

ACTIVITY REPORT



**BRUSSELS
JEWELLERY
WEEK**

First edition
29 April - 8 May 2022



EDITO

An artistic expression that is still little known to the general public, CONTEMPORARY JEWELLERY is a creative and innovative practice that translates into an almost systematic desire to experiment and break with the tradition of the discipline. Contemporary jewellery claims a hybrid identity drawing on art in all its forms, but also on design, architecture, fashion and technology. This transversality – or permeability – opens up the fields of possibility and allows creators to push back the limits of plastic research. Their creations play with codes, free themselves from aesthetic conventions and draw inspiration from the most diverse materials. Fascinating, sometimes disturbing, contemporary jewellery questions our bodies and our societies and instills new dreams and meanings to them.

Mostly unique pieces, contemporary jewellery is designed and handmade in a workshop. It is definitely artistic and often conceptual, and involves 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 audacious plastic research and allowing themselves spatial and conceptual pieces”.

Frédéric Bodet,
curator and art critic, Paris



SUMMARY

LES BRUCELLES ASBL _____ pages 7-9

- THE CONCEPT
- A ZINNEKE EVENT!
- OBJECTIVES AND VALUES OF THE BJW
- OUR VALUES: INCLUSION, DIVERSITY AND SUSTAINABILITY

BRUSSELS JEWELLERY WEEK 2022 _____ page 11

- MAD - HOME OF CREATORS
- MONT-DE-PIÉTÉ
- BJW TOUR

EXHIBITIONS “IN FIERI” _____ pages 13-21

- “IN FIERI” EXHIBITION AT MAD BRUSSELS
- PARTICIPATION CRITERIA
- JURY
- SELECTED ARTISTS
- SCENOGRAPHY
- AWARDS
- CATALOGUE
- RESULTS

BE.NEXT _____ page 23

- THE YOUNG TALENTS OF BELGIAN JEWELLERY
- AWARDS
- RESULTS

BJW TOUR _____ pages 25-29

- LISTS OF GALLERIES AND THEIR EXHIBITIONS

PERFORMANCES LECTURES WORKSHOPS _____ pages 31-33

COMMUNICATION _____ page 35

- SOCIAL NETWORKS
- PRINTING
- STREET ADVERTISING
- ACQUISITIONS

PRESS _____ pages 37-39

PARTNERS _____ page 41

CONTACT _____ page 43



LES BRUCELLES ASBL

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

The mission of the association is to improve 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 multidisciplinary aspects of practice, Les Brucelles aims to carry out projects that promote social cohesion and encourage cultural diversity.

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

TEAM MEMBERS IN 2022

Sandra Kleimberg, Pauline Grandjean, Brigitte Raoult, Petra Saelens, Monica Bobbi, Thomas Desdouts

THE CONCEPT

JEWELLERY WEEKS are flourishing in Europe and elsewhere, under different names, but always in connection with contemporary jewellery. There are currently about fifteen such events in Europe and more on other continents. Belgium, at the centre of the European Union, is now finally represented and destined to take a significant place.

The BRUSSELS JEWELLERY WEEK aims to celebrate contemporary jewellery and to highlight the know-how of Belgian designers, schools and institutions from the three regions of the country.



A ZINNEKE EVENT!

ZINNEKE: a word from the Brussels dialect meaning 'mongrel dog', but also a person or event resulting from a cultural mix. It is also the nickname given to the inhabitants of Brussels for their open, multicultural or cosmopolitan character.

We want a BJW that reflects Brussels: mixed, joyful, lively and full of self-mockery.

OBJECTIVES AND VALUES OF THE BJW

- To honour contemporary jewellery, a discipline little known to the general public, and to make it accessible and understandable to all.
- To connect creators, galleries, schools, passionate collectors and the general public in the form of a quality biennial
- To give national and international visibility to Belgian schools and artists and to propel Belgium among the protagonists of the scene
- To give all artists - professional, emerging or student - the opportunity to try their luck by setting low participation fees compared to what is practiced elsewhere
- Make the event accessible through free exhibitions and guided tours.
- Make reasoned choices about the selection of materials and actions

OUR VALUES: INCLUSION, DIVERSITY AND SUSTAINABILITY

"A brooch made of sugar, a necklace filled with waste or a shirt repaired with precious materials. Is a piece of jewellery a fashion accessory, a research project or an innovative piece? It could be all of these at the same time. [...] In building an innovative, sustainable and inclusive city, designers are important actors of change. They challenge society to adapt to a better world view."

