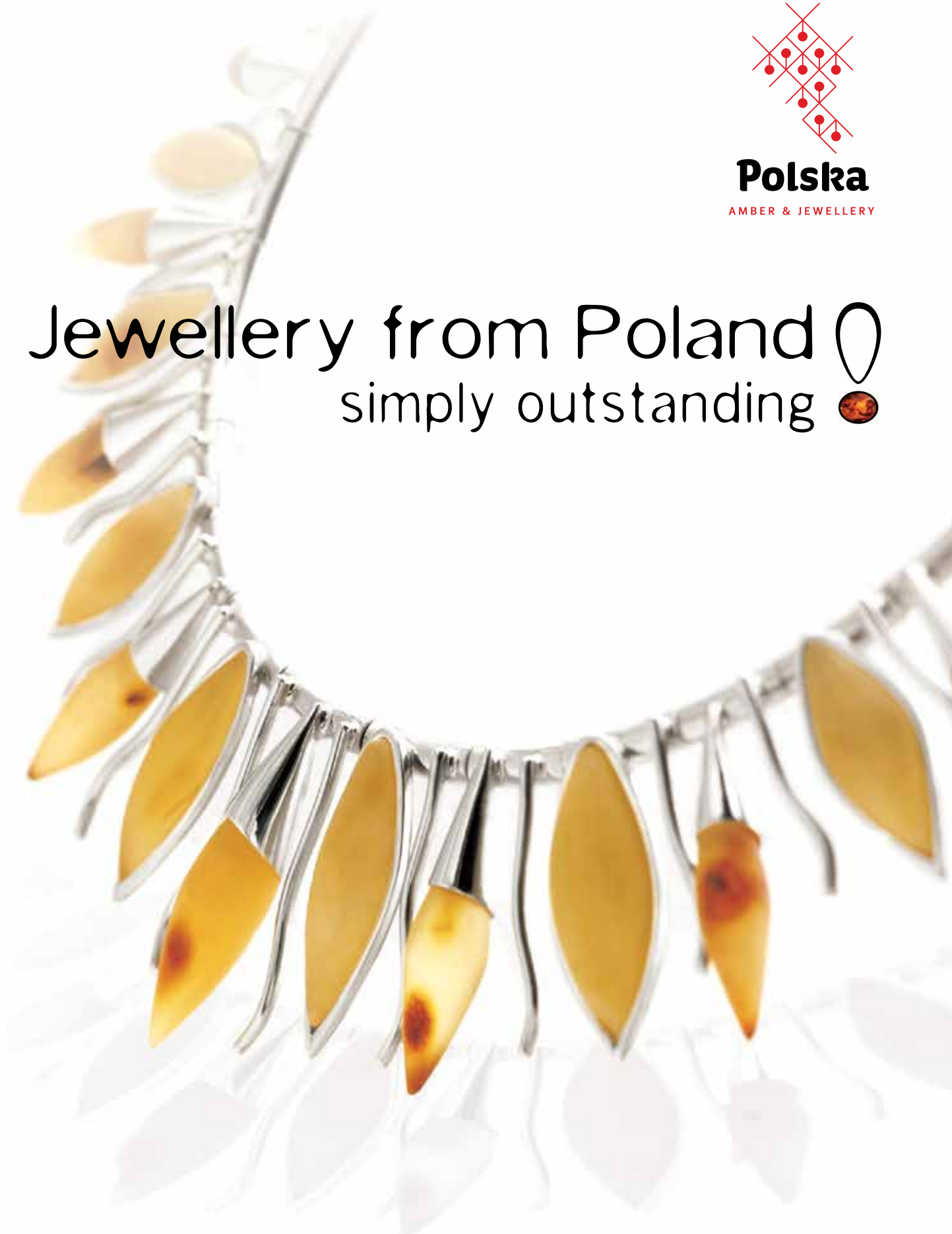


Polska

AMBER & JEWELLERY

Jewellery from Poland

simply outstanding





contents

04	Jewellery from Poland
06	Polish Amber
07	A New Era for Amber
08	World Artists on Polish Amber
09	Polish Design



As one of the 15 Polish business sectors with the greatest growth potential, the jewellery and amber industry has received subsidies to support general export promotion under the Innovative Economy Operational Programme (IE OP).

