

ART AUREA

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Who Wears My Art?

*Contemporary Jewelry and Contemporary People – An Art-Photo Happening during
Münchener Schmucktage 2015*

Each year in mid March, Munich becomes the world's capital city of art jewelry. Local and international galleries and students from academies throughout Europe present their jewelry artworks at more than 50 exhibits throughout the city and in special showings at the International Crafts Fair (March 11 – 17, 2015). The majority of the pieces on display are fundamentally different from the traditional bejeweled jewelry that continues to dominate the showcases of conventional jewelers and goldsmiths. With its artistic concepts, unfamiliar forms and unconventional materials, contemporary *joaillerie d'auteur* is still mostly unknown, even among people who are interested in culture. This means that jewelry as a wearable art form has thus far appealed only to a relatively small circle of aficionados and collectors. With the "Who Wears My Art" photo happening, which takes place at the Akademie der Bildenden Künste in Munich from March 11 to 13, 2015, Art Aurea magazine, as a medium for the applied arts, hopes to contribute toward introducing contemporary jewelry culture to a wider audience.

Afterwards, original prints of the photographs will be reproduced in small series of maximally five prints, which will be available for purchase by the participants, as well as by galleries, museums, collectors and aficionados. The prices depend on the size of the particular photograph. A 20-by-30-cm print costs 100 euros. All revenues from sales of the prints will be donated to Christian Springer's Orienthelfer (www.orienthelfer.de).

Background

In the past, jewelry enjoyed a status equal to that assigned to other art forms such as sculpture and painting. This was an important theme, for example, in the Jugendstil era. Ambitious goldsmiths with artistic concepts reappeared in the 1960s and have continued to thrive ever since. They turned against the boredom of industrial jewelry and they rejected retrospective orientation of traditional jewelry design. As in the *fin de siècle* around 1900, this new generation of goldsmiths insisted that the design and artistic content of jewelry are more important than the value of its materials.

Some classes at art academies and other institutions of higher learning teach jewelry as an art form nowadays, and such pieces are collected by renowned museums. Specialized

jewelry galleries and galleries for visual arts display imaginative creations crafted from every conceivable material. Jewelry differs from all other art forms because it stands in direct relationship to the personality and the body of the individual who wears it. The goal of the “Who Wears My Art” happening, which is sponsored by Art Aurea, is to highlight this intimate connection between a jewelry artwork and its wearer, a liaison in which the jewelry fulfills its inherent destiny. The young photographer Miriam Künzli will shoot the portrait photographs.

Personalities from Munich and guests from around the world have agreed to pose for the photographer. Among others, the participants include the priest Rainer Maria Schiessler, the politician Wolfgang Zellenhofer-Rath, the cabaret artist Michael Sailer and the pianist Masako Otha. The photographer’s intention is to show the quality and diversity of contemporary art jewelry in dialogue with artistic portrait photography. In addition to their publication in Art Aurea, these photographs will also be used for extensive press work to attract the attention of other general-interest media to a still little-known theme in contemporary art, ideally while the Schmucktage exhibition is still running.

The pieces of jewelry will be selected by Munich-based and international gallerists for art jewelry in collaboration with the editors of Art Aurea magazine. To achieve the highest possible quality, the number of photo portraits will be limited to approximately forty. All portraits will be uploaded onto the www.artaurea.com website. A selection of these portraits will appear in the 2/2015 print edition of Art Aurea, which will be published in early May. To reach as large an audience as possible, the photos will also be offered to high-quality media for subsequent publication.

The portrait photos and an accompanying press release will be forthcoming on Thursday, March 12, while the International Crafts Fair and the Schmucktage are still underway.

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