Dieter Van Den Storm,
Creative Director MAD, Brussels

BRUSSELS 1ST EDITION JEWELLERY WEEK

29.04 > 08.05
2022

EXHIBITIONS
CONFERENCES
WORKSHOPS

IN FIERI
MAD Home of Creators

Be.NEXT
Mont-de-Piété

Brussels Jewellery
▶ ▶ ▶ **TOUR**

BRUSSELSJEWELLERYWEEK.COM



LA VILLE
DE STAD

MAD, HOME OF
CREATORS



Poster BJW 2022 © BJW



BRUSSELS JEWELLERY WEEK 2022

The first edition of the BRUSSELS JEWELLERY WEEK takes place from 29 April to 8 May 2022 at various locations in the city:

MAD - Home of Creators

- Exhibition « In Fieri »
- Lectures: Jean-Marie Schaeffer, Larissa Cluzet, Saskia van Es, Daniella Saraya, Deganit Stern Schocken, Chequita Nahar, Xavier Maury
- Performance: Lodie Kardouss

Mont-de-Piété : 9 schools represented

Exhibition Be.NEXT : 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

- Elevensteens
- Alto Galleria
- Collectors Gallery
- De Materie
- Els Vansteelandt Jewellery & Art
- Hectare Galerie
- Le Clignoteur
- NOJ
- Saskia Shutt Designs
- Studio 34
- Studio Or Norme
- Institut Jeanne Toussaint
- Y.See
- Officina Arte Orafa
- Audrey Ickx
- Alliages
- More Upstairs Gallery



EXHIBITION

“IN FIERI”

IN FIERI EXHIBITION AT MAD BRUSSELS

A major event of the Brussels Jewellery Week, the « In Fieri » exhibition takes place at MAD Brussels. The exhibition brings together 51 Belgian and international artists selected by an exceptional jury. The 124 works presented have been conceived and created from the perspective of « In Fieri », which means « in the making ».

The international call for entries (Open Call) is launched in October 2021 on social networks and websites dedicated to contemporary jewellery (Klimt02) and invites artists to create contemporary jewellery in relation to the theme « In Fieri ».

An independent jury of experts selects the works on the basis of the application file and the artist's portfolio. The selected works are exhibited at MAD Brussels, in the center of Brussels. Prizes are awarded to artists in various categories.

in fi-e-ri | \, in- 'fē-ə-rē \

In Fieri: latin location which means “in the making”

Artists, through their sensitive, committed or experimental creations, participate in the evolution of society. And vice versa, all creation is a transformation of the material but also of the artist himself. We are constantly in the process becoming, on our way to another state of being, to a conclusion. The theme «In Fieri» is an invitation to become aware of the impermanence that surrounds us and to act, think, look and create with humility.



In Fieri - MAD - scenography Marie Doucet - 2022 © Andrea Zivoni

PARTICIPATION CRITERIA

The Open Call «In Fieri» 2022 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 new ideologies and aesthetic visions of contemporary jewellery. Applicants from all countries and nationalities may participate. The work presented must be related to this year's theme: «In Fieri». Each participant may submit up to five works (individually or as part of a series). There are no restrictions regarding the materials, size and concept of the artworks. No «portability» is required, but there must be a connection to the body, whether formal, metaphysical or symbolic.

Teams of independent designers are allowed, but it is not possible to represent a brand name.

The Jury met in February 2022 for two days to review 252 entries from 37 countries. It selected 51 artists, coming from 22 countries, and chose the 124 works presented at MAD Brussels.

JURY

Claire Lavendhomme

jewellery artist, teacher in several art academies
clairelavendhomme.com

Delphine Navez

photographer, founder & director of the gallery Le Clignoteur
delphinenavez.be / leclignoteur.be

Françoise Vanderauwera

founder & director of Vander A Observatory
vanderaobservatory.be

Karin De Buysere

founder and director of Galerie Beyond
galeriebeyond.be

Max Gielis

jewellery artist, teacher at the RHoK Academie
homofaber.com



SELECTED ARTISTS

Wieke Aerts	Namkyung Lee
Nicole Beck	Ria Lins
Anneleen Bertels et Lindsey Fontijn	Peleg Matityahu
Jess Bischoff	Yael Olave
Alexander Blank	Janne Peltokangas
Burcu Büyükcünal	Delphine Perrache
Suyu Chen	Alessia Prati
Andreea Cojocaru	Alain Roggeman
Pia David	Luca Sàgi
Carole De Vleeschouwer	Teodor Siminic
Martine De Vos	Elke Stegen
Adeline Delcourt	Hansel Tai
Marta Dobrynina	Taavi Teevet
Daria Edström	Kelly Temple
Anja Eichler	Birgit Thalau
Silke Fleischer	Youjin Um
Frederic Frenay	Olivia Van Damme
Kathleen Frisson	Charlotte Van de Velde
Arata Fuchi	Diederick Van Hovell
Els Gadeyne	Veronique Van Lierde
Fumiko Gotō	Nelly Van Oost
Francesca Guarnieri	Valentijn Vanmeirhaeghe
Cheng-Shun Hsieh	Marley White
Lorena Jarpa	Marie-Thérèse Wolf
Annelieke Landré	Shuoran Zhou

SCENOGRAPHY

On two levels, the 124 pieces presented are divided into five groups, each one evoking a different light on the notion of “In Fieri”.

The scenography, designed by Marie Douel, leaves the spectator free to approach and appreciate the works presented. Here, there are no showcases or barriers, but rather a perception of pieces floating in a moving frame, enhanced by directed lighting, while the rest of the large exhibition room remains in relative darkness.

