

Bside DownTownArtJewellery Festival

3 xxx Jewels

Gerrit Rietveld Academie -
Jewelry Department

different times and locations throughout the city of
Amsterdam

The first thing you see when you arrive in Amsterdam Schiphol is a huge poster with a woman showing her bare breast. 'Sex Sells' is an overused concept. Students of the Jewelry Department of the Gerrit Rietveld Academie use this principle to show their work.

www.gerritrietveldacademie.nl/nl/sieradenafdeling

4 Valuables - The Weight of Ideas

Beatrice Brovia, Nicolas Cheng,
Dana Hakim, Susanne Wolbers
Keerpunt 12 - open all days 14:00-20:00

When discussing jewelry, the connotation of "value" is always present. Through a joint exhibition, we'd like to give our jewelry and ideas a new specific weight, questioning the common sense of what is valuable.

www.beatricebrovia.com, www.nicolascheng.com,
www.danahakim.com, www.susanne-wolbers.de



1 Min-Association

Maaike Ebbinge, Iris Tsante,
Noémie Doge

Weteringschans 151 - open all days 14:00-20:00

Min-association is a group of three jewellery makers that decided to join their strength and motivate each other within the field of artistic jewellery. They enjoy to stay connected despite the fact that they don't always live in the same country.

www.min-association.com



2 Move It!

Réka Fekete

Spuistraat 219-III - open all days 14:00-18:00

My fascination for motion, constructions, colours and the colour of zinc lead to a new series of objects and jewellery. Motion gives the pieces personality. It is less a function than a gesture. Look and try!

www.feketereka.com



5 What Waiters Wear

Ursula Guttman

Café de Jaren, Nieuwe Doelenstraat 20-22
- open all days 14:00-20:00

Relax with a cup of coffee at the great Café de Jaren and look at the jewellery objects worn by the waiters there.

www.ursulaguttman.com



6 Small Treasures, High Tea

Rivka Dieho, Anne ten Donkelaar,
Kay Eppi Nölke, Yeh Tzuhan, Undine Stier
Ursula Woerner, Tineke Greijdanus
KULTER, Sanderijstraat 21
open all days 14:00-20:00

Kulter shows a playful combination and transformation of apparently worthless and precious materials. Come and join our High tea on Saturday afternoon while enjoying Small treasures.

www.kulter.nl



7 Stalagmite & Stalactite

Claire Baloge, Monika Zampa

Pieter Jacobszstraat 19 - open Thu 18:00-21:00
Fri-Sat 14:00-20:00 Sun 14:00-18:00

We invite the public to enter our private space, "cave", where they can discover our personal world. Where not only jewellery is growing but also other forms and shapes of artistic expression take place. It is a continuous process of growth, like stalagmites and stalactites.

www.monikazampa.com



8 Second Hairdo's

Hye Yoo Mi

Singel 188 - open Thu-Fri 14:00-18:00
Prinsengracht 797 > window exhibition

Applied artist Hye Yoo Mi combines upholstery, fashion and textile design in installations and sculptures. Prinsengracht 797 shows some Second Hairdo's, sculptures of braided synthetic hair as headgear. A window installation with similar techniques is presented on Singel 188.

www.hyeyoomi.com



9 A-Muze

Fanny Agnier, Bas Bouman, Zsolt Kamaras,
Jantje Fleischhut, Q Hisashi Shibata,
Philip Sajet, Gitte Nygaard, Yu-Chun
Chen, Beate Klockmann, Jeannette Jansen,
Ulrich Reithofer, Dana Seachuga, Nina
Sajet, Cay Schröder, Ursula Guttman,
Wouter Nieuwendijk

Muzenplein 2 - open all days 14:00-20:00

If you're looking for refreshment for your eyes, taste and mind, you're very welcome to visit our creations, exhibited in a breathtaking bridge house built in the style of the 'Amsterdamse school'.



10 De Trouw der Levenden

Vanessa de Gruijter

Admiral de Ruyterweg 181-huis - open all days
14:00-20:00

The series of water-colour reliefs "Trouw der levenden" (translates "Loyalty of the living") made of wax flowers and ink on paper refer to the flowers left on graves. Flowers as remembrance of life.

The flowers are enclosed in deep frames that refer to the boxes in which the flowers were left on the graves in the 19th century.

www.vanessadegruijter.com



B-side DownTownArtJewellery Festival is an energetic, self-created festival. It brings together a series of jewellery exhibitions and performances in the city of Amsterdam.

B-side emphasises the festive side of a festival and celebrates the art of jewellery. There are many jewellery artists working in Amsterdam. Three renowned Dutch jewellery galleries are based here, and the jewellery department of the Rietveld Academy is well-known for its active students and teachers. We are very happy to be able to celebrate Amsterdam's special connection to jewellery with this special platform for art jewellery.

for more information and specials check:
www.bsidefestival.wordpress.com

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1st edition

november 4th-7th 2010
A jewellery route through Amsterdam

