

# Initiatives

in Art and Culture

# GOLD

DESIGN, DESIRE,  
AND DEMAND

FRIDAY, APRIL 11 – SATURDAY, APRIL 12, 2014

A CONFERENCE IN NEW YORK CITY

A Group of Aurelia Miners at the Tunnel Entrance. Photo: Kike Amali; courtesy, Alliance for Responsible Mining.



David Webb, *Cloud Collar Necklace