A total immersion in the world of contemporary jewellery, as much sculpture as jewellery, small and large, intimate and spectacular, composed of materials whose origin is often difficult to define, hence the questions and surprises!



BIRGIT THALLAU - NECKLACE 'ROUGHLY UNADORNED (2)' et NECKLACE 'ARTICLE DÉSENVOUTÉ' © Birgit Thallau

AWARDS

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

- Recognise and value the work of the designer
- Encouraging quality and emulation
- Enable some promoters to engage with artists
- Allow the public to express their choice
- Promote exchanges with other similar events

We have since been invited to give a prize for the artist of our choice in Budapest and Bucharest, these artists are invited to participate free of charge in our next edition in 2024.

Jury Prize

Birgit Thallau "Embracing the Echo"

Exhibition of a collection of the laureate's work at the Beyond gallery in Antwerp from 20/8 to 9/9/22.

Zinneke Prize by Les Brucelles

Delphine Perrache Broche «Continuum»

Elected member of the jury for the next edition and a €200 BUKO gift voucher.

EcoDesign Prize

Awarded by State Secretary Barbara Trachte: Carole De Vleeschouwer «Sugarcubes»

A cheque for € 1200.



Core Sample Ring 2021© Jess Bischoff

Public Prize

Arata Fuchi "Cluster Amaryllis"

Two Museum Pass offered by Les Brucelles

Budapest Jewellery Week Prize

Namkyung Lee "Room with the window"

Free participation in the next Budapest Jewellery Week

Communication Prize by Eugenia Galata

Jess Bischoff "Core Sample Ring"

Personalized communication coaching

CATALOGUE

In order to perpetuate the exhibition «In Fieri», a catalogue was designed and published in English. Each artist is presented on a double page. All the pieces exhibited are reproduced, with their specifications and the creator's comments. The catalogue is on sale at the exhibition for 30 €.

RESULTS

Visitors to the exhibition «In Fieri» at MAD Brussels: **1758 people/10 days**

Catalogues: **135 sold; 150 offered**

Guided tours in FR, NL and EN of the exhibition "In Fieri" (free of charge) **80 people**

Public: **collectors, gallery owners, professionals, amateurs, students in jewellery, architecture, applied arts, families, curious.**



View of the exhibition Be.NEXT, THE YOUNG TALENTS OF BELGIAN JEWELLERY - the Mont-de-Piété



Be.NEXT

THE YOUNG TALENTS OF BELGIAN JEWELLERY

In partnership with the Mont-de-Piété

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

For three days, from 29 April to May 1 2022, the Mont-de-Piété is hosting the Be.NEXT exhibition, which presents the work of students from the main Belgian jewellery schools.

For the first time in Belgium, this gathering of institutions, focused on contemporary jewellery, allows the public to discover the diversity and quality of the teaching provided in our country. It is also an opportunity for fruitful exchanges between schools, professors and amateurs.

Nine institutions are participating in this first edition:

Académie des Arts, Woluwe-St-Pierre
Academie Beeld, Sint Niklaas
Institut Jeanne Toussaint, Brussels
PXL-MAD School of Arts, Hasselt
RHoK Academie, Brussels
Royal Academy of Fine Arts, Antwerpen
Sint Lucas School of Arts, Antwerpen
Stedelijk Lyceum Eilandje, Antwerpen
Syntra Juweelopleidingen, Brussels

PRIZES AWARDED

Mont-de-Piété and Maison De Greef Prize: Annick de Stobbeleir, 500€.

Tieke Scherlinck: honourable mention

Audience award: Joni Van de Velde, 2 MuseumPass offered by Les Brucelles

RESULTS

- Almost **600 visitors** to the Be.NEXT exhibition over the three days.
- Nine schools and institutions from both language communities represented
- Bringing students, schools and institutions together and making new connections
- A school offers the work of its young designers for sale in multiples; great success with the public.



BJW TOUR

The BJW Tour offers a jewellery tour through the city of Brussels, visiting sixteen exhibition spaces. The Tour offers participants (modern and contemporary jewellery galleries, artists' collectives, cultural centers) the opportunity to attract a varied public during the ten days of the event, and for visitors to discover a selection of artists and jewellery showcased in these places in the city.

LISTS OF GALLERIES AND THEIR EXHIBITIONS

1. Alto Galleria

Rue du Bailli 52, 1050 Ixelles

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

2. Collectors Gallery

Rue des Minimes 12, 1000 Brussels

Invité : Daniel Von Weinberger (BE)

“Plastic is chic”: Daniel Von Weinberger is an extravagant Jewish jewellery designer from Antwerp. He recycles materials for his artworks and colorful jewellery. His creations are usually made from plastic, toys, feathers, dolls or beads.