The Programme covers a range of promotional efforts, including Polish businesses going on trade missions abroad and foreign buyers coming to Poland, promo campaigns in the consumer press and on billboards in Germany, Italy, the United States and China, and participation in selected international trade exhibitions: Inhorgenta, Vicenzaoro Spring, the Tucson Gem Show, the JCK Las Vegas Show and the Hong Kong Jewellery & Gem Show.

The three-year project is being implemented on behalf of Poland's Ministry of Economy by the *Amber: Treasure of Poland Consortium*, which consists of the Gdańsk International Fair Co., the Polish Amber Chamber of Commerce, the MCT International Fair Centre, Warsaw, and the S&A Company.

Publisher:

The Bursztyn Skarb Polski
Amber: Treasure of Poland
Consortium

Editor:

Anna Sado

Design and layout:

CALAMUS MEDIA
Advertising Agency

Photographs:

Norbert Piwowarczyk,
Studio Polska Biżuteria,
Zofia Pomianowska,
Jakub Wroński,
press releases

This catalogue was commissioned by the Ministry of the Economy under the Innovative Economy Operational Programme (IE OP).

Programme spokesperson:

Lucyna Szatkowska
tel. +48 695 990083
lszatkowska@s-a.pl

10 Striped flint – Rarer than Diamonds

12 In the Style of Fashion

13 Design is the Future

14 The SILVER
International Jewellery Competition

15 Amberif Design Award

16 Trend Book – Amber's
Contemporary Image

17 The Amber and Fashion Gala

18 Amberif – More than Just Amber

19 Ambermart – Not Only for Insiders

20 Gold Silver Time – More than Just a Fair

21 Jubinale – In the Spirit of Fashion

22 Manufacturing



Jewellery from Poland



In a globalised world, it is increasingly more difficult to maintain individual product features as they blur in the face of the need to conform to dominant trends. Polish jewellery, however, has maintained a certain peculiar and recognisable trait, chiefly due to what Polish manufacturers and designers achieved in their work in amber and silver. Poland's accomplishments in this field are very abundant and have made it possible to build a strong brand of Polish jewellery which is appreciated world-wide.

Today Poland is the world's largest amber jewellery producer and the third largest – after Italy and Germany – producer of silver products in Europe. While the global jewellery business is turning to silver as a cheaper alternative to gold, Poland has long been known to be a leader in this segment, with not only

the know-how it has developed over the years, but also a distinctive line, simplicity of design solutions and an abundance of timeless forms. Poland's main export directions are the countries of the European Union, where customers like not only contemporary silver jewellery made in large factories, but also pieces made in artist studios.

There is also a long tradition of manufacturing gold jewellery with gemstones in Poland. Its design is highly inspired by contemporary trends, based on the canon of jewellery beauty, but also refers to tradition. The best materials and cutting-edge technologies ensure high quality.

Polish jewellery designers and manufacturers are winning export markets not only with their attractive prices, but most of all with their design which caters to what customers in many parts





do it by consistently improving quality, building strong brands and developing design, with the latter being a key highlight of products Made in Poland. In order to meet customer expectations, Polish companies count not only on universality but increasingly also on the designers' individual style. To this end, large companies launch their in-house design studios or outsource design work. In this way, these they gain far greater mobility and capability to respond quickly to market needs. On top of that, they gain recognition, which definitely helps to build a strong brand.

of the world require. Polish designers and manufactures are present at many trade shows in Europe, the United States and Asia, including Vicenzaoro, inhorgenta, Tucson Gem Show, JCK Las Vegas and the Hong Kong Jewellery & Gem Show. Designer and concept jewellery by Polish designers and artists is displayed at leading galleries throughout the world at both permanent and temporary exhibitions.

Polish jewellers are increasingly more active and recognised abroad, which is certainly a measure of the success they have achieved

The currently difficult situation in the jewellery business has also forced Polish companies to redouble their efforts to suit the market needs even better. They



Polish Amber

The early 1990s saw an unprecedented boom in the Polish amber industry. The reasons for this were chiefly the political and economic transformations which took place after the 1989 breakthrough and the absorption capacity of the export markets, mainly in the US and Europe. Steven Spielberg's film *Jurassic Park* also had a big impact on the demand for amber products, as the public's fancy was caught by the story of dinosaurs bred from the DNA of their antecedents taken from the blood of insects trapped in amber.

