

# GOLD TRENDS, TECHNIQUES, AND TRANSPARENCY

THURSDAY, APRIL 9 – FRIDAY, APRIL 10, 2015

## A CONFERENCE IN NEW YORK CITY



Alishan Halebian, *Butterfly Brooch*, 18 kt yellow gold with dendritic quartz carved by Deiter Lorenz Edelstein of Germany, pear shape Spessertite garnet 1.58 ctw and diamonds 11 ctw. Photo: courtesy Alishan.

Initiatives in Art and Culture takes a wide-ranging look at gold in its fifth annual international conference devoted to this precious metal. With a focus on jewelry, we explore the underpinnings of gold's abiding emotional power, allure, and enduring value. The use of gold in creating marks of achievement—trophies, bespoke jewels, wreaths, crowns, and medals—attests to the metal's social significance from the ancient Egyptians to the present. Gold's importance

remains undiminished, and we look to the future with a panel focusing on the next generation of jewelers, the education of customers, and the retail industry.

We will explore techniques and cutting-edge technologies central to the jeweler's art, focusing as well on those who use them to create objects of desire and repositories of value. Means used to attract consumers, in particular millennials and "Baby Boomers," generation will also be considered. Topics range from demographics to social media and other means that build on and celebrate gold's centrality and allure, including trends and trend forecasting, and developments in the marketplace that resonate with the dominant cultural mood and thus consumer inclinations. Ways that consumers can be confident that their purchases are not only aesthetically and emotionally pleasing but ethically sourced are also addressed, with discussion of how the industry can build trust through transparent reporting, and the journey toward responsible mining.

Richline is the Leadership Sponsor.  
Signet is a sponsor at the Patron Level.  
Hoover & Strong is a sponsor at the Donor Level.  
Gemological Institute of America and WYS Jewelry are sponsors at the Supporter Level.  
We are deeply grateful for the support of Aaron Faber Gallery, and Doyle & Doyle.  
Freeman's is a media sponsor (as of 03/04/2015).



Jewish Wedding Ring of the 18th or 19th Century, gold enameled. Zucker Family Trust 2007. Photo: Peter Schaat.

## RICHLINE GROUP

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Jewelry

Thursday, April 9, 2015



Alison Lou, *14 kt Yellow Gold Bar Rings With Mixed Material* (black diamonds, white diamonds, rubies, and enamel); modeled by Jemima Kirke.

Formal sessions take place at The Graduate Center, City University of New York, 365 Fifth Avenue (between 34th and 35th Streets).

8:15 – 9:15 a.m.

**Registration and continental breakfast**

9:15 – 9:30 a.m.

**Introduction.**  
Lisa Koenigsberg.

9:30 – 10:10 a.m.

**Keynote: All That Glitters: How Gold Seduced the Human Race.**

Matthew Hart.

10:15 – 10:55 a.m.

**Jewelry Trends Driven by the Catwalk: Spring/Summer 16.** Jaime Cohn-Barr.

10:55 – 11:10 a.m.

**Break**

11:10 – 11:50 a.m.

**Designing for Millennials – a Panel Discussion.** Alison Lou Chemla, Ana Khouri Anita Ko; Claudia Mata, moderator.

11:55 a.m. – 12:25 p.m.

**Gold in Beauty: Body Adornment – a Panel Discussion.** Deirdre Hanrahan, Veleta Vancza; Candice Sabatini, moderator.



Ana Khouri, *Rough Emerald Michelle Cuff*, 18 kt Fairtrade logo gold; handcrafted in Brazil.

12:25 – 1:45 p.m.

**Lunch (on your own)**

1:45 – 2:25 p.m.

**The Old Rush: Selling Gold in the Age of Aging.** Peter Hubbell.

2:30 – 3:10 p.m.

**Jewelry Retailing in New Luxury Style.** Pamela N. Danziger

3:15 – 3:45 p.m.

**Elizabeth Doyle in Conversation With Michelle Graff.**

3:45 – 4:00 p.m.

**Break**

4:00 – 4:30 p.m.

**The LBMA Gold Price: A New Era for the World's Gold Benchmark.**

Finbarr Hutcheson.



Jonathan Wahl, *Singing Lark Ring*, 14 kt gold and enamel.

4:35 – 5:15 p.m.

**Collecting Gold Rings – a Conversation.** Lisa Koenigsberg, Jack Ogden, and Benjamin Zucker.

6:00 – 8:00 p.m.

**Viewing and reception in celebration of Aaron Faber Gallery's 40th Anniversary and Initiatives in Art and Culture's Fifth Annual Gold Conference**

**Remarks by Patricia and Edward Faber**

**Aaron Faber Gallery**  
666 Fifth Avenue  
(enter on 53rd Street  
between Fifth and Sixth  
Avenues)



Deirdre Hanrahan, designer, *24 kt Gold Temporary Tattoo*, Stars and Petals design made in Italy. WYS Jewelry is the exclusive East Coast distributor.



Jose Hess, *Spiral*, 18 kt gold pendant whose interior has a rotating part with diamond accents, with a snake chain. Photo: Ron Saltiel.

Formal sessions take place at The Graduate Center, City University of New York, 365 Fifth Avenue (between 34th and 35th Streets).

8:30 – 9:00 a.m.

### Continental breakfast

9:00 – 9:10 a.m.

**Introduction.** Lisa Koenigsberg.

9:10 – 9:55 a.m.

### Getting Results From Social Media: Messaging and Marketing.

Eugene Brill, Cindy Edelstein, Evert deGraeve, Robyn Hawk; Cheryl Kremkow, moderator.

10:00 – 10:40 a.m.

### Marks of Achievement: Gold as a Sign of Distinction.

Jack Ogden.

10:45 – 11:05 a.m.

### The Kentucky Derby Trophy: a Marriage of Fine Materials, Craftsmanship and the Sport of Horse Racing.

Elizabeth Brehmer.

11:05 – 11:25 a.m.

### Break

11:25 a.m. – 12:15 p.m.

**30 Years of the American Jewelry Design Council.** Alishan Halebian, Barbara Heinrich, Susan Helmich, Jose Hess; Cindy Edelstein, moderator.

12:15 – 1:30 p.m.