3. De Materie

Rue Saint-Ghislain 38, 1000 Brussels

Artiste : Brecht Buyse (BE)

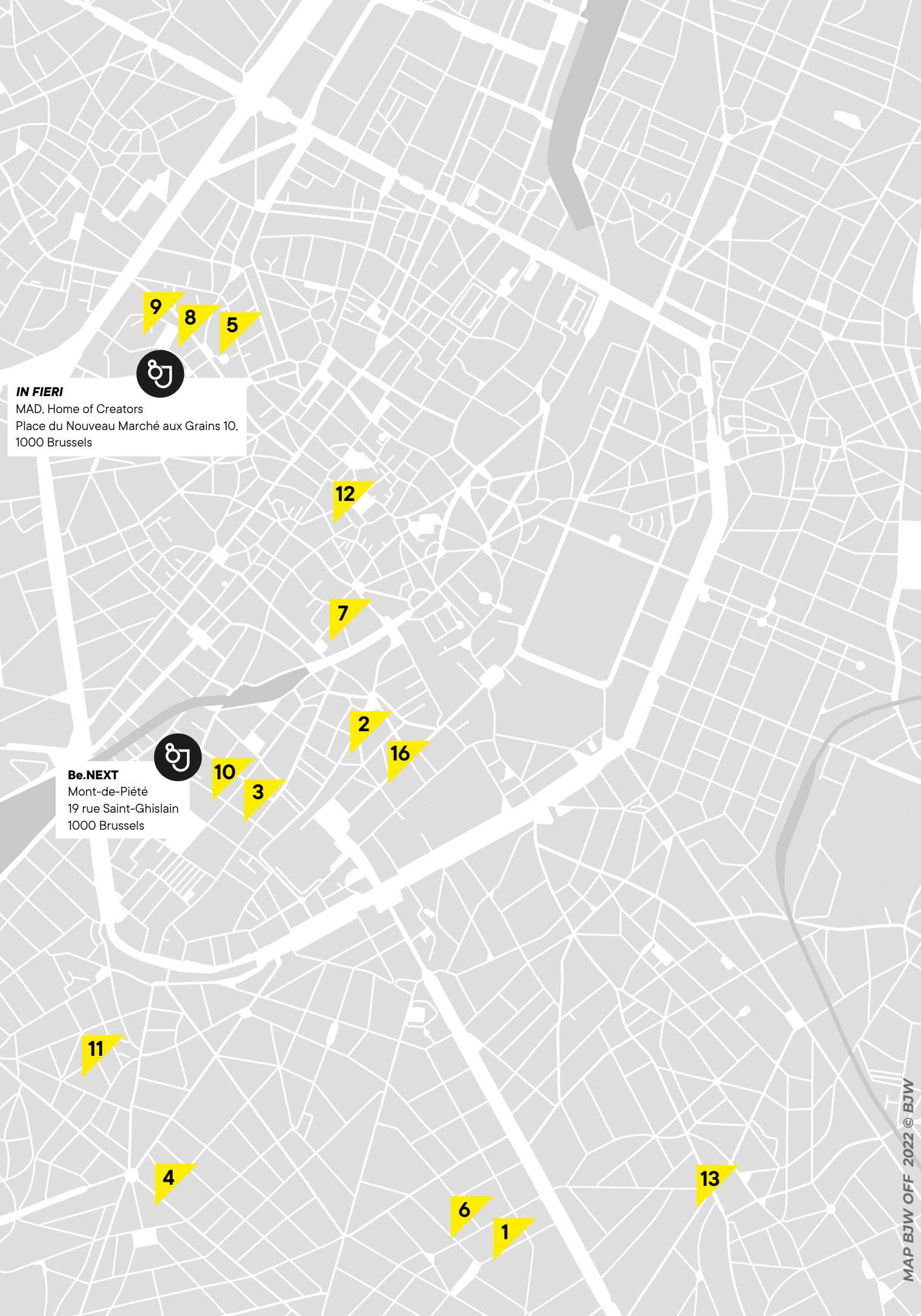
Brecht Buyse exhibits his work as a painter, designer and jeweller. One of the eye-catching elements is the jewel-like popcorn.

4. Elevensteens

Rue Steens 11, 1060 Saint-Gilles

Invité : Collectif Viv, Strasbourg (FR)

The Collectif Viv presents a selection of works by twenty artists from the Jewellery Workshop at the Haute École des Arts du Rhin in Strasbourg, who question the relationship between objects and bodies.





5. Els Vansteelandt Jewellery and Art

Papenvest 15, 1000 Brussels

Guests: Els Vansteelandt (BE), Daisy Verheyden (BE), Ingrid Adrianssens (BE)

"Fusion": three renowned jewellers based in Brussels, Antwerp and Gent, respectively, offer creations resulting from an internship with Giovanni Corvaja, a jeweller known internationally for his work with fine gold wire. "A fantastic interaction and cross-pollination has developed between us".

6. Hectare Galerie

Rue Faider 86, 1050 Ixelles

Guests : Nelly Van Oost (FR/BE) et Danni Schwaag (DE)

"Foam and Fuel": an encounter between two artists who exhibit objects/jewellery whose plastic language addresses a vision of sensuality.