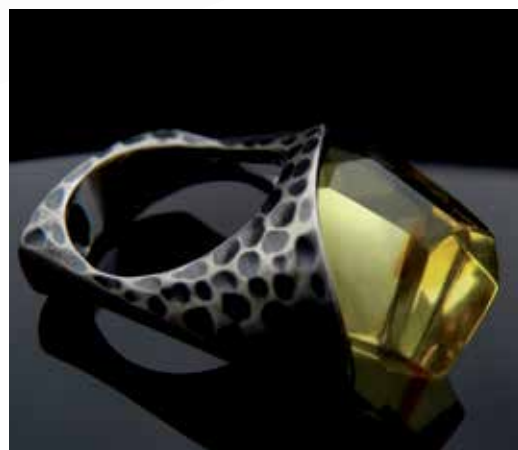


At its zenith, the market share of Polish manufacturers in amber jewellery was estimated at 70 percent. Today, due to the global economic turbulence, this market too is undergoing significant change: although the number of businesses manufacturing and selling amber products is diminishing, we can see an ever stronger process of market consolidation. Large companies are becoming more



powerful; they are innovatively managed, operate on a global scale and are quick to respond to the demands of their customers.

The Polish amber brand is well known throughout the world, while its unique design lines – which make the distinct and recognisable Polish design easy to spot – are popular with customers especially in Europe and the United States. China is today the most promising export market for Polish amber products. The people of the Middle Kingdom increasingly value Polish amber jewellery for its uniqueness, European design and high standard of quality.





A New Era for Amber

Practically every Polish designer who begins their jewellery career turns to amber. Each designer has their own, different idea, when making amber a part of their artistic vision. They prize amber first and foremost for the ease with which it can be worked, but also for its strictly jewellery qualities: the abundance of natural forms which are so popular with designers and the inspiring wealth of colour varieties. The settings are often created exclusively for each natural amber nugget – especially for the uniquely beautiful ones.

Contemporary design is the most decisive factor in contemporary amber jewellery made in Poland. In fact there is now quite a fashion for breaking amber-related stereotypes so designers are trying to outdo each other by inventing ever bolder jewellery creations. With new, often unconventional ideas and stylish settings, the gemstone has become a contemporary

fashion icon and obtained a lightness of expression. Amber is no longer combined with silver only, but also with gold, diamonds and other precious and non-precious materials – what matters most is attractive composition for an intriguing visual effect. More and more amber and amber-decorated objets d'art are being made: pendrives, designer business card holders, ladies powder compacts and exclusive chess sets.

Today this “old” gemstone – whose history dates back to over 40 million years ago and which has long been mentally trapped in “grandma’s jewellery box” – is being reinterpreted. Young designers are especially the ones to treat it as an artistic challenge. In their work they not only are driven by global fashion trends but also tap into local traditions and folk art to give their designs a unique character.



I love the warmth and colour of Amber. I am attracted to the ancient fossil form and the history of a time when Amber was king in the trade world. I love the history of Amber. The material is easy to work with and I love the weight of Amber. I can create large bold pieces without the heaviness of other stones. I think the romance of Amber is completely intact and I think it will be the reason it fits beautifully into my collections.

Barbara Westwood, designer, United States



For me amber is a fascinating mystery, much stronger than other stones. It is surrounded by legends, and there are many myths about its creation and origin, dating back further than the ancient times. It is like an amazing journey to the past, the evidence of which are all kind of inclusions – insects, spiders, and even air bubbles – preserved in the stone over 40 million years ago. And this unique lightness, and the fact that it floats in the sea water where it can be fished from. Plus of course, the story of the missing Amber Room whose location remains a mystery even today.

Gisbert Stach, artist, Germany

World Artists on Polish Amber

Although amber is known as a typically Polish gemstone, it is also eagerly used by international designers and artists. Often it is love at first sight to last a lifetime. Amber charms them not only with its beauty and wealth of colours, but also with the ease with which it can be worked and the unlimited potential for being used creatively. Each of them sees amber in their own way, gets inspired by its natural beauty to create amber pieces in their own distinct style.

Amber is mainly used to produce cheap silver jewellery. Whereas it is such a lovely material that it is a waste to deprecate it this way! To me, my experience working with amber was fascinating, especially combining diamond, the hardest material of all, with amber, one of the most brittle materials. I see amber as a precious stone – because all beautiful stones are precious.