### Lunch (on your own)

1:30 – 2:15 p.m.

### Cutting Edge Technology and Its Potential – a Panel Discussion.

Kevin Abernathy, Jeff High, Savannah Peterson; Steven Adler, moderator.

2:20 – 3:05 p.m.

### The Next Generation: Educating Jewelers and Their Customers – a Panel Discussion.

Michael Coan, Mark B. Mann, Susan Thea Posnock, Jonathan Wahl; Peggy Jo Donahue, moderator.

3:05 – 3:25 p.m.

### Break

3:25 – 4:15 p.m.

### The Importance of Building Trust in the Gold Industry: The Journey Toward Responsible Sourcing, and Gaining Consumer Trust in the Retail Market.

Larry Bock, David Bouffard, Holly Dranginis, Cecilia Gardner, Christina Miller, Toby Pomeroy, Kenneth Porter; Rob Bates, moderator.

4:20 – 5:15 p.m.

### "Stealing Lightning From the Gods": The Work of Daniel Brush.

Daniel Brush.

6:00 – 8:00 p.m.

### Reception and Viewing in Celebration of Doyle & Doyle's 15th Anniversary

Doyle & Doyle  
412 West 13th Street  
(between 9th and  
Washington Avenues)



Susan Helmich, *Stairway to Heaven*, 2006. Pendant featuring an 18.24 ct. Spessartite garnet cut by Tom Munsteiner, fancy yellow diamonds, white diamonds, 18 kt gold; fabricated.

# Presenters

**Lisa Koenigsberg**, conference director, president and founder, Initiatives in Art and Culture; she established and oversees a conference series that explores fashion, materials and process, as well as the annual gold conference, now in its fifth year. Koenigsberg was formerly advisor to the dean for arts initiatives, and director, programs in the arts and adjunct professor of arts, NYU School of Continuing and Professional Studies. Former positions include: assistant director for project funding, Museum of the City of New York; executive assistant, Office of the President, American Museum of Natural History; architectural historian, New York City Landmarks Preservation Commission; and guest curator, Worcester Art Museum and Yale University Art Gallery. Her writings have appeared in books and journals, and she has organized symposia and special sessions at universities, museums, and professional organizations. She holds graduate degrees from The Johns Hopkins University and from Yale University from which she received her PhD.

**Kevin Abernathy**, a consultant with over 30 years' expertise in computer-aided design and manufacturing (CAD/CAM) of commemorative jewelry; Abernathy spent a significant part of his career in the research and development division of the Jostens Corporation, a company specializing in the manufacture of high-volume customized karat gold products for the collegiate and professional athletic markets. His deep interest and passion for CAD/CAM and additive manufacturing technologies have driven him to become a leader and a mentor in the field. Since leaving Jostens Corporation, he has provided consulting services to a broad spectrum of companies and industries. He is also co-author on several patents relating to the use of additive manufacturing in jewelry production.

**Steven Adler**, Founder, A3DM Technologies, a Portland, Oregon luxury product engineering firm serving the fine jewelry and precious metal sculpture markets since 1996. Considered an expert in jewelry manufacturing technologies, he has provided guidance for some of the world's most notable luxury brands in the deployment of digital manufacturing systems. Most recently, in collaboration with Cooksongold and EOS GmbH, A3DM Technologies has been working on the development and implementation Direct Metal Laser Sintering (DMLS) systems and critical alloy development for 3D printing of precious metals. A frequent speaker at the Santa Fe Symposium on Jewelry Manufacturing Technology, Adler is the recipient of the Industry Leader and Collaborative Research awards for his contributions to advancements in CAD/CAM for fine jewelry. He has also made numerous presentations at jewelry industry events and at the Society of Manufacturing Engineers RAPID conferences on trends in 3D printing technologies for precious metal manufacture. As an educator and writer, Adler has contributed to the development of CAD/CAM curriculum at numerous institutions including the Geological Institute of America (GIA) and serves as an advisor for the *MJA Journal* and the annual Looking Ahead award program for technology advancements in jewelry manufacturing.

**Rob Bates**, Senior Editor, *JCK*; Bates has written about the diamond and jewelry industries for nearly 20 years, for the *Rapaport Diamond Report*, *National Jeweler*, and, for the last 15 years, as senior editor of *JCK*. His responsibilities include reporting on the diamond industry and the high-volume retail sector, and helping compile *JCK*'s daily e-newsletter. His blog, *Cutting Remarks*, has won two Jesse H. Neal awards from American Business Media, as well as an award for best B-to-B Blog at the *Media Industry Newsletter*'s 2012 Best of the Web awards. His *JCK* articles have won five Eddies from *Folio* magazine, as well as the American Gem Society's prestigious Triple Zero award. He has been quoted as an industry authority in *The New York Times*, the *Chicago Tribune*, and on National Public Radio.

**Jaime Cohn-Barr**, Footwear and Accessories Editor, WGSN.

**Larry Bock**, Sales Director, Hoover & Strong; he joined the Richmond-based company in 2008 as National Sales Representative and was named Sales Director in 2014. In his 19 years in the jewelry industry, Larry has served as COO of Diamond Deal Corp. and Director, Sales and Marketing for R&R Grosbard, Inc. From 1988 – 1996, he worked as a community organizer and lobbyist for Citizen Action and Long Island Sound Taskforce to protect drinking water supplies and reduce air and water pollution through education and advocacy. Since 2009, Bock has served as a guest lecturer at the Fashion Institute of Technology's (FIT), Jewelry Design Program; topics covered include sustainable jewelry manufacturing, precious metal refining, trends in jewelry fashion, and conflict minerals. His unique blend of experience with jewelry manufacturing and natural resource protection fuels Bock's passion for eliminating the adverse social and environmental impacts of jewelry production by creating new distribution channels for Fairmined Gold and HARMONY Metals and Gems, Hoover & Strong's brand of 100% recycled precious metals paired with conflict-free diamonds and fair-trade gemstones.