7. Le Clignoteur

Place de la Vieille Halle aux Blés 30, 1000 Brussels

Guest : Marley White (USA)

Marley White uses jewellery to explore the invisible forces that influence human behavior. By creating jewellery that is worn inside the body, she physically connects the inner and outer self. Ambiguously rich, the work is a catalyst for empathy and attempts to bridge the unbridgeable gap between human beings.

8. NOJ

Rue Antoine Dansaert 175, 1000 Brussels

Guest: Diederik van Hovell (BE)

He explores, he wanders, through many colors to express a mood, he tries out singular techniques in order to transmit a feeling, to transpose emotions with unexpected materials.

9. Saskia Shutt Design

Centre Dansaert, rue d'Alost 7-11, 1000 Brussels

Artist : Saskia Shutt (GB/BE)

Saskia's jewellery features organic sculptural forms and often stunning natural gems. Her work exudes strength with flowing lines, bold shapes, gemstones and textured surfaces..

10. Studio 34

Rue Saint-Ghislain 34, 1000 Brussels

Artists : Alain Roggeman (BE), Delphine Perrache (FR/BE), Els Danckaert (BE)

Each of them expresses, in their own way, the different explorations of form and material, from the purest to the most complex, always with a critical and resolutely contemporary eye.

11. Studio Or Norme

Rue d'Andenne 47, 1060 Saint-Gilles

Artists : Chloé Berthelot (FR), Idil Gurakan (FR/TU), Julia Mercier (FR), Sarah Vankaster (BE), Anne Vandenhoute (BE)

A recently opened workshop, composed of young jewellers, they propose a jewellery infused with dynamism and freshness. A ceramist accompanies them for the occasion.

12. Y.See

Rue du Marché aux Herbes 51, 1000, Brussels

Artists : Claire Lavendhomme (FR/BE), Isabelle Carpentier (BE), Chloé Noyon (BE), Pura Ferreiro (DE), Paula Castro (PT), Laura Volpi (IT)

A new gallery of modern and contemporary jewellery that exhibits the work of established designers.



13. Officina Arte Orafa (IT)

Racine Restaurant, Chaussée d'Ixelles 353, 1050 Ixelles

Artist : Domenico D'Addario (IT)

The "Mefite" jewellery collection is the result of Maestro Domenico D'Addario's love for his homeland, Molise. Light and elegant jewellery for a refined and cosmopolitan woman who loves Italian history and craftsmanship, with simple shapes, to emphasize the strength of simplicity,

14. Audrey Ickx

Avenue Georges Henri 435, 1200 Brussels

Artist : Audrey Ickx (BE)

Inspired by her travels and landscapes, her work brings together photography, jewellery, painting,... mixing poetry and graphic «rigidity» of the frames, a duality between figurative and abstract, between dream and reality, between a past moment and what remains as a memory. Linearity, sobriety, repetition, and (sometimes subtle) use of colour, nostalgia and dreams guide her creations.

15. Alliages (Lille, FR)

Havenlaan 86c/bus 209, 1000 Brussels

Artists : Patricia Iglesias, Juan Harnie, Junan Songxu, Julian de la Garza, Juanjo Garcia Martin, Jason Stein, Jann Gregonis, Hilde Dramstd, Gabriela Nirino, etc.

“Until Death Do Us Apart”: Alliages is an organisation that aims to enhance and promote contemporary jewellery. Alliages aims to promote the career and artistic worlds of its artists by showing their work to the public at various events and exhibitions.

16. MoreUpstairs Gallery

Rue Ernest Allard, 1000 Brussels

Patrick Sigal and his wife present designer jewellery. They are particularly interested in the post-war Belgian school. They are attentive to contemporary jewellery design and regularly organise thematic exhibitions of Belgian and foreign designers.

RESULTS

The Brio Collective (Marine Chevanse, Cinnamon Preira, Jamila Wallentin, from Strabourg who are part of the Viv Collective, exhibited in Elevensteens) is invited to exhibit and sell at the Hectare gallery Sept-Oct 2022

Various school groups, jewellery schools and art schools visit the Tour, as well as foreign artists, gallery owners from Gent and Hasselt, an organiser from Milan.



Audrey Ickx





Performance Lodie Kardouss - MAD 2022 © Fabrice Kada



PERFORMANCES LECTURES WORKSHOPS

PERFORMANCE "SLEEPING BEAUTY +"

On the occasion of the opening of the exhibition «In Fieri» at MAD Brussels on 28 April 2022, Lodie Kardouss conceived, realised and presented a new performance entitled «Sleeping Beauty +».

It is a new re-reading of the key moment of the Sleeping Beauty tale in which the performer is implicitly invited to this performance so that the tale lives in a new way.

LECTURES AND WORKSHOPS

4 Lectures

2 Workshops

30/4/22 Lectures in partnership with Vander A Observatory

Jean-Marie Schaeffer (FR) & Larissa Cluzet

THE JEWEL: A POWERFUL NARRATIVE CATALYST

As vectors of a relationship with memory, markers of the stages of our lives, jewellery carries memories, fragments of interpersonal stories. Beyond these historical or personal stories, jewels, by their mystery, also allows us to imagine all possible fictions. They stimulate discussion and are formidable vectors of narration.