Michael Zobel, designer, Germany



My interest in amber goes back to my childhood days, and it is connected with my passion for palaeontology. For me, white amber is the most beautiful. It is difficult for me to force myself to cut a block of natural amber into pieces, thus I always try to use it in such a way that my intervention in its primary shape is unnecessary. I like to combine amber with synthetic resins and concrete. I am more interested in creating a combination of amber with other materials, such as aluminium, titanium, rubber, rope, etc., than in finding frames for amber.

Fabrizio Tridenti, jeweller artist, Italy

Polish Design

For many years, Polish design has been a recognised and esteemed brand on the international jewellery scene. This is due not only to the creativity of the artists, their skill at interpreting the current trends or – just the opposite – their faithfulness to classic inspirations, but also to the high quality and sound workmanship of the products. Polish design is synonymous with fresh ideas, a wealth of inspiration, diversity and distinctness of form, with

a common denominator of simple solutions in contemporary style and an emphasis on the timeless classic. Characteristically, Polish designers love to experiment: they eagerly turn to new, sometimes surprising solutions. These features are especially admired abroad – jewellery and functional art by Polish designers can be bought in prestigious jewellery art galleries the world over.



Both in silver and amber jewellery the abundance of ideas is so rich that sometimes it is difficult to recognise typically Polish features. Generally I get the impression that Polish design is much more lively and formally not so restricted as for example German design. I often perceive the jewellery made by Polish designers not as austere and serious, but as if it was treated as a game, as if the authors derived exceptionally much pleasure from communing or experimenting with materials.

Christel Trimborn, German journalist who specialises in jewellery



I really value the Polish authenticity in the works, as well as the surprising ability and craft to execute ideas at such high level. I got fascinated with it a few years ago when I came across Polish jewellery art, and I am really glad that with time none of this authenticity faded. Polish artists interpret trends and ideas visible in art, in a bit different way, and in this way they 'translate' the ideas and trends into the language of artistic objects and jewellery. I really like the distinct difference between design and art.

Veronika Schwarzingger, owner of the V&V Gallery in Vienna



Striped flint – Rarer than Diamonds

Striped flint is considered to be a typically Polish stone, as it occurs only in Poland on the northern fringe of the Świętokrzyskie (Holy Cross) Mountains. It is not as popular as amber and does not have such a rich history of craftsmanship, but it has an ever growing legion of fans. What is most fascinating about striped flint are the patterns it displays, where one can see space, rolling waters, landscapes and the world of plants and animals... These patterns show the entire wealth of the four elements, because when you strike one stone against another, sparks fly and a fire is born...

Striped flint is increasingly valued by the growing numbers of its owners; it is rising to elite salons, exhibited in museums and galleries, featured in scientific papers and magazines, and has made both jewellery and fashion designers aware of its existence. In 2011 striped flint was the official stone of the Polish presidency in the European Union and a pair of elegant striped flint cufflinks promoted Poland throughout the world. 2012, in turn, is a jubilee year for striped flint, as it is the 40th anniversary of the stone's use in contemporary jewellery.





Why is striped flint prized by designers, artists and jewellery manufacturers? Most of all for its uniqueness and beauty. It is a hard stone, not as workmanship-friendly as amber, but makes up for this with its wonderful, sculptural shapes and the unique patterns of its black, grey, beige and white distinctive stripes. Its concretions which, like tree rings, form concentric strips of colour, are especially marvellous – the artist's role is to find the right setting for this natural beauty.

These settings can be very diverse – from simple silver forms, through elegant ornaments to bold designer creations. Its serene shades of colour allow designers to obtain elegant effects in combination with the grey of silver or stainless steel and surprising compositions with coloured gemstones and other materials. Its extraordinary ornamental qualities make striped flint an especially sought-after stone not only in jewellery, but also as an ornamental stone in souvenirs.

