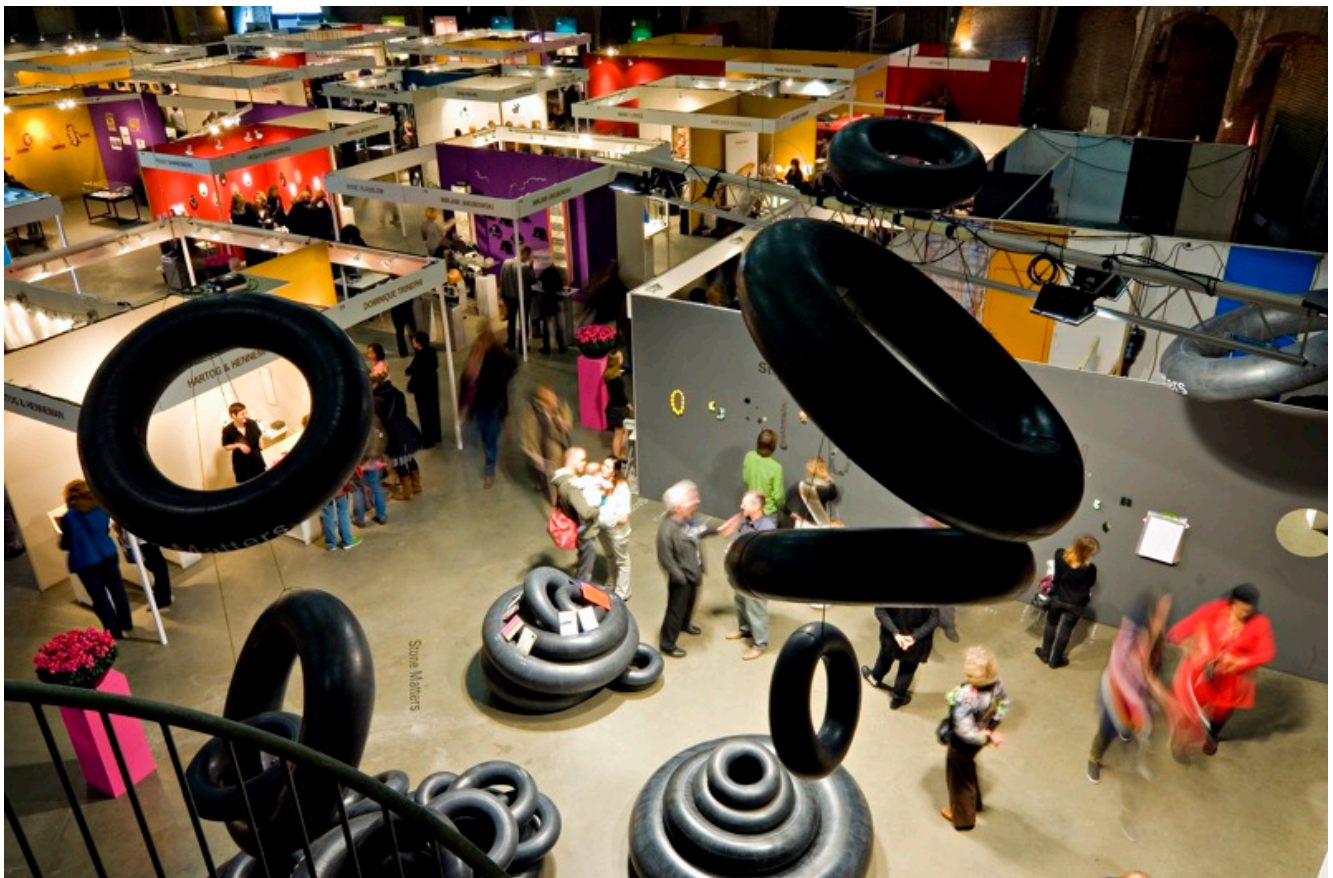




'TRUE COLOURS'



SIERAAD a big succes!

SIERAAD Art Fair: looking, experiencing, enjoying, buying and coming back next year!