**David Bouffard**, Signet Vice President, Corporate Affairs, Signet Jewelers Ltd.; beginning his career more than 33 years ago in the

Sterling Division of Signet Jewelers Ltd., Bouffard is now responsible for developing and implementing the Company's corporate social responsibility and sustainability initiatives, managing Signet's international government and industry relationships, and overseeing Signet's strategic corporate communications planning and corporate giving initiatives, serving on Signet's Corporate Giving, Corporate Social Responsibility and Strategic Corporate Communications Planning Committees. Bouffard is involved with industry organizations such as JA, where he is a member of its Ethical Initiatives Committee, the Jewelry Information Center, where he served as chair (2008 – 2009), and the Responsible Jewellery Council, where he served as Co-Chair of the Standards Committee (2012 – 2014) and serves as chair of its Communications Committee. Bouffard also serves on the World Diamond Council Kimberley Process Task Force. In 2015, Jewelers Vigilance Committee honored Bouffard with the Stanley Schechter Award for his leadership of the global jewelry community. On the boards of trustees for two Greater Akron community organizations, the Summit County CASA/GAL program (which he chairs) and the Akron Children's Hospital Foundation Board (chairing its Marketing Committee and Corporate Alliances Task Force), Bouffard is also Corporate Liaison to St. Jude Children's Research Hospital, the company's national corporate charity partner since 1999. Bouffard received his undergraduate degree from Widener University, his MBA in Marketing and Finance from Case Western Reserve University, and his Graduate Gemologist accreditation from the Geological Institute of America.

**Elizabeth Brehmer**, Vice President of Product Development, LeachGarner in Attleboro, MA; celebrating her 40th year in the jewelry industry, she has a BFA from Wayne State University in Detroit in jewelry design and manufacturing technology. A trained jeweler, she has passed on her passion for jewelry making as a technical education instructor and the director of the Jewelry and Watchmaking programs for Texas Institute of Jewelry in Paris, TX where she was inducted into the Paris College hall of fame for her dedication to the technical experience and to educational excellence. Previously, she was a product manager at Rio Grande for casting & soldering tools / equipment and for gold findings product lines. Prior to joining LeachGarner, Brehmer held the position of vice president of sales and marketing at Findings Inc. in Keene, NH as well as that of vice president of the Findings Division at Stuller Inc. in Lafayette, LA.

**Eugene Brill**, Vice President of Operations, Jewelry.com; Brill specializes in Internet marketing communications (search engine optimization, search engine marketing, pay-per-click, social media), online strategies and public relations, Internet technologies, market research, and e-commerce. He has more than 20 years' experience and expertise in business development and is integral in implementing effective solutions using user-generated content (UGC). With an enthusiastic, purposeful eye on customer relationship management, Brill integrates all these media strategies to help businesses effectively reach, sell to, and dialogue with their customers.

**Daniel Brush**, whose "creations transcend the realms of jewelry, goldsmithing or art. He has developed his own special world of craftsmanship and creativity in which each object is virtually a museum piece" as described M. François Curiel; Brush was honored with a 30-year retrospective at the National Museum of American Art (now Smithsonian American Art Museum), Renwick Gallery in 1998, and a one-person exhibition at the Museum of Arts and Design (MAD) in 2013. In public, royal, and private collections, his work is the subject of four publications *Gold without Boundaries* (1998); *Thirty Years Work* (Steidl, 2007); *Red Breathing, Cantos for the Women Plays* (Steidl, 2008), and *Daniel Brush* (Museum of Arts and Design, 2013), among many others.

**Alison Lou Chemla**, creative director and designer of Alison Lou, a fine jewelry brand inspired by the deceptive simplicity of modern communication. Her signature first collection is a thoughtful and cheeky commentary on the expression of feelings—from the banal to the intimate—through the language of emoticons. Her jewelry is inspired by her hometown, New York City, and its rich culture. With a background in art history and cybergraphics, she honed her craft of the House of Waris and Finn Jewelry. Soon after, she debuted her collection of witty and intellectual fine jewelry. The line is crafted using 14 kt yellow and white gold with accents of dazzling diamonds, colored gemstones, and enamel.

**Michael Coan**, Chairman Emeritus and Assistant Professor, Jewelry Design Department, The Fashion Institute of Technology (FIT); involved in the jewelry industry for over 30 years, his training includes bench work, sales, design, and manufacturing and production, as well as business management and ownership. After receiving a BA from SUNY Albany and studying industrial design at the University of Bridgeport, he received his Graduate Gemologist certification from the GIA. His career includes work in the fine jewelry department at Christie's under the direction of M. François Curiel; at Fred Leighton; and with the House of Julius Cohen, Jeweler, New York. In 1986, he opened his own consulting and appraisal operation, Michael S. Coan, GG Inc, specializing in price and business structuring and the appraisal of jewelry and *objets de*

vertu, and became an adjunct assistant professor in the Jewelry Design Department at FIT of which he was chairman (2001 – 2014) and in which he currently teaches gemology, diamond grading, appraising, cost estimation, and changes and trends. Coan has organized and participated in jewelry symposia for FIT and offered specialized seminars and workshops for trade organizations, including Jewelers of America (JA) and MJSA, and mineralogical societies. He oversaw the development of FIT's first academic Certificate of Gemology and recent development of a new departmental curriculum.

**Pamela N. Danziger**, President and Founder (1992), Unity Marketing; Danziger is an internationally recognized consultant to marketers targeting the affluent consumer. Using qualitative and quantitative market research to learn about consumers' brand preferences, shopping habits, and attitudes about their luxury lifestyles, she turns these insights into actionable strategies for her clients. She is the recipient of the Global Luxury Award presented by *Harper's Bazaar* at the 2007 Global Luxury Forum, and *Luxury Daily* named her to its list of "Women to Watch in 2013." She is a member of Jim Blasingame: The Small Business Advocate's Brain Trust and a contributing columnist to *The Robin Report*, a monthly newsletter for senior executives in the retail, fashion, beauty, consumer products, and related industries. The latest of her four books is *Putting the Luxe Back in Luxury: How New Consumer Values Are Redefining the Way We Market Luxury* (2011).