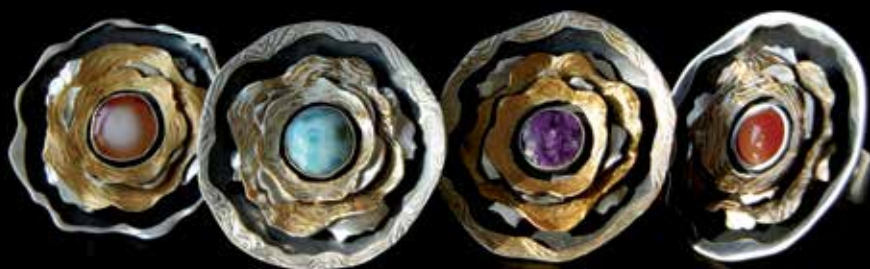
After 40 years – and 4000 years of neglect – striped flint has regained its rightful place as a jewellery stone. Although it might seem grey and gloomy, in fact it is a joyful stone: there is a reason for its being called the “stone of optimism.” It has found a multitude of fans, including movie stars and entertainers, been featured at many exhibitions at home and abroad and even has its very own Striped Flint Festival held in Sandomierz, Poland.





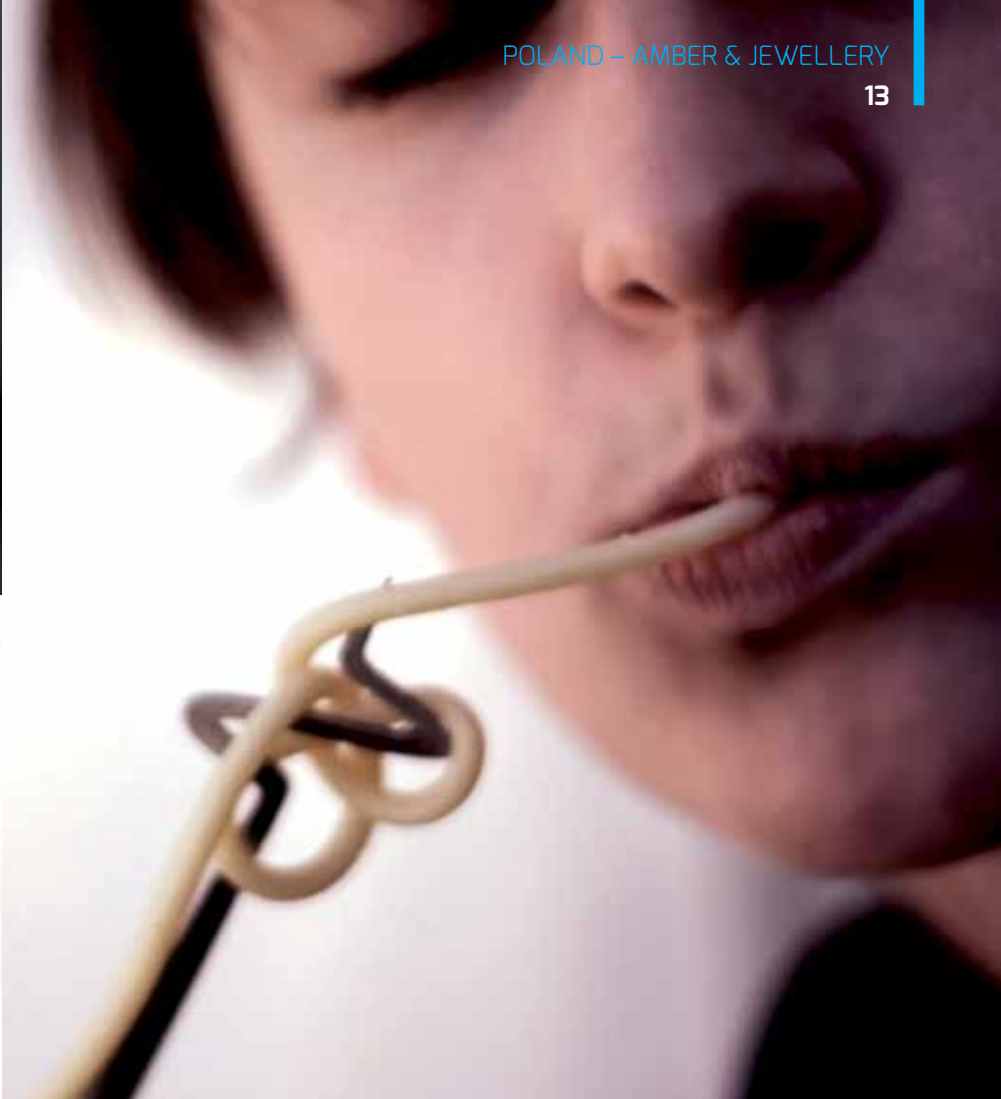
Fashion

Fashion jewellery is one of the strongest developing segments in the Polish jewellery market, with its convincing vivid colour schemes, surprising combinations of unusual materials a new outlook on ornamentation. Most of all, it follows current fashion trends and is therefore highly attractive. Although design-wise, the creators of fashion jewellery are always in pursuit of what's in, they also put a premium on the high quality and uniqueness of their design and artistry.