Larissa Cluzet is a visual artist trained in art history, design, jewellery and fluid mechanics. Her practice explores materials as substances and narratives whose magic haunts the everyday life. She investigates how stories are told and kept silent, how materials make us.

Jean-Marie Schaeffer is a philosopher, specialist in aesthetics and art theory. He is director of research at the CNRS, director of studies at EHESS, and scientific director of the IRIS "Creation, cognition, society". He notably published *Pourquoi la fiction?* (Le Seuil, 1999), *L'Expérience esthétique* (Gallimard, 2015), *Les troubles du récit* (Thierry Marchaisse, 2020).



30/4/22 Lecture in partenariat with Vander A Observatory
MATERIALEN VORMEN SIERADEN, by Saskia van Es (NL)

Man has always extracted raw materials from the earth, sometimes with ease and sometimes with greater difficulty. Man has also given meaning to these materials and used them in jewellery. Not all jewellery makers or wearers feel comfortable with all materials anymore. In her lecture, Saskia van Es describes when this discomfort first appeared in the art of jewellery. Will this growing ecological awareness, if it exists, change the face of contemporary jewellery?

Saskia van Es, art historian (Amsterdam, 1972) writes about contemporary jewellery for Dutch and international platforms such as Klimt02 and AJF. She teaches at Sint Lucas Antwerp, BE.

06/05/22 Creative Lunch in partenariat with MAD, Brussels
Chequita Nahar (SR/NL)

The Creative Lunch is designed to showcase the creative minds of the fashion and design industry and their careers, ranging from their professional experience to inspiring advice for young creatives. This lunch is organized by MAD, in the framework of the Brussels Jewellery Week.

Chequita Nahar's jewellery is inspired by Surinamese culture, its traditions and the link with European culture or intercultural themes. Jewels where forms are inspired by traditions, where new customs and stories are integrated.

Chequita Nahar, born in Surinam, lives and works in Maastricht, the Netherlands. She studied jewellery design at the Maastricht Art Institute and completed her studies with a master's degree at the Sandberg Institute in Amsterdam (Rietveld Academy). She has worked as one of the designers

of L'Arcano, a Rome-based silver brand, on collections for fashion brands such as Alberta Ferretti and BORN. Her work is included in museums collections such as the Rijksmuseum, Museum Arnhem, Textile Museum, CODA, Gallery Marzee, the Alice and Louis Koch ring collection and other private collections. She is currently responsible for the program of the Fine Arts and Design departments (body, object, material).

From 3 to 6/05/22 workshop with Daniella Saraya & Deganit Stern Schocken
organised by the Jeanne Toussaint Institute in its workshops

The work done by jewellery students and students from La Cambre during this workshop is on display during the last weekend of Brussels Jewellery Week at the MAD.

07/05/22 Lecture in partenariat with l'Institut Jeanne Toussaint
Daniella Saraya & Deganit Stern Schocken (IS)
FIRE AND FLOOD: THE PERFORMATIVE SIDE OF MATERIALS

Daniella Saraya and Deganit Stern Schocken take us on a fascinating journey through the performative side of materials during a passionate workshop and lecture. Fire and flood are uncontrollable phenomena, manifesting a connection between matter and movement, a connection that creates great power. These types of extreme movements, which take place all over the world, are always followed by response movements such as flight, fear, protest, etc. In their connection with our body and language, fire and flooding can also become metaphors, describing an emotional experience, showing the expressive and performative possibilities of working with different materials. How do we choose materials for our work? To what extent are our thoughts, movements and emotions part of the material we use?

Daniella Saraya is an artist and curator, received her BA in Jewelry Design (2013) and her Master in Multidisciplinary Design (2017) at Shenkar College (Israel). In 2019 she started studying in the class of Prof. Karen Pontoppidan at the Academy of Fine Arts in Munich. Over the past decade, she has been creating jewellery and jewellery-related projects, participating in exhibitions in Israel and around the world. Her work questions the boundaries of jewellery, focusing on its performative side and its connection to the body.

Deganit Stern Schocken is a jeweller, designer, artist, teacher and curator. She is the founder and head of the jewellery design department at Shenkar College of Engineering, Design and Art (1998 - 2007) and was also the chairperson of the Master of Design Program (M.Des) in Shenkar (2012-2016). Today, she is a lecturer in the M.Des programme and the jewellery design department. Deganit Stern Schocken is a graduate of the Department of Industrial and Environmental Design of the Bezalel Art Academy (Jerusalem, IL) and holds a MFA from Middlesex University (London, UK). She has extensive experience in short and long term workshops in schools and conferences in Israel, Europe and elsewhere.

07/05/22 Workshop
Xavier Maury (BE)
JEWELLER IN FIERI? HOW TO CONCEIVE THE PROFESSION OF JEWELLER TODAY?

