



## SIERAAD 2009 was a resounding success.

SIERAAD 2009, 5 - 8 November in Gasholder Amsterdam

SIERAAD was a big succes!!

SIERAAD is the platform for contemporary jewellery designers, the place to meet his/her public. There has been an increase of 55% in purchases compared to 2008. The number of visitors increased by 8% - 6200 very interested visitors who said they had come to Amsterdam especially for SIERAAD. For our participants it is important that many journalists, galleries, boutique owners, stylists, etc. come to the fair and they did! From at home and abroad. One in 5.6 visitors actually made a purchase at the fair! This number shows an increase every year!

SIERAAD could be seen on national TV, heard on the radio and of course be read about in magazines and papers. There were many links to many websites where information about SIERAAD could be found.

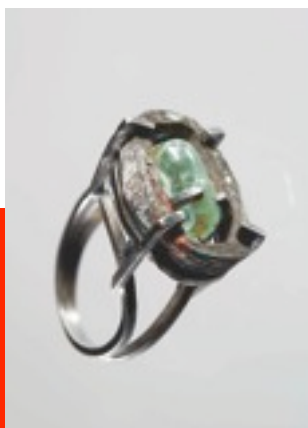
Because the format has proved to be very successful and clearly meets the need of this group of artists/designers, SIERAAD has definitely proved its right to exist.

Participants in SIERAAD make direct sales, make contacts where orders can be placed, while at the same time appointments are made for exhibitions. The exhibitions on show during the SIERAAD fair were highly appreciated and this tradition will certainly be continued.

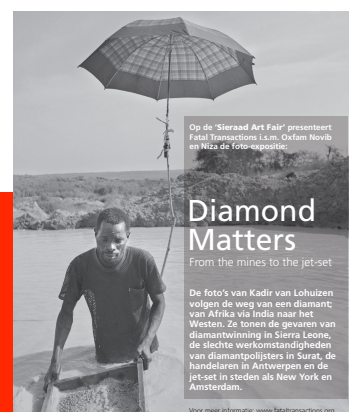
UTA'S RING



BOMB WRECK JEWELLERY



DIAMOND MATTERS



# SIERAAD



WesterGasfabriek  
05 T/M 08  
NOVEMBER  
2009  
sieraadartfair.com

INTERNATIONAL JEWELLERY ART FAIR  
**SIERAAD**<sup>®</sup>

## Questionnaire

During the fair we asked a lot of questions to our visitors, who were so kind to answer those with pleasure. The outcome we want to share with you;

- Most of the visitors came to Amsterdam especially for SIERAAD.
- Most people came to buy something.
- 85% of the visitors stayed at the fair longer than 3.5 hours.
- 50% of the people intended to buy something in price range of 100-500 euros
- 40% intended to purchase something of 500 euros or more.
- 10% came just to orientate themselves.
- 70% bought a piece of jewellery for no particular reason, often for themselves.
- 50% were interested in the SIERAAD Magazine which is to be published before the summer of 2010.



# SIERAAD



## 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 2009 edition – the turnovers realised by the participants (100% net revenue) rose by 55% compared to the 2008 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 2010.

TO: [info@sieraadartfair.com](mailto:info@sieraadartfair.com)

KEEP in mind, you need to be a professional jewellerr!!

**SIERAAD 2010 4 - 7 NOVEMBER**

# SIERAAD



## DID YOU KNOW

- More and more celebrities find their way to SIERAAD
- This year the lost and found department took in as many as 20 types and colours of umbrellas.
- A male visitor spent as much as € 4,239.00 in one hour.
- Snack number 1 at the fair: salmon wrap, big and good. Number 2: coffee and apple pie
- For those who asked us and have meanwhile forgotten: the name of the plants at the fair is Asparagus. (photo)
- A Dutch characteristic? We do not believe it happens very often that people do not take something that is free, let alone if jewellery is concerned, but the boxes with rings on the exhibition “Diamond Matters” remained untouched for two days. However, after the organization’s ‘yes, they’re really free’, the rings disappeared in no time.



# SIERAAD



## SIERAAD 2010

SIERAAD 2009 is still fresh in our memory and we are already busily making preparations for next year's edition. We can lift a corner of the veil: during SIERAAD 2010 there will be an exhibition of the entries, selected by the technical jury, for the international design contest of New Traditional Jewellery, which this time will have the theme of "True Colors".

There will also be an exhibition on and with top-quality gems, ranging from spectacular rough rocks to breathtakingly processed and cut stones and their applications. SIERAAD as a treasure chest: something to look forward to. Naturally there will be a lot more information on this and other things in the summer edition of SIERAAD Magazine.

Once again two training colleges will give presentations, one of which is the fh trier fachbereich gestaltung studiengang edelstein- und schmuckdesign from Ida Oberstein, where Theo Smeets is employed.