**Peggy Jo Donahue**, Director, MJSA Education Foundation, a 501(c)(3) non-profit subsidiary of MJSA, the association for jewelry makers and designers. The Foundation awards scholarships, sponsors educational programs, and develops resources to nurture the new generation of jewelry makers and designers. Donahue also manages MJSA's social networking, and creates educational guides to legal compliance and responsible business practices in the jewelry industry. She previously worked as director of public affairs at MJSA and at JA. Donahue also served as editor in chief of both *Professional Jeweler* and *JCK* magazines. She began her career at *JCK*, where she earned two Neal Awards from America Business Media for her reporting on legal and crime issues in the jewelry industry. She is also the author of four books, and serves on several industry boards and advisory councils. A member of the Advisory Group for the Diamond Development Initiative (DDI), a non-profit organization working to improve the lives of artisanal and small-scale diamond miners, she is also on the Advisory Council for Ethical Metalsmiths, and both vice president of communications for the Women's Jewelry Association (WJA)'s International Board and a member of the WJA Metropolitan NY Chapter's Board. She is also an active participant at the GIA's Career Fairs.

**Elizabeth Doyle**, jewelry designer and Co-founder, Doyle & Doyle; Doyle's passion for antique jewelry was sparked by treasure hunting both in her grandmother's jewelry box and at New England flea markets as a child. Today, she searches out exceptional antique, estate, and contemporary pieces to add to Doyle & Doyle's ever-expanding collection. Heirloom, the brand's in-house jewelry collection, is built around her designs. Doyle's path to realizing her dream included a degree in geology from Amherst College, a degree as a graduate gemologist from the GIA. She also studied jewelry design at FIT. Her skills were further honed as a staff gemologist and researcher at the GIA, as well as through many and varied roles working with contemporary and estate and antique jewelry retailers.

**Holly Dranginis**, policy analyst, the Enough Project; she focuses on conflict minerals, war crimes accountability, and gender-inclusive peace building in the Democratic Republic of the Congo and the Central African Republic. An attorney specializing in economic drivers of war and international criminal law, she makes frequent trips to the African Great Lakes region, publishes policy reports, and advises policymakers in Washington and abroad. Among the high-profile cases Dranginis has worked are those against former Liberian President Charles Taylor and former Guatemalan President Efraín Ríos Montt, the latter for genocide. In a trial before the Inter-American Court of Human Rights in 2012, Dranginis helped successfully litigate a case against the government of Guatemala on behalf of victims of sexual violence, forced disappearances, and torture. In 2008, she was a consultant to then-ICC Chief Prosecutor Luis Moreno Ocampo, and later led a program in Northern Uganda supporting conflict-affected communities. In 2005, she worked as a consultant to truth commission efforts in Peru and Paraguay. In 2006 and 2007, Dranginis was a Fulbright scholar in Guatemala, where she was a legal consultant to victims of Guatemala's ongoing surge of murders targeting young women; she also supported ongoing genocide investigations and represented communities affected by large-scale mining and electricity projects. She holds a JD from the University of California, Berkeley, School of Law and a BA in international relations and history from Connecticut College.

**Cindy Edelstein**, Founder and President, Jeweler's Resource Bureau; Edelstein is an award-winning entrepreneur who has made it her mission to support the growth of designer fine jewelry as a retail category, an art form, and a community with unique trade events, publications, seminars, business coaching, and the industry's first "Project Runway"-like business incubator contest called

"Future of Design." Edelstein is a champion of entrepreneurial artists whom she has dubbed "designpreneurs." At the same time, Edelstein works with large organizations, trade shows, membership organizations and foreign export entities to offer insight into the design world. Her social media persona as "@JewelryBizGuru" spans the world of fine jewelry, including design, media, manufacturing, and retail. An author, consultant, and speaker, Edelstein often addresses design schools, industry gatherings, and networking events. She is the co-author with her husband Frank Stankus of the book *Brilliance! Masterpieces from The American Jewelry Design Council* (2008).

**Cecilia Gardner**, President, CEO, and General Counsel, Jewelers Vigilance Committee (JVC); JVC is a not-for-profit trade association dedicated to compliance with laws pertaining to the jewelry industry. She is also general counsel to the World Diamond Council, an international association whose purpose is to end the trade in conflict diamonds; general counsel to and director of the United States Kimberley Process Authority Institute; and a member of the President's Council and Executive Committee of CIBJO, a confederation of international jewelry trade associations. A graduate of Smith College and Hofstra University School of Law, Gardner's career has included positions as a federal prosecutor at the Office of the United States Attorney for the Eastern District of New York. As an assistant US attorney, she specialized in narcotics, money laundering, organized crime, and white-collar cases. Her positions included appointments as the deputy chief of the Narcotics Unit and as attorney-in-charge in the Long Island Office. Her work included numerous international investigations and prosecutions.

**Evert deGraeve**, fine jeweler, independent consultant, and authority on using social media globally; since 2006, he has launched designers and brands using social media into the Chinese market. Previously: Vice President, Product Development and Design, David Yurman Designs, Inc. (2003 – 2006), where he directed design and development of new products based on Yurman's design concept, assisted Yurman in developing a signature diamond cut, and managed development of models and prototypes with in-house use of CAD/CAM software and rapid prototyping; Vice President, Global Product Development and Design, Mikimoto America, New York City (2001 – 2004), where he developed a global product language, oversaw development of a global jewelry collection, directed product design and development, and introduced CAD/CAM design and rapid prototyping; Director, Product Development and Design, Special Business Development, The Suna Collection, Suna Bros. Inc. (1993 – 2001) where he managed the design and model-making functions for The Suna Collection brand and private label clients, introduced global manufacturing and participated in developing Caribbean and European markets; Vice President, Special Programs, Harry Winston Inc., New York City (1988 – 1993), where he launched private label jewelry brands in Japan and South Korea, functioned as design director for Harry Winston's special program division, and managed a production facility in China.

**Michelle Graff**, Editor-in-chief, *National Jeweler*; a native of Pittsburgh who earned her journalism degree at Ohio University, she began working at *National Jeweler* in 2007 as the senior editor, traveling to Israel, Africa, Dubai, and Belgium to learn about the jewelry industry. In August 2013, the company promoted her to her present position, and she now oversees the content on *NationalJeweler.com* as well as the 109-year-old publication's new digital magazine. Graff was the 2014 winner of the WJA's Award for Excellence in the editorial category.