Although new, this sector is constantly expanding with new creative ideas. What counts here most is a captivating idea for well-thought-out, eye-catching and often intriguing forms of jewellery. By using unconventional materials and techniques, fashion jewellery breaks the canons which used to be de rigueur in traditional jewellery, which in turn opens up new unlimited horizons and a new outlook on jewellery's ornamental function.





Design is the Future

The development of the Polish jewellery and amber industries would be impossible without the support of well-trained and skilled designers. They are educated at dedicated departments at state academies of fine arts, technical art colleges and secondary schools, but also in a growing number of private schools. All these institutions not only provide professional training, but also prepare their students for work in a market environment. They teach how to overcome stereotypes and look for new ways of communicating with the public through design. Conceptual design and unique pieces delivered to high artistic quality are an important aspect of this innovation-focused education.



The SILVER International Jewellery Competition



The SILVER International Jewellery Competition is a continuation of the Polish National Silverart Review (since 1979), making it one of Europe's oldest competitions of the kind. It is open to all artists whose challenge is to produce an entry on a given topic, featuring an original creative concept and representing a high level of artistry and technique. There is a preference for the idea, for the value and sense of the artistic expression. The topic for 2012 – Ritual – attracted the interest of 342 artists from 42 countries (apart from Europe, from countries including Mexico, Korea, Ecuador and Singapore), who sent a record-breaking number of 561 entries.

The competition is the most important event of the two-day Legnica SILVER Festival held in May, which every year presents over a dozen individual exhibitions by artists and designers, as well as collective exhibitions of post-competition entries and those showcasing the achievements of art college students and creative teams.

The competition entries are assessed by an international jury, with more than fifty distinguished artists and jewellery art theorists involved to date, including Giampaolo Babetto, Gijs Bakker, Onno Boekhoudt, Ramon Puig Cuyás, Georg Dobler, Fritz Falk, Marie-Jose van den Hout, Esther Knobel, Otto Künzli, Ted Noten, Vratislav Karel Novák, Ruudt Peters, Michael Petry, Theo Smeets and David Watkins.

The Competition and the Festival are organised by the Gallery of Art in Legnica; after its local premiere, the post-competition exhibition is presented in jewellery art galleries in many cities across Europe and at selected jewellery trade shows.



Amberif Design Award

The ADA Amberif Design Award in International Jewellery Design, which has been granted since 1996, is seen as an important artistic even, both in Poland and internationally. Every year, ADA attracts art college students and graduates from all over the world, together with celebrity designers from both Europe and more distant countries, including Japan, Taiwan and Mexico. Even in those faraway places, amber fires artists' imaginations, inspiring experimentation and artistic endeavour, to eventually become a fixture in their collections. This is the very goal of ADA: to promote amber among artists who can set new trends in contemporary amber jewellery art through their work and help to raise amber jewellery's profile with the world public.



The Award's standing is confirmed by its international jury of artists, educators at prestigious schools, trade journalists and amber experts, including Prof. David Watkins – research professor at the Royal College of Art in London, Dr Fritz Falk – long-standing Director of the Schmuckmuseum in Pforzheim, and many

jewellery artists of indisputable authority, including Wilhelm Tasso Mattar – Germany, Manuel Vilhena – Portugal, Michael Zobel – Germany, Barbara Schmidt – Dean of the Academy of Design and Craft (Akademie für Gestaltung), Munich, Veronika Schwarzingger – owner of the Galerie V + V, Vienna.

Amberif Design Award accompanies the Amberif International Fair of Amber, Jewellery and Gemstones in Gdańsk and is organised by the Gdańsk International Fair Co. (MTG S.A.).



Trend Book – Amber's Contemporary Image



More than 300 pages long, the *Trend Book* is a richly illustrated album and Poland's first professional book of trends – a must-have for every designer and manufacturer of jewellery and more. It is for the second time that Sławomir Fijałkowski, a well-known Polish designer and educator at the Academy of Fine Arts in Gdańsk, has selected and described the stylistic macro-trends which he feels will best determine jewellery style in the coming seasons. They are illustrated by the best designs and art pieces from throughout the world and various fields of design. These trends have become an inspiration for the students of the Gdańsk Academy of Fine Arts to design and make amber jewellery prototypes; an exhibition of their work accompanies the *Trend Book's* premiere each year and is presented at selected art, design

and jewellery events both to industry insiders and the general public.