Through the testimony of his career in the world of jewellery, Xavier Maury proposes ways to better understand the new face of a multifaceted profession. He interacts with the audience and tries to answer the questions that people interested in the jewellery profession may have. Learning, creating, undertaking, designing, selling, passing on: these are all important themes that will be addressed during this round table, with, at the end of the day, the deciphering of the ins and outs of the jeweller's profession today.

Xavier Maury: after many years of scientific and then artistic studies, as well as an uneven life path, he started a jewellery training in Brussels in 2013. He obtained three diplomas in five years of study (jewellery, enamel, casting) and won the MAD Lookbook Award, Brussels in 2018. Since then, Xavier has created his own jewellery workshop and teaches jewellery at a professional training centre in parallel.



COMMUNICATION



TOUR MAP BJJW 2022

SOCIAL NETWORKS

The various digital communication media are created, managed and fed as they go along by the Brucelles volunteer team.

Website : **brusselsjewelleryweek.com**

Creation date: October 2021

Instagram : **@brusselsjewelleryweek**

Creation date: 22 April 2021

Publications: **198**

Followers: > **2000, 198 publications**

Facebook : **brusselsjewelleryweek**

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

Followers: > **700**

PRINTING

- Printed posters: Open Call posters: **100 copies** distributed to schools.
- BJW Tour flyers/plans: **9.000 flyers/plans**, of which 4770 were distributed by BHS MEDIA, on displays in 102 cultural venues (museums, etc.) and 57 educational venues.
- Panels (Immo style 100x70 cm) installed in the city for the BJJW Tour: **20 panels**

STREET ADVERTISING

Big screen (Place de Brouckère) and Digital billboards (50) in Brussels for 15 days.

ACQUISITIONS

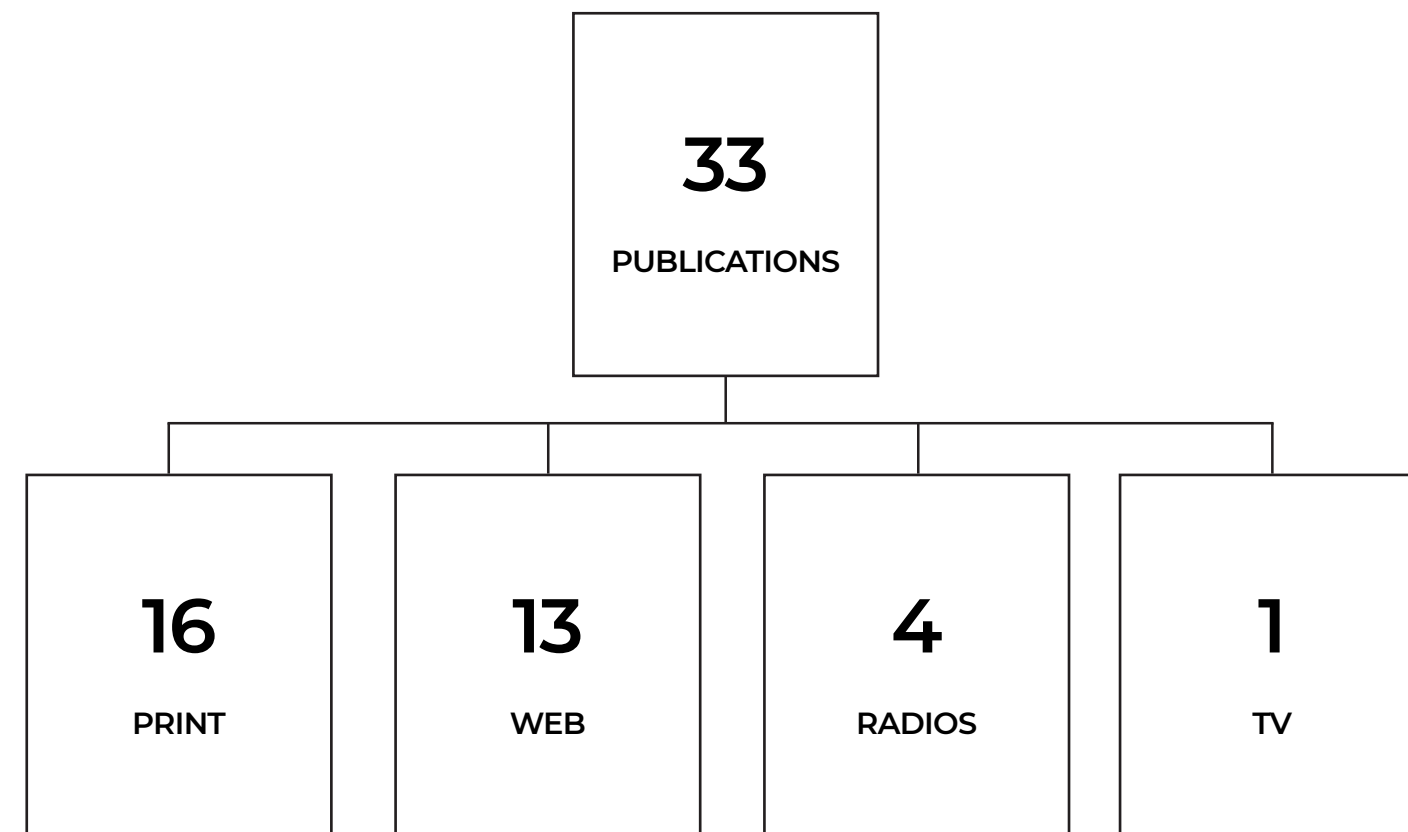
- The gallery: More Upstairs bought the jewellery of Namkyung Lee and Arata Fuchi and exhibited the jewellery of Marta Dobrynina
- The BEYOND gallery has exhibited a collection by Birgit Thalau.