**Alishan Halebian**, jewelry designer; he started his jewelry career in 1970 and soon thereafter, private clients recognized his artistic talent. His design career began at the College of Ceramic Art in Armenia, and he continued his studies in art and drawing in California. A self-taught goldsmith, his treatment of precious metals is masterful. Using sophisticated techniques, he creates seemingly weightless pieces, capturing metal's beauty. Notable for their individual characteristics and emotions, and their melding of line and form, his contemporary designs are influenced by classical elements, and his references to his Armenian heritage bring together the philosophies of two world cultures: East and West. Halebian also derives inspiration from other artistic expressions, from African art to contemporary sculptures. His use of different colored metals in a single piece of jewelry and use of subtle color in his gem-set pieces result in jewelry that is strong yet feminine. Over the years, the California-based designer has won numerous prestigious competitions, including two awards from the International Pearl Competition in Japan, several awards from American Gem Trade Association, as well as awards from the American Pearl Company and Platinum Guild International.

**Mark Hanna**, Chief Marketing Officer, Richline Group, Inc., a Berkshire Hathaway Company; during Hanna's 44 years in the jewelry industry, he has had experience in all facets of management, manufacturing, marketing, sales and compliance. In 2012, he was honored as one of the US's top 200 CMOs. Hanna is a board member of Special Olympics and the Responsible Jewellery Council, as well as an active member and contributor to the JVC, MJSA, and the CMO Club.

# Registration

Registration confirmations are sent via email.

**To register on-line:**  
**iacgold2015@eventbrite.com**

**By e-mail:** Fill in the registration form and send to:  
info@artinitiatives.com.

**By mail:** Return form at least 10 days before the conference start date with a check or money order payable to **Initiatives in Art and Culture** or complete the credit card information on the form, and mail to Initiatives in Art and Culture, 333 East 57th Street, Suite 13B, New York, NY 10022.

**By phone:** Using American Express®, Visa® Card, Discover®, or MasterCard®, call (646) 485-1952.

**Fee:** The conference fee is \$350. The rate for full-time students is \$100 (with ID).

**Withdrawal and refunds:** Notice of withdrawal must be made in writing to: Initiatives in Art and Culture, 333 East 57th Street, Suite 13B, New York, NY 10022 or via e-mail to info@artinitiatives.com. No refunds will be made after April 1, 2015.

**Conference location:** Formal sessions take place at The Graduate Center, City University of New York, 365 Fifth Avenue (between 34th and 35th Streets).

Program subject to change.



Heirloom by Doyle & Doyle, *Ouroboros Bracelet*, 10 kt yellow gold. Photo: courtesy, Doyle & Doyle.



Anita Ko, *18 kt Rose Gold Six-Sided Spike Bracelet With One Diamond Spike*.

Single-day registration options available; please send inquiries to:  
info@artinitiatives.com or call (646) 485-1952.

**Please register me for GOLD: Trends, Techniques, and Transparency.  
The conference fee is \$350 / Student rate \$100 (with ID).**

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## METHOD OF PAYMENT

Payment is enclosed (check or money order made payable to Initiatives in Art and Culture), or

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**Deirdre Hanrahan**, Founder/Designer, WYS Jewelry and exclusive East Coast distributor of 24 kt gold (and sterling silver ) temporary tattoos from Italy; Hanrahan began her career in fashion jewelry but her passion led to the establishment of WYS, originating from her connection to the ethereal. "My jewelry is all about the positive energy within an individual, and everyone they touch on a daily basis." Hanrahan and WYS continue to broaden their horizons by adding celestial undertones – inspiration for our daily life – Starz, Solstice, Eternity Et Floating Diamonds fine jewelry to the WYS collections lines; these complement, the beautiful, temporary 24 kt tattoos that are a rage in Europe, appearing in Italian *Cosmopolitan* and on the runways of Paris (Dior) – and trending into the American fashion elite, *Vogue* to *Marie Claire*, and worn by celebrities (Beyoncé). WYS' 24 kt gold tattoos are now available fine jewelers who can adorn costumers with beautiful, temporary, sparkle to fit any event, at affordable prices. From the transcendent to the substantial, the choices are extensive and complement any beautiful gem. The process of application is as simple as placing the tattoo on dry skin, blotting with a damp cloth (paper towel), after a few seconds the radiance begins.

**Matthew Hart**, veteran writer and journalist and author of seven books, including his latest, *Gold: the Race for the World's Most Seductive Metal and Diamond: the History of a Cold-Blooded Love Affair*; he has written for *Vanity Fair*, *The Atlantic*, *the Wall Street Journal*, *W*, *The Times* of London, and many other magazines and newspapers. Hart has appeared on *60 Minutes*, and written TV documentaries and specials, including two IMAX films. The National Geographic Channel's two-hour special "The Quest for Gold," which aired in December, was based on his recent book.

**Robyn Hawk**, social content curator / jewelry and gem blogger; better known as @aflyonthewall and her recognizable green fly which is found across most social platforms, Hawk is a social content curator to gem and jewelry brands, businesses, and artists. With a dozen blogs constantly in need of updating, Robyn is a self-proclaimed "Serial Blogger." She writes with the goal of educating the public, promoting emerging designers to jewelry stores, and sharing her love of colored gems and minerals while always reporting from her unique viewpoint as a metalsmith, gem cutter, and student of gemology and mineralogy. Her blogs include Tucson Gem Show Live!; AFlyOnTheWall Views Et Reviews (reviewing events Et books); The Daily Jewel—bringing you Industry News and tomorrow's trends—today!; Celebrity Jewels; and Historic Gems Et Jewelry.

**Barbara Heinrich**, master goldsmith; after completing a goldsmithing apprenticeship and degree course at Pforzheim College of Design in Germany, Heinrich came to the United States and received her MFA at Rochester Institute of Technology. She has been successfully operating Barbara Heinrich Studio for over 30 years. Finding inspiration in art, nature, architecture and music, she transforms images and ideas into wearable pieces of art. Using mainly traditional goldsmithing techniques and tools, she and her team of talented and professionally trained jewelers create award-winning pieces that display unique multi-textured finishes in 18 kt gold and unify classic and contemporary design. Considered a leader in the art jewelry industry, Heinrich is president of the American Jewelry Design Council (AJDC) and is an active member of numerous professional jewelry organizations. Among her awards are: a Couture Design Award (Best of Gold; 2009); an MJA Vision Award (First Place, Gold Distinction; 2011); and both the Fashion and Luster Awards in the 2011 – 2012 International Pearl Design Competition of the Cultured Pearl Association of America. Her work has been widely published and is sold in 45 locations across the country.