The 9th edition of SIERAAD Art Fair, held in the Amsterdam Gashouder from 4 through 7 November, recorded a brilliant result. No fewer than 6,200 visitors came to the Art Fair which, compared to 2009, represents an increase of 21%. People come to this fair with a specific goal - to look, to enjoy and to buy, for the number of purchases rose by 25% as well. Purchase prices varied from a few tenners to some thousands of euros.

The special exhibitions of the international design contest New Traditional Jewellery, of young talent from the academy and of the 'auteurssieraad' under the name of INSPIRATIONS also drew a lot of attention.

According to fair director Astrid Berens the influence of the recession was negligible. "It is remarkable that many visitors had reserved a budget beforehand. Most of them have been to SIERAAD before and come with the idea of buying something. Often they save up for this during an entire year".

60% of the visitors are women and 40% are men. We find that couples mostly come during the weekend, and then it becomes obvious that men too enjoy looking around at this fair". The average time visitors spend at SIERAAD is 4.5 hours. The direct contact with the designers is one of the most attractive aspects for visitors. The enormous variety in styles, ranging from the more traditional to explicitly artistic and experimental, also forms an inspiration for each visitor to find something to his own taste.

SIERAAD is a platform for new talent and also highlights special designs. The New Traditional Jewellery contest had 5 winners, each with an entirely personal design within the theme of True Colours. These jewellery designers came from Korea, Bulgaria, England, Switzerland and Holland. Young starters are offered an opportunity as well to present themselves to the public.

For the organisation of SIERAAD Art Fair, EMB&B Events, the location has obvious advantages. The Westergasfabriek complex is suffused with creativity and dynamics. This is precisely the place where designers from all over the world feel at home and which forms a beautiful backdrop for their work.

In 2011 SIERAAD Art Fair will celebrate its 10th anniversary. The anniversary edition will take place from 3 through 6 November 2011. SIERAAD Art Fair is a must for every lover of art and artistic jewellery. It is clear that the event fills the need for individual expression.



Did you know?

- ❖ 22% more visitors than in 2009 paid at the information counter with PIN and/or credit card.
- ❖ Please note! Not only was the number of transactions much higher than last year, total expenditure was many times higher as well and keeps rising every year.
- ❖ One out of every 5.5 visitor did actually buy something at the fair. This number also rises every year.
- ❖ Our site was revised just before the fair, which led to an explosive number of visitors to the site. There were days with more than 13,000 hits per day in September/October and in November there were 50 to 60,000 hits per day, which are enormous numbers. SIERAAD Art Fair is saved as a favourite 153.9%, far more than 100% because people may save more than one page in their favourites.
- ❖ More and more national celebrities find their way to SIERAAD!
- ❖ Many orders were placed and customers often paid cash. Apparently people save up in order to seize their chance during SIERAAD. Also interesting to know is that Dutch customers also place orders with our participants from abroad.
- ❖ For everyone who asked us and has by now forgotten: the plants at the fair were pink cyclamens.
- ❖ There has been a lot of free publicity around SIERAAD; a number of special actions in magazines plus a number of items supplied courtesy of some participants; among them: Nouveau, Viva, Flair, Libelle, ZIN and Yes.
- ❖ Four television programs paid ample attention to SIERAAD: AVRO's Kunstuur, RTV Noord Holland, MAX channel, while during RTL Boulevard Leco mentioned the fair as an event not to be missed! All these can be found on our site under news (unfortunately, this is not possible for RTL Boulevard).
- ❖ We also had TV commercials on Nederland 1 and 3 and radio commercials on Radio 1 and 2.
- ❖ This year posters were also put up in Utrecht and Amersfoort, apart from in Amsterdam and Haarlem.

❖ There were people who used the PIN machine no fewer than six times!



Did you know?

- ❖ about 9 jewels were used in pr campaigns, dow here an example from L* sieraden and a glossy called Nouveau.