Exhibition catalogue In Fieri 2022



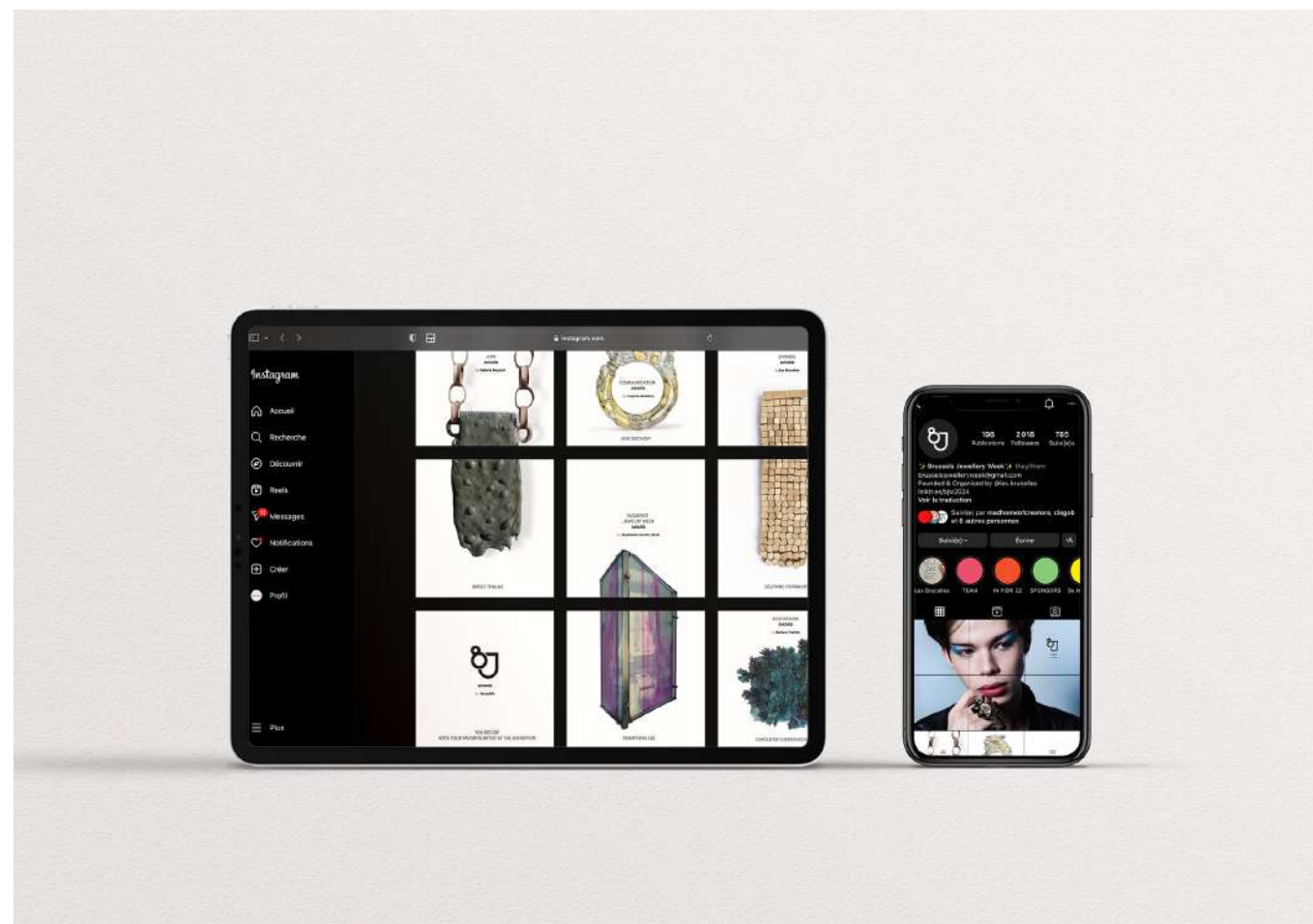
PRESS



Estimated impact and value, by AuxipressPublic
achieved : **3 241 237**
Total value of publications: **382.500 €**



Site internet BJW



Instagram BJW 2022

PARTNERS



MAD, HOME OF
CREATORS



ELE
VEN
ST
ENS



galerie beyond
contemporary art gallery





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)