**Susan Helmich**, jewelry designer, goldsmith, wholesaler, retailer; born in Los Angeles, it has been over 44 years since she embarked upon a life as an artist, choosing goldsmithing as her vehicle of expression, believing that art forms are a powerful language that can be translated soulfully by those who are compelled to look. Helmich's design inspiration is derived from her study of art history, gemology, lapidary, and archeology. The influence of such things as earth's natural elements, the ocean and sea faring vessels, music and the beauty of stringed instruments is evident in Helmich's work. She also employs a rich palette of precious metals, fine colored gems, and ancient coins to realize her vision, and to connect directly with the millennia of work and cultures that have come before. For Helmich, great design is timeless with its inherent value being the culmination of artful communication through extraordinary design, extraordinary elements, and excellence in craftsmanship. Among the most meaningful awards and accolades she has received are: MJA's American Designer of the Year (1991); New York Women's Jewelry Association's Design Excellence Award (1996); Japan International Pearl Design Awards (1990 – 1992); Munsteiner Atelier Guest Artist Exhibition, Germany (1994, 2002); and election as President, AJDC (2000 – 2003).

**Jose Hess**, jewelry designer, master goldsmith, and gemologist; he possesses a talent for creating original, contemporary jewelry that dazzles with diamonds. A driving force on the international design circuit, Hess is a leader in and an active proponent of American jewelry design. Mentor and educator, Hess has taught jewelry model-making and design at FIT, and often addresses student groups on goldsmithing and jewelry design. He was the first American president of CIBJO, an international trade association whose mission is to establish uniform standards for the jewelry industry worldwide. He is a past president of the 24 Karat Club of

New York City, MJSA, the Plumb Club, and a founding member of AJDC. A winner of numerous jewelry design award competitions including the prestigious DeBeers Diamonds International award, Hess's jewelry has been prominently featured in *InStyle*, *Town Et Country*, *Vogue*, and a variety of other publications. A group of Jose Hess creations were recently exhibited at the Kent State University Museum and at the Forbes Gallery.

**Jeff High**, Chief Innovation Officer, Stuller, Inc. since 2012, where he focuses on applying technology to enhance the design, manufacture and marking of jewelry products. In 1990, he founded Gemvision which develops design software for the jewelry industry such as the award winning Matrix 7, and Countersketch Studio, as well as desktop CNC milling machines and photo equipment,

**Peter Hubbell**, Founder and CEO, BoomAgers, the pioneering advertising and marketing company focusing on "Baby Boomers"; he launched BoomAgers in 2012 after nearly three decades in leadership roles at global advertising agencies. Hubbell is the author of *The Old Rush: Marketing for Gold in the Age of Aging* (2014), and was named a 2014 Global Agency Innovator by *The Internationalist* for the groundbreaking work BoomAgers does with some of the world's leading marketers. Hubbell is a widely sought-after marketing expert and speaker, and is a regular contributor to the *Huffington Post*, *Media Post*, and *Broadcasting Et Cable*, among others. His second book, *Getting Better With Age*, will be published in autumn, 2015.

**Finbarr Hutcheson**, President and CEO, ICE Benchmark Administration Limited, a wholly-owned subsidiary of Intercontinental Exchange (NYSE: ICE); previously, Hutcheson served as the chief executive of NYSE Liffe, the international derivatives business of NYSE Euronext, and was responsible for the Group's European fixed-income, currencies, and commodities (FICC) businesses; he joined NYSE Euronext in 2011. Prior to this, Hutcheson spent 15 years working for Goldman Sachs in a variety of roles in derivatives. Most recently, he was global head of Futures Services Business Development within the Securities Division.

**Ana Khouri**, jewelry designer; Brazilian by birth and residing in New York, Khouri graduated in fine arts from the Faculdade Armando Alvares Penteado, Sao Paulo. While still in college, she started designing her first jewelry pieces; which involved connecting sculpture, which she was already working with the body. After graduation Khouri moved to New York and then London to study gemology and jewelry at GIA as well as St. Martins London and Parsons. Her unmistakable signature style, involving sharp and challenging designs known for their unpretentious elegance, perfect anatomy, and revolutionary symmetry, permeates her entire range of contemporary jewelry, from the sleek bangles in brushed gold to plain, pearl ear cuffs and studs. Khouri does not create collections. Her jewelry is considered haute couture, and her pieces, when not unique, are issued in numbered editions.

**Anita Ko**, Los Angeles-based jewelry designer who founded her fine jewelry company in 2006; Ko began her company with a commitment to creating jewelry focused on quality and craftsmanship. Designed with the modern woman in mind, she creates a variety of unique and contemporary pieces that are perfect for any occasion. She and her work have been featured in some of the world's largest publications including *Elle*, *Vogue*, *W*, *Harper's Bazaar*, *Marie Claire*, *Woman's Wear Daily*, *The New York Times*. The brand also has a large celebrity following and has been worn by Victoria Beckham, Rosie Huntington-Whiteley, Jennifer Lawrence, Cameron Diaz, Emma Watson, Miranda Kerr, Jessica Biel, Johnny Depp, Heidi Klum, and Rihanna.

**Cheryl Kremkow**, Director, Citrine Media; she has more than 25 years' experience telling compelling jewelry stories to consumers, retailers, and manufacturers in a variety of media. Kremkow was editor-in-chief of *Modern Jeweler*, *Lustre*, and *Jewellery News Asia* magazines. She has been the vice president of content for three jewelry e-commerce start-ups and was the Gembureau director for the International Colored Gemstone Association. Her marketing and brand development firm Citrine Media helps brands use emerging technologies to have authentic consumer conversations.