# SIERAAD

# SIERAAD<sup>®</sup>

Magazine



## SIERAAD MAGAZINE

SIERAAD Magazine is the first magazine in Holland devoted to (wearers, makers, connoisseurs and collectors of) modern and contemporary jewellery design. That sounds promising: news, portraits, interviews and reports on everything and everybody of importance in the jewellery business. SIERAAD Magazine has been beautifully designed and is filled with informative articles on a variety of subjects such as:

- o a glimpse behind the scenes of major jewellery collectors who tell us something about their great passion and show some of their most prized possessions.
- o The workshops of...
- o Ethnographic jewellery: jewellery of significance.
- o Aristocracy in jewellery: gem stones. Big, international dealers have tales to tell...
- o Dutch celebrities show and talk about their favourite piece of jewellery.
- o Trends and developments.

SIERAAD Magazine will be published about the middle of next year. It will not be for sale in shops, but is meant exclusively for friends of SIERAAD FAIR. The following special offer is specifically for you:

- SIERAAD Magazine plus tickets for two persons for SIERAAD 2010 from 4 to 7 November plus the catalogue at a price of € 47.50 instead of € 57.50 (2 tickets € 30.00, catalogue € 8.75 and magazine € 8.75 + including postage abroad) Once your payment has been received you will, in addition to SIERAAD Magazine, also receive the SIERAAD Art Card which will give you direct access to the fair from 4 to 7 November 2010, where you will subsequently receive the catalogue.

You can register by filling in the card attached to the cover and sending this to:

EMB & B Art Events, Leersumseberg 28, 3825 EC Amersfoort, The Netherlands

Or try our website: [www.sieraadartfair.com](http://www.sieraadartfair.com)

SIERAAD Art Fair NEWS/ SIERAAD Magazine. After receiving your payment of € 47,50 on account nr. 32.85.05.420 in the name of EMB&B Art Events, stating your name and address, you will receive the Magazine before summer 2010.



# NEW TRADITIONAL JEWELLERY 2010



## TRUE COLOURS

True Colours;

Any self-respecting professional jewellery designer is already considering his/her entry for NTJ. NTJ is the abbreviation of New Traditional Jewellery, the biennial international design contest and its subsequent travelling exhibition.

There will be another edition in 2010 with the theme of 'True Colors', which means 'showing your true nature'. The link between the theme and contemporary jewellery design is obvious: of old, the meaning and appreciation of jewellery has pre-eminently been determined by colour. 'True Colours' is about the history, meaning, value, magic and power of the language of colour.

Look on [www.newtraditionaljewellery.com](http://www.newtraditionaljewellery.com) for conditions and criteria to participate in this contest.



# NEW TRADITIONAL JEWELLERY 2010



hairstylist Soren Bach

## TRUE COLOURS

### Submitting the design

- ❖ Fully completed registration form by email **before 1 June 2010**
- ❖ Payment of registration fee; **before 1 June 2010**
- ❖ Fully completed design form by email **before 1 June 2010**
- ❖ By handing in the design form the contestant assures the organization of having designed and made the design himself/herself and that he/she has not submitted the designs to other design contests or offered them for sale.
- ❖ **Fully completed design + registration form by regular mail together with the design to be in our possession between: Monday June 28. – Saturday July 17. 2010**
- ❖ Registration fee €35.00 per person payable to

Rabobank 32 85 05 420 | IBAN: NL31RABO 03285054 20 - BIC CODE RABO NL2U

Each design submitted must be properly packed, in such a way that the packing material can also be used for the return shipment. Should you be interested in a return shipment of your entry, the name of the sender must be clearly stated on the package. Entries that do not reach us in time will not be accepted and there will be no restitution of the € 35.00 registration fee. If these conditions are not met the entry will not be submitted to the jury and your entry will not be returned to you.

Forwarding address: EMB&B Art Events, NEW TRADITIONAL JEWELLERY 2010, Leersumseberg 28, 3825 EC Amersfoort The Netherlands





NEDDA EL ASMAR  
BELGIUM

## PRE-ANOUNCEMENT

**Fertility NOW**

16.01 | 26.02 2010

From 16 January 2010, Museum Catharijneconvent in Utrecht will present the exhibition *Lingam: Fertility NOW*, with more than 120 contemporary interpretations of an age-old Eastern religious fertility symbol: the lingam. At the invitation of guest curator Ruudt Peters, artists, designers, and jewellery makers from 24 countries – including Marcel Wanders, Ted Noten, and Johanna Schweizer – have drawn inspiration from this ancient tradition of fertility symbolism.