**Arme Den Uyl**

In de driedelige dramaserie Den Uyl en de affaire Lockheed zien we vanuit het perspectief van premier loop den Uyl de problemen rondom Prins Bernhard die in 1976 steekpenningen had aangenomen van vliegtuigbouwer Lockheed. Wat moet Den Uyl toch doen? Problemen genoeg voor hem in dit koningsdrama/politieke thriller. *Vanaf*

**Geheimen van de boom**

In een buitenwijk van een klein boerdorp heeft vader een hartaanval gekregen en is tegen een boom gereden. Zijn achtjarige dochter vertelt op een dag aan haar moeder (Charlotte Gainsbourg, de dochter van!) dat haar vader naar haar fluistert door de takken van de boom en terugkomt... *The Tree, vanaf 7 oktober in de bios.*

**Bewogen leven**

Het leven van de twee jaar geleden overleden Franse modeontwerper Yves Saint Laurent was niet alleen glitter en glamour, laat de documentaire Yves Saint Laurent - *L'Amour Fou* zien. *Vanaf 21 oktober in de bios.*

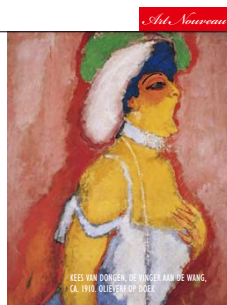
**Zoektocht in verre oorden**

Het boek *Eten, Bidden, Beminnen* werd een bestseller in Nederland. Aan Julia Roberts de eer de rol van hoofdpersoon Elizabeth Gilbert in de verfilming *Eat, Pray, Love* te spelen. Wie moete had met de wel erg op zichzelf gerichte zoektocht van 'Liz' naar geluk, heeft dat ongetwijfeld ook bij de film. Maar mooie beelden heeft de film in vier sferen in elk geval: ongelukkig in New York, genietend in Italië, confronterend in de asram in India en eindelijk gelukkig in Indonesië. En dan zijn er ook nog talloze mooie mannen.

50 minuten

Wie wil weten wat voor films de jonge filmmakers in Nederland maken, kijkt naar *One Night Stand*. In vijftig minuten laten regisseurs en scenarioschrijvers hun creativiteit zien. Zoals: ● **Biz (wij)**. Een Turks net getrouwd stel loopt tegen de strenge regels van de Turkse gemeenschap aan. ● **Flysk**. Een man en vrouw beginnen hun eigen hotel op een eiland. Maar is dat wel zo romantisch? ● **Proces** over de onmogelijke relatie tussen een moordenaar en de weduwe van zijn slachtoffer. ● **Verre vrienden**. Drie vrouwen in de grote stad passeren elkaar dagelijks. Wat als er een kleine toenadering komt? *Vanaf vrijdagavond 15 oktober elke vrijdagavond op Nederland 2.*

66 NOUVEAU OKTOBER 2010

**Met grote ogen**

Van Monaco tot New York en van Genève tot Moskou werden meer dan zestig sprankelende schilderijen en tekeningen van Kees van Dongen (1877-1968) gehaald, om ze van 18 september 2010 tot 23 januari 2011 samen met het onlangs gerestaureerde meesterwerk Vinger op de wang in het Boijmans van Beuningen in Rotterdam te

Ongrijpbaar en betoverend simpel. Kunsthal KAdE in Amersfoort laat met een dertigtal kunstenaars een *ShadowDance* zien, een tentoonstelling

**Praelzucht aan het hof van Napoleon**

Europa veranderde onder het bewind van "Le Petit Caporal" Napoleon Bonaparte (1769-1821). De tentoonstelling Voor Eer & Glorie belicht de keizerlijke periode aan de hand van sieraden en glanzrijke accessoires. De kleine Corsicaan was een groot liefhebber van pracht en praal. Dit betekende een bloeiperiode voor de decoratieve kunst in Parijs en een ware glorietijd voor de grote juwelenhuizen.