**Mark B. Mann**, Director, Global Jewelry Manufacturing Arts (JMA), Gemological Institute of America (GIA); Mann's responsibilities are planning, developing, implementing, and evaluating GIA's global JMA education programs. He collaborates with GIA's domestic and international teaching faculty to improve and customize programs to suit local markets and serve new target audiences. Mann has more than 40 years' experience working in jewelry retail, production manufacturing, and jewelry manufacturing education environments. Prior to joining GIA, he was director of product engineering for a global diamond jewelry firm, where he was responsible for ensuring jewelry quality and performance and developing a certified service center program. He was also formerly the director of professional certification and trade programs at JA, where he facilitated development of certification programs for jewelry manufacturing, sales and management at the retail level. During his tenure at JA, he authored numerous trade and technical articles and was a frequent industry speaker.

**Claudia Mata**, Accessories and Jewelry Director, *W*, since 2011; born in El Salvador and raised in New Orleans, LA, after spending seven years at *Town Et Country* magazine, Claudia joined *W* in her current position. Responsible for spearheading all jewelry and accessories editorial, she covers the women's accessory markets

and fashion and jewelry/watch shows and styles photo shoots. Mata's love of jewelry is displayed through a quarterly page in *W* entitled, "Claudia's Jewelry Box." In 2015, Claudia was the recipient of the Gem Award for Media Excellence.

**Christina Miller**, Executive Director (2014) and Co-founder (2004), Ethical Metalsmiths (EM); EM leads jewelers and consumers in becoming informed activists for responsible mining, sustainable economic development, and for the use of verified, ethical sources of materials in jewelry-making. In 2013 EM successfully introduced FAIRMINED gold to the US in collaboration with 23 independent jewelers. EM's popular Radical Jewelry Makeover project continues to engage communities around the country in conversations about jewelry and consumption. Prior to assuming the directorship of EM, Miller was an assistant professor of jewelry and metalsmithing at Millersville University in Pennsylvania, from which she had received her BFA prior to receiving an MFA from East Carolina University. She received a Distinguished Civic Leadership award while at teaching at Millersville for her work with Ethical Metalsmiths.

**Jack Ogden**, leading expert on jewelry history and a jewelry industry consultant; he is a member of the fourth generation of a well-known British jewelry business, but after a brief period in it he entered the consulting field, working with museums, auction houses, dealers, and collectors worldwide primarily on problems of authenticity of historical metal jewelry. He has written and lectured widely on ancient and historic jewelry and taught courses at The J. Paul Getty Museum, the Smithsonian Institution, the NYU Institute of Fine Arts, and the Institute of Archaeology (London). His 1982 book *Jewellery of the Ancient World* remains the standard work on early jewelry materials and technology. An elected Fellow of the Society of Antiquaries of London, he has a doctorate from Durham University (Egyptology), the Gem-A Gemmology Diploma (with distinction), and the Diploma in Art Profession Law and Ethics (with distinction) from the Institute of Art Law. Over the years he has also been chief executive of the Gemmological Association of Great Britain (Gem-A) and run CIBJO (the World Jewellery Confederation) and several of his own companies.

**Savannah Peterson**, Director of Global Community, Shapeways, which she joined in 2013; since February 2014, she has led the company's creative and innovative community team, mentored top 3D designers in brand building, publicity, and product development, and spoken around the world about 3D printing, the maker movement, and design. A graduate of the University of Washington, she has been a guest lecturer and design juror at Stanford University Design School; a guest teacher at NYU, PACE University and SUNY Oswego, and has spoken at SxSW Interactive, ArtsEdTechNYC, and other gatherings around the world.

**Toby Pomeroy**, designer, goldsmith, activist for social and environmental responsibility in the jewelry industry, and president of TOBY POMEROY, a jewelry design and manufacturing firm in Corvallis, Oregon that creates distinctive jewelry of uncompromising quality; Pomeroy is actively committed to an ethical jewelry industry and to the empowerment of responsible artisanal and small-scale miners globally. The son of medical missionary parents, Pomeroy grew up in the bio-diverse foothills of the north Indian Himalayas and was indelibly influenced by the region and its craftspeople. Creating jewelry in his Oregon studio, his forged work is recognized by its elegant simplicity and wearable style. In 2005, Pomeroy committed to the possibility of reversing the devastating environmental and social impacts of conventional mining and was one of the first jewelry designers in the US to widely encourage jewelers to use and promote the benefits of using reclaimed gold and silver. A dedicated advocate for responsible mining, he is a member of the board of directors of the Alliance for Responsible Mining (ARM), a nongovernmental organization (NGO) whose purpose is to empower responsible artisanal and small-scale mining and enhance the quality of life of artisanal miners, their families, and their communities. Pomeroy believes that the jewelry industry can be pivotal in instituting responsible mining practices by purchasing responsibly sourced gems and metals with transparent chains of custody, from mine to market.

**Kenneth Porter**, Head of Business Development, Fairmined Initiative, ARM; ARM is a non-profit globally recognized pioneer of responsible artisanal and small-scale mining. One of its most important initiatives is the Fairmined Standard and Mark. The Fairmined Standard positively impacts miners and their communities and has transformed artisanal and small-scale mining into an active force for good. An assurance label, the Fairmined Mark certifies gold that originates from mining communities which meet the Fairmined Standard for responsible practices, confirming that purchasers have obtained their gold from a source of which they can be proud. Porter has a background in international business and development studies and a vision of how the gold and jewelry industry can contribute to and create value for the entire ecosystem. By supporting and establishing the viability of responsible artisanal mining through certification everyone can be a positive contributor to the sustainable development of mining communities.

**Susan Thea Posnock**, Director of Public Affairs and Education, Jewelers of America (JA); through JA public affairs, she works on issues related to responsible business practices in the jewelry supply chain, from mine to retail, as well as legislative and legal issues and policies that impact the jewelry industry. Posnock also oversees JA's education department, which provides a gateway to higher learning and career development. Education includes

seminars, sales and gemology training, professional certification and discounts on leading industry education. Posnock has more than 20 years' experience in the journalism and public affairs fields. Prior to joining JA, she worked as senior editor for *National Jeweler* magazine, where she covered the international diamond and jewelry industries.

