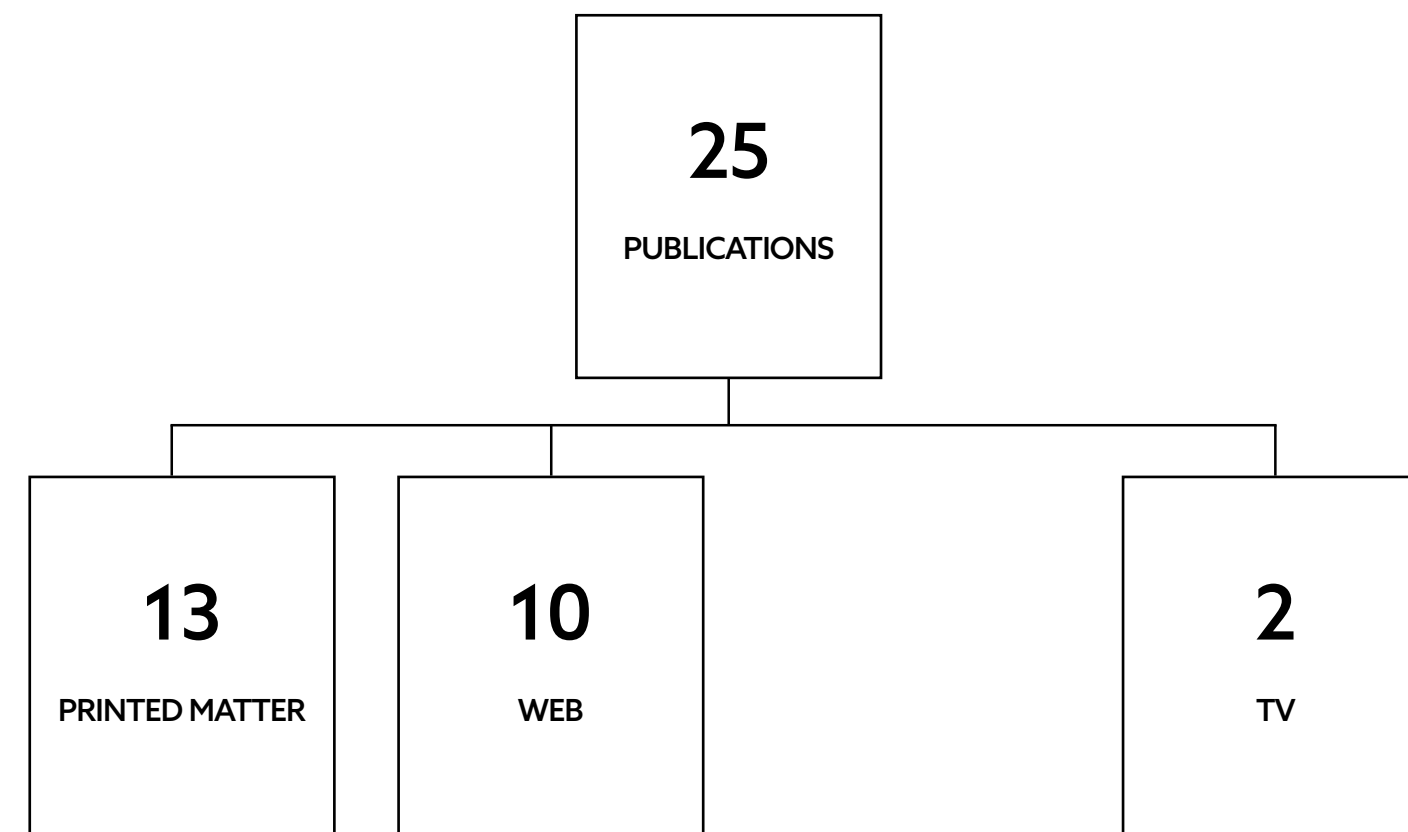




PRESSE



Website BJW



Estimated impact and value, obtained by AuxipressPublic :