DAVID JACQUES LOUIS (1784-1825), LE PREMIER CONSUL FRANCISANT LES ALPES AU COL DU GRAND-SAINT-BERNARD
MONTRE À TACT (BREGUET)



NOUVEAU-AANBIEDING

Fonkelnieuw(s)

Eens per jaar komen ruim tweehonderd nationale en internationale sieraad-kunstenaars in Amsterdam samen om tijdens de **SIERAAD Art Fair** hun sierlijke meesterwerken tentoon te stellen. SIERAAD vormt al jarenlang het platform voor kunstenaars die met artistiek talent oude siertradities nieuw leven inblazen. Bovendien zorgt de kleinschalige beurs iedere keer weer voor verrassingen. Dit kunnen vernieuwende ontwerpen zijn, maar ook het gebruik van object trouw: onverwachte materialen zoals bijvoorbeeld nylons, vilt en puzzelstukjes die hun weg vinden in de sieradkunst. Tijdens de vierdaagse Fair worden op locatie juwelen gemaakt, zijn bijna alle stukken te koop en wordt de internationale competitie *New Traditional Jewellery* gehouden. *Van 4 t/m 7 november in de Gashouder op het Westergasfabrieksterrein in Amsterdam. www.sieraadartfair.com.*

BON Exclusief voor Nouveau, korting en kans op een goudklompje t.w.v. € 500,-

Bij inlevering van deze bon betaalst u slechts € 20,- voor 2 personen i.p.v. de normale entreeprijs van € 25,-. Bovendien maken Nouveau-lezers exclusief kans op een goudklomp van L'Sieraden! Het goudklompje is de basis voor een prachtig sieraad. Degene die het klompje goud ontvangt, levert het in bij L'Sieraden en bespreekt samen met Elsbeth Baarslag de wensen en ideeën voor een persoonlijk juweel. Het juweel heeft een verkoopwaarde van € 500,- (inclusief 19% btw, materialen, ontwerp en arbeidsuren). www.Lsieraden.nl

Naam	M/V
Adres	Huisnummer
Woonplaats	Postcode
Telefoon	E-mailadres

Deze aanbieding is uitsluitend geldig tijdens de SIERAAD Art Fair 2010. Alleen volledig ingevulde bonnen worden in behandeling genomen. De SIERAAD Art Fair gaat zorgvuldig om met persoonsgegevens. Over de actie wordt niet gecorrespondeerd. De winnaar ontvangt schriftelijk bericht.

10 YEARS SIERAAD in 2011

GREAT

We have been invited by various networks to discuss the possibilities of getting more coverage for SIERAAD and its participants, throughout the year. Who knows, this might be the beginning of a fruitful cooperation for November 2011.



6 REASONS WHY

For all contemporary jewellery designers who are still debating whether or not to participate in SIERAAD 2010

6 reasons why not to miss this fair:

1. Consider the results of the 2010 edition – the turnovers realised by the participants (100% net revenue) rose by 55% compared to the 2009 fair. In general it can be said that almost all exhibitors make a profit on the sales of new, but also older work. Can you afford not to seize such an opportunity with both hands? Invest in your own professionalism!
2. In the course of four days the fair attracts people connected with museums, gallerists, trendsetters, stylists, collectors and an affluent public – all people of consequence.
3. During these four days you can considerably develop your network.
4. Direct contact between artist and (potential) client leads to a proven increase in sales.
5. SIERAAD is a fair with style, with a clever mix of very diverse but top-quality work, which guarantees some inspiring and pleasant days with colleagues.
6. If you think the stands too expensive, have a close look at what you get in return and put a price tag on it – the high quality of the surroundings that you are part of during four days, all the publicity, the catalogue, etc. Here too the saying holds: nothing ventured, nothing gained.

We only allow about 10 new participants so be quick!

If you are interested please send us by mail: 5-8 good photo's of your work + a cv before end of January 2011.

TO: info@sieraadartfair.com

KEEP in mind, you need to be a professional jeweller/ designer!!

SOMETHING SPECIAL IN 2011

We would like to invite everyone who registers before the end of January 2011 to submit a design for our anniversary brooch. Ten years is something special, in particular for SIERAAD which is still organized out of passion.

The brooch should be easy to produce and not be too expensive! It should reflect 10 years of SIERAAD ART FAIR, or just SIERAAD. The designs should be in our possession before the end of January 2011.