**Candice Sabatini**, Co-owner, *Beauty News NYC*, established in 2003 as the first online beauty and lifestyle magazine; a native New Yorker who has loved jewelry since early childhood, Sabatini grew up with a father whose career was to provide specialty tools and expertise to jewelers all over the US, tools that allowed them to create custom and unique pieces. After graduating from college with a degree in fine arts and a specialty in sculpture and jewelry creating, Sabatini entered the publishing world and has held executive positions as a fashion editor and journalist, as well as in marketing for both fashion brands and licensing companies. She then expanded her writing to include beauty, since skincare, fragrance, and beauty products are also among her passions. Sabatini has also been a brand ambassador for CoverGirl cosmetics, as well as a product judge at the NYNOW show for six consecutive years. Additionally, she lends her expertise in spearheading social media campaigns, copywriting, and editorial writing for brands and companies. Find her online in [www.BeautyNewsNYC.com](http://www.BeautyNewsNYC.com), Twitter: @SabatiniOnStyle & @BeautyNewsNYC, and Instagram: @Candice\_Sabatini & @BeautyNewsNYC.

**Veleta Vancza**, artist, goldsmith, enamelist, and licensed nail technician and Co-founder, MINE Luxury Nail Lacquer; Vancza's background in academia and track record of innovation in vitreous enamel provided her with technical skill in metallurgy and drove her innovative thinking in conceptual design. The result is a hand-formulated and unparalleled product melting nail polish with fine art. A tech-savvy nail enthusiast who has worked in spas, salons, and on numerous private clients as a manicurist, Vancza's understanding of nail lacquers and innovative brush design is grounded in extensive research and real-world application and led to her quick-drying formulas and CLIO Image award-winning packaging. Vancza continues to make artwork and incorporates nails (gel, acrylic, and nail polish) into her current materials list. Her work has been exhibited internationally in venues such as the Museum of Arts & Design (MAD, NYC), the Design Museum (Helsinki), the Cheugju International Craft Biennale, and the Museum für Angewandte Kunst; it has also been featured in a variety of books and periodicals such as *Sculpture* magazine, *Metalsmith* magazine, *The Boston Globe*, *Art Jewelry Today*, *21st Century Jewelry*, and *The Art of Enameling: Techniques, Projects, Inspiration*. Her works can be found in the permanent collections of the Kohler Company, the Luxe Hotel, and MAD, as well as in numerous private collections. The recipient of an MFA from Cranbrook Academy of Art (2003) and a BFA from SUNY, New Paltz (2000), she also holds an AAS from FIT (1993).

**Jonathan Wahl**, artist, who work ranges from jewelry to fine art, and since 1999 Director, the Jewelry Center at the 92nd Street Y. He is responsible for developing and overseeing a curriculum that has over 55 classes weekly and 15 visiting artists yearly, serving 1,300 students annually, supervising 25 faculty members, maintaining four state-of-the-art jewelry and metalsmithing studios, and promoting the department locally and nationally as a jewelry resource center; the program was featured in the PBS series *Craft in America* (2009). Named one of the top-10 jewelers to watch by *W Jewelry* in 2006, Wahl served as artist-in-residence at Hochschule Der Kunst in Berlin, Germany (1994 – 1995). Part of the permanent collections of The Metropolitan Museum of Art, MAD, The Museum of Fine Arts, Houston, and the Samuel Dorsky Museum of Art, his work has been featured or reviewed in publications as diverse as *The New York Times*, *Art in America*, *The New Yorker*, *Oprah Magazine*, *W Jewelry*, the *Philadelphia Inquirer*, *Metalsmith* magazine, *Harper's Bazaar*, the *Advocate*, and in *1,000 Rings and 500 Enameled Objects* (both Lark Books). Wahl has been awarded an Emerging Artist Fellowship from the Louis Comfort Tiffany Foundation, two New York Foundation for the Arts Fellowships (one for craft, one for drawing), and the Pennsylvania Society of Goldsmiths Award for "Outstanding Achievement." His jewelry can be seen at De Vera NYC and Eagan Day in Philadelphia. His fine art is represented by Sienna gallery.

**Benjamin Zucker**, authority on precious stones; a third-generation New York gem merchant born on the French Riviera, after attending Yale and Harvard Law School Zucker followed his father and grandfather into the family gem business. Among his more recent publications are *Gems and Jewels: A Connoisseur's Guide* (2003), as well as the novels *Blue* (2000), *Green* (2001), and *White* (2008) in which precious stones play a vital role in the lives of the protagonists. Among his other publications are *A Green Diamond* (1998) and *Islamic Rings and Gems* (1984). He has assembled the Zucker Family Collection, widely regarded as the best American private collection of antique rings, on long-term loan to the Walters Art Gallery, Baltimore, and now on exhibition in "Bedazzled: 5,000 Years of Jewelry." His latest book, co-authored with Diana Scarisbrick, is *Elihu Yale: Merchant, Collector & Patron* (Thames & Hudson, 2014) who used part of the fortune he made in diamond trading to help found the university that bears his name. A portion of the collection assembled for this project is on view at Yale's Peabody Museum of Natural History from November 2008. He has lectured widely, appears in the media and was profiled in *Art + Auction* (September 2008).



*Ashanti Queen Mother Ghana. © Gold of Africa Museum, Capetown, South Africa.*

## Initiatives

in Art and Culture

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333 East 57th Street, Suite 13B  
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# GOLD

TRENDS, TECHNIQUES,  
AND TRANSPARENCY

A CONFERENCE IN NEW YORK CITY

THURSDAY, APRIL 9 – FRIDAY, APRIL 10, 2015

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Bathsheba Grossman, *Gyroid*, 18 kt yellow gold, 2005, Cooksongold.



Artisanal Gold Miner in El Chocó, Colombia.  
Photo: © Ronald de Hommel.



Barbara Heinrich, *Open Frame Leaf Cuff*, 18 kt yellow gold. © 2009 Barbara Heinrich Studio.



*Roman Wreath of Ivy*, gold,  $9\frac{1}{2} \times 8\frac{5}{8} \times 1\frac{3}{4}$  in. The Metropolitan Museum of Art, gift of J. Pierpont Morgan, 1900, 00.15.1.

Daniel Brush, *Rivulet* (interior), pure gold, steel, 1994 – 1996. 3 x 4 x 4 in. Private collection. Photo: John Bigelow Taylor.