### *Lingam*

The lingam is a wooden or stone object in the shape of a phallus, which represents life and fertility. In Hindu and Buddhist cultures, the lingam is worshipped and revered. It is not only a fertility symbol, but also stands for a primeval creative force, a force that is strongly linked to sexual energy. In Southeast Asia, reverence for life and religion are closely linked. Lingam worship takes place frequently and in public places. In contrast, in the West, the lingam is seen mainly as a symbol of lust and sex. The exhibition *Lingam: Fertility NOW* aims to provide artistic alternatives to our present-day Western interpretation of the lingam and, in the process, to take a fresh look at this symbol's original, sacred context.

### *Fertility*

The exhibition curator, Ruudt Peters, is an artist and professor at the Ädellab at Konstfack University College of Arts, Crafts and Design in Stockholm, and this event marks his departure as a teacher there. His fascination with the lingam inspired him to ask artists and designers to create their own fertility symbols. These contributors explored the subject through the lens of their own experiences, each producing a personal artistic statement about fertility. To emphasize the original, sacred context of this type of object, the exhibition *Lingam: Fertility NOW* at Museum Catharijneconvent will pair these modern-day fertility symbols with their historical predecessors.

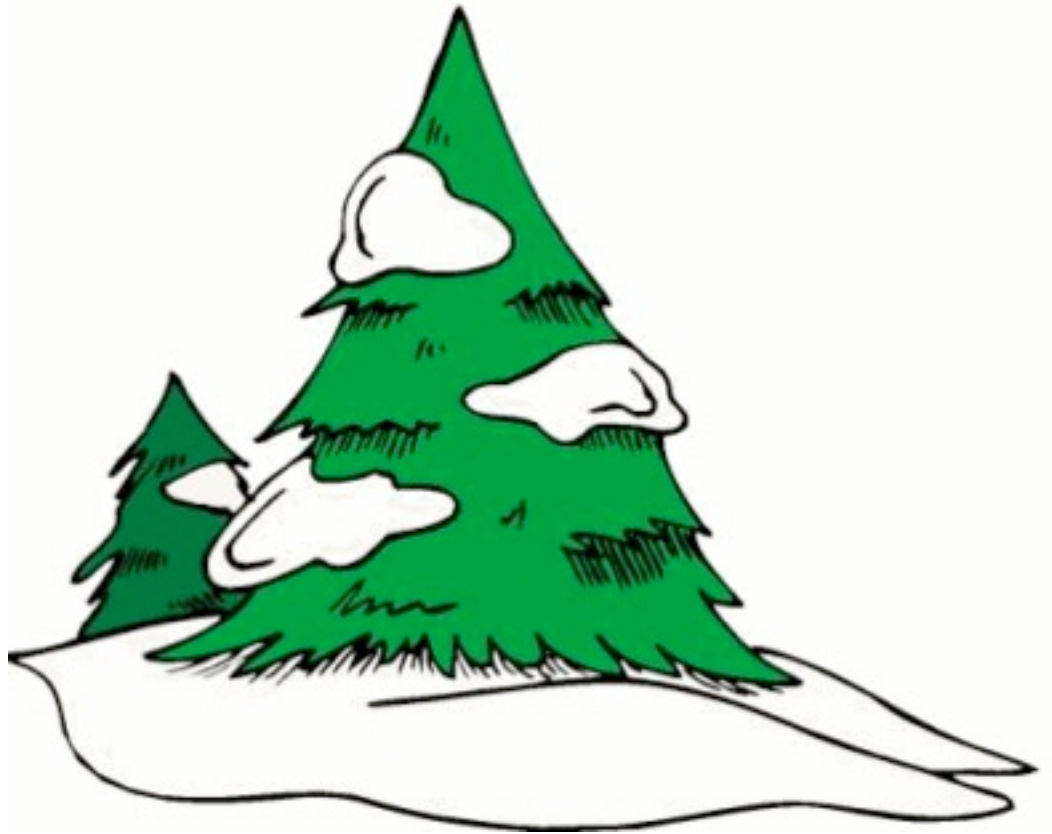
### *Selected participating artists*

Frederic Braham, Helen Britton, Iris Eichenberg, Nedda El-Asmar, Ruud-Jan Kokke, Daniel Kruger, Anders Lagombra, Suska Mackert, Ted Noten, Ruudt Peters, Zeger Reyer, Lucy Sameel, Studio Makkink & Bey, Johanna Schweizer, Marcel Wanders, Christoph Zellweger.

Museum Catharijneconvent aims to provide a broad public with greater insight into the historical and contemporary value of Christian art and culture. By showing its visitors how Christianity has influenced Dutch culture, the museum hopes to deepen their understanding of the world in which they live today. Within this context, where possible, it also presents important points of contact with other religions. Through its programme of exhibitions and activities, Museum Catharijneconvent seeks to explore the renewed interest in religions and spirituality today. The exhibition *Lingam: Fertility NOW* is part of this larger endeavour.

2009-2010

*have a warm and healthy holiday season*



*we wish everybody a healthy and successful 2010*



*Astrid Berens*

*&*

*Maarten Bodt*

*&*

*Isabella van den Bos*