The *Trend Book* not only aims to showcase trends and be a source of inspiration, but first and foremost is there to promote contemporary and modern amber jewellery design. That is why its chief targets include art galleries, design-related institutions and journalists who specialise in the field, top designers and academic centres throughout the world.

So far two such publications have been released: *Trend Book 2011+* and *Trend Book 2012+* with more planned to follow. The book's publishers are the Gdańsk Mayor's Bureau for City Promotion at the Gdańsk City Office, the Polish Amber Chamber of Commerce and the Department of Architecture and Design at the Academy of Fine Arts in Gdańsk.





The Amber and Fashion Gala

The Amber and Fashion Gala is now a permanent feature of the Amberif Fair, to the extent of becoming its veritable focal point which highlights Amberif's fashion-driven dimension. The Gala has accompanied Amberif since the show's beginning and has

grown to become a unique event on the international scene. Indeed, Amberif is the world's only jewellery fair with fashion shows put on by fashion and jewellery designer teams every year. These can be both stalwarts of the designer scene and beginners with great creative potential.

The catwalk features both spectacular outfits for a big night out and fashion ideas for everyday wear. The Amber and Fashion Gala provides inspiring ideas on how to skilfully combine jewellery and apparel, the essential elements of fashion.



Amberif – More than Just Amber



The Amberif International Fair of Amber, Jewellery and Gemstones is the largest jewellery exhibition in Central and Eastern Europe and the world's largest event dedicated to amber. It has been held in Gdańsk since 1994 and gathers almost 500 exhibitors from some 15 countries – mainly from Poland, Lithuania, Italy, Turkey and Germany. Every year, Amberif is visited by trade visitors from some 45 countries – owners of wholesale businesses, retail chains, shops, galleries and museums, as well as by scientists, gemmologists and the trade media from home and abroad. Amberif is an important platform for the exchange of business contacts and a venue for the showcasing of the latest global trends in jewellery for the spring and summer season. Amberif has imposed a complete ban on the sale of amber forgeries and surrogates, while pressed amber and other fossil resins must be clearly labelled as such. Anyone can verify the genuineness of the amber they own or have purchased at the Amber Laboratory run by the experts of the International Amber Association.



Amberif's highlight is amber and amber products, which Poland is famous world-wide for. These are complemented by jewellery collections, gemstones, imported jewellery, hollowware and products from the industry's sub-suppliers. Amberif is accompanied by numerous educational and promotional side events, including the gemmology seminar organised in partnership with the HRD Diamond High Council of Antwerp, lectures on trends delivered by specialists from TJF and a seminar on amber. For years, Amberif's organiser has been initiating and supporting efforts to promote Baltic Amber. These efforts include the ADA Amberif Design Award in International Jewellery Design, the Mercurius Gedanensis Jewellery Competition and the Amber Handicraft Competition. The Amberif Amber and Fashion Gala, in turn, highlights the ties between amber jewellery and fashion.



In 2013, the 20th anniversary edition of Amberif will be held at the new fairgrounds in Gdańsk-Letnica. Amberif is organised by the Gdańsk International Fair Co. (MTG S.A.).

Ambermart – Not Only for Insiders

Held in Gdańsk since 2000, the Ambermart International Fair of Amber opens the autumn exhibition season in Poland and enables trade visitors from abroad to replenish their stock after the summer season and especially for the December sales peak. Ambermart's product range includes silver and gold jewellery with amber, amber jewellery and objets d'art, coloured gemstones, souvenirs and functional art. More than 130 exhibitors from Poland and abroad participate in Ambermart, which has a footfall of ca. 3,000 from some 30 countries. Ambermart is open to both professionals and the general public,

so everyone can review the latest trends in jewellery fashion. With the public in mind, efforts are made to promote amber on a broad scale. Held for several years now, the most spectacular of these efforts is the Mariacka Street Day – a celebration of amber and art in the natural scenery of one of the most beautiful streets of Gdańsk's Old Town, where amber studios and galleries are traditionally based. After dusk, Mariacka turns into a catwalk with models dressed by celebrated fashion and jewellery designers.