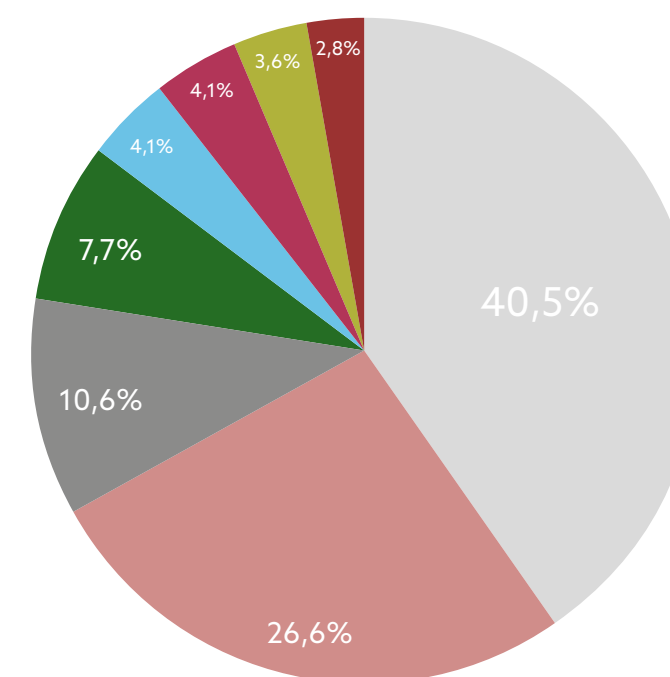
Audience reached: **2.168.399**

Total value of publications: **252.167 €**



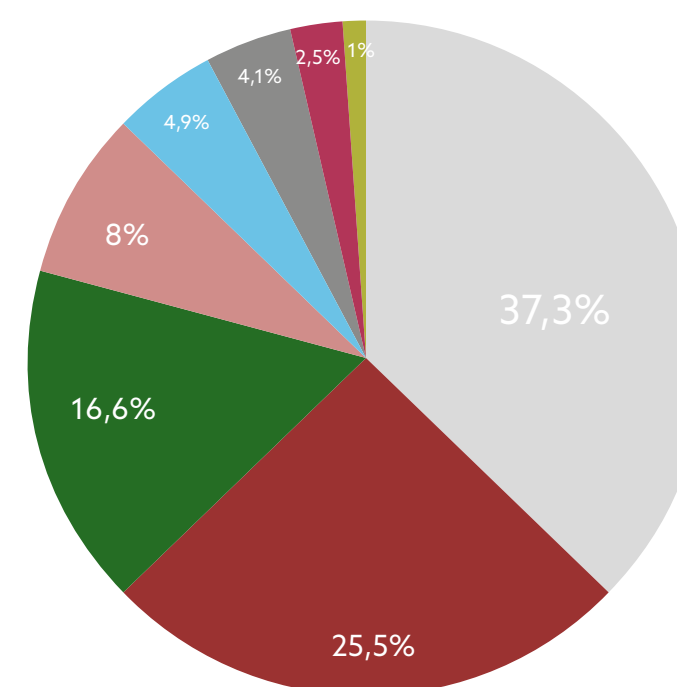
BRUSSELS JEWELLERY WEEK 2024

NUMBERS



EXPENSES: 29.671,00 €

	Subcontractors and third parties - 823,00 €
	Supplies - 1.064,00 €
	Dedicated awards - 1.218,00 €
	Rent space - 1.225,00 €
	Operating costs - 2.282,00 €
	Opening (3) - 3.149,00 €
	Communication - 7.900,00 €
	Artistic and technical fees - 12.010,00 €



INCOME: 37.268,00 €

	Sponsoring - 410,00 €
	Sales various - 917,00 €
	Catalogues - 1.525,00 €
	Bookshop - 1.816,00 €
	Exhibitors Be.NEXT - 3.000,00 €
	Exhibitors Be.TOUR - 6.180,00 €
	Exhibitors Particle(s) - 9.528,00 €
	Public subsidies - 13.892,00 €



PARTNERS





CONTACT

ASSOCIATION LES BRUCELLES

Mail : les.brucelles@gmail.com

Website : lesbrucelles.org

Instagram : [les.brucelles](https://www.instagram.com/les.brucelles)

BRUSSELS JEWELLERY WEEK

Mail : brusselsjewelleryweek@gmail.com

Website : brusselsjewelleryweek.com

Instagram : [brusselsjewelleryweek](https://www.instagram.com/brusselsjewelleryweek)