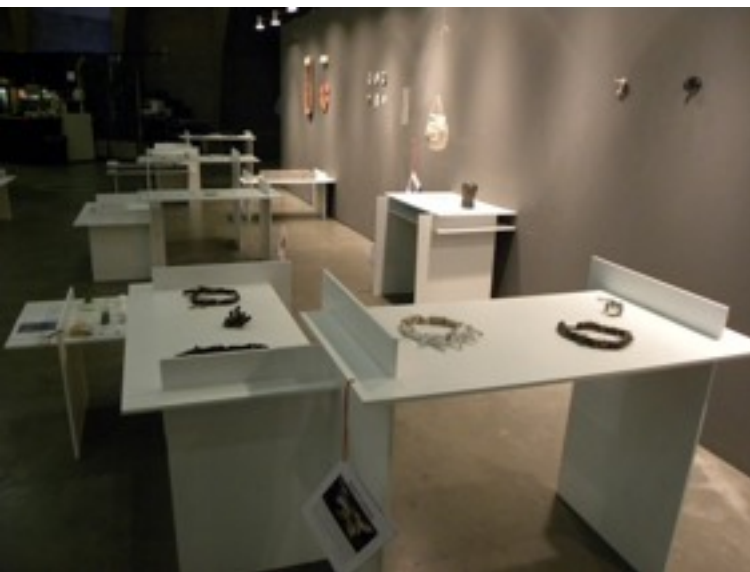
in a couple of years.....



Uli Rapp made together with her gallery (ArtKitchen amsterdam) a beautiful stand! They were very succesful.



Tove Rygg in her stand with the ambassador of Norway, Eva Bugge.



The beautiful presentation of **INSPIRATIONS** ; with the work of, Ruudt Peters, Evert Nijland, Chequita Nahar, Terhi Tolvanen, Willemijn de Greef, Tarja Tuupanen, Hilde de Decker, Erik Kuiper en Hanneke van Hage. Organised by Matthijs Windhausen

TRUE COLOURS, the winners



Amanda Gaines, UK

Title: Urban Tribal Necklace

Materials: fabric, wire & beads

I am a self-taught mixed-media jeweler and have been inspired by the hidden messages within Zulu colour-coded jewellery.

I was drawn to this form of jewellery due to its double meaning - apart from being decorative it also contains hidden messages.

Tove Rygg, Norway

Title: Link

Materials: zilver, goud, gewart zilver, rose goud, edelstaal, agaath, peridot, rookkwarts, hematin, LINK - It is the strong link between me and my past generations... my roots. I come from a country with long summers and deep endless nights; with fjords reaching into the depths ranging from transparent to stark black, and shimmering blue green veils of light spanning through endless nights. My true colors are the colors of my Norwegian past, of my generations and of my experiences with nature.



Auk Russchen, Netherlands

Title: 'Tribute'

Materials: goatskin, sewing thread

← 'True Colours' means to me: showing who you are deep inside. Do you turn your inside out shamelessly or does your outside show just a glimpse of what is inside of you? Driven by these questions I found a fascinating article entitled: 'Primitive people sewed with pink thread'. A tribute to my far-off ancestors.

Serin Oh, Korea

Title: Empty space of time

Materials: black pearl plated brass

Instead of selecting a routine type of historical modern history. Since South Korea suffered and present. Throughout the period of to the influx of Western culture. I have place showing the identity crisis of Korean

I was overwhelmed by the feast of jewelry confusing atmosphere of the market. By the gap in Korean jewelry culture.



Penka Arabova, Bulgaria

Title: Marteniza

Materials: chrysopras, achaat, zegellak en kunststof

From an old Bulgarian tradition comes the red-white ethnic jewelry "Marteniza". Red and white cotton threads as small pendants, tassels or bracelets are worn at the beginning of March each year by all people. At the end of this month they are hung on a tree, and people wish for something nice for the next year. This is an ancient custom. The two colors indicate the symbols of the color of life. Red symbolizes youth and the color white symbolizes old age. The colors of my piece tell something about my life and are associated with the old tradition.