Ambermart is organised by the Gdańsk International Fair Co. (MTG S.A.).





Gold Silver Time – More than Just a Fair

Since 2000, Warsaw's Gold Silver Time Jewellery and Watch Fair has been attracting visitors with both its exhibitors' rich and fashionably trendy product range and the exhibition's attractive agenda. GST features silver, gold, fashion and designer jewellery, through gemstones, jewellery stones and semi-finished products, to tools, machines, packaging, store equipment and watches. In recent years, GST has been placing ever greater emphasis on jewellery's fashion aspects, which is the reason for the growing presence of this sector with fashionably trendy collections catering to the public's taste. Gold Silver Time is not only a professional jewellery and watch fair, it is also an event with a broader range of topics, including an abundant showcase of artistic achievements in the jewellery genre – chiefly through competitions and jewellery art exhibitions.

The Gold Silver Time Jewellery and Watch Fair is Poland's largest autumn event for the jewellery and watch industry.



The organisers aim to promote not only products, but also manufacturers and designers, helping to build and strengthen the already recognisable Polish jewellery brand at home and abroad. Every year, GST attracts ca. 300 exhibitors from 9 countries.

Gold Silver Time is organised by the MCT International Fair Centre.



Jubinale – In the Spirit of Fashion

The Jubinale Summer Trendshow for Jewellery and Watches in Cracow is Poland's youngest fair for the jewellery and watch business; it has been held since 2008. Jubinale's range includes silver, gold, fashion and designer jewellery, gemstones, jewellery stones, watches, packaging and technical solutions. The show's June dates are a perfect time to get to know the latest fashion trends and stock up before the peak of the summer season, while its convenient location in the south of Poland attracts exhibitors



and buyers from the south of Europe as well. Every year, Jubinale hosts some 150 exhibitors from Poland and abroad (chiefly the Czech Republic, Slovakia, Germany and Austria) and has a footfall of over 2000.

Jubinale puts a strong emphasis on current trends, which is the reasons why fashion jewellery, fashion watches and semi-finished products for DIY jewellery dominate there. One of Jubinale's attractions is its fashion show, where the latest jewellery collections are an inspiring complement to the couture by celebrated fashion designers. Jubinale is increasingly attracting jewellery designers and visual artists who fit perfectly into the show's fashion atmosphere.

Jubinale is organised by the Polish Jewellery Publishing House & Directory.





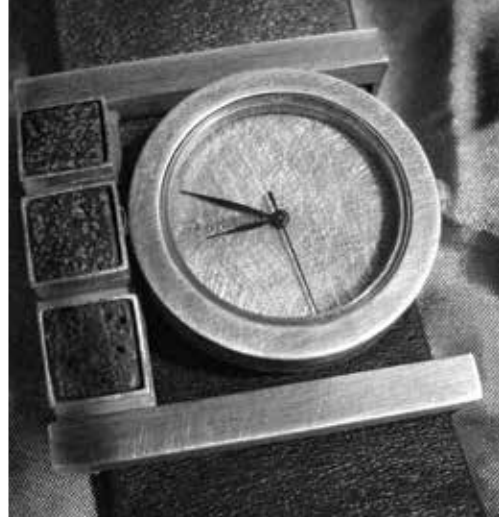
Manufacturing

Today, jewellery and amber jewellery are highly innovative industries which combine new technologies with craft traditions, vintage techniques and the hand work of highly skilled professionals. The manufacturing process involves hi-tech equipment, often Polish made. Recent years have seen the use of innovative computer-aided design (CAD) technology introduced on an ever wider scale.

Modern manufacturing facilities, sound workmanship and a good value for money have made many western jewellery

producers, including brand-name jewellery makers, find subcontractors in Poland. Moreover, machines and equipment made in Poland are worthy competitors in terms of solutions and pricing even to leading companies from abroad. Their manufacturers, striving to get a foothold on new markets, put much effort at the design, manufacturing, service and promotion stages – often more than established companies. Years of investment in development and promotion at trade exhibitions abroad have yielded the expected effect: consumer trust, chiefly in Western and Eastern Europe.







Polska

AMBER & JEWELLERY



**INNOVATIVE
ECONOMY**
NATIONAL COHESION STRATEGY

Project co-financed by the European Union
through the European Regional Development Fund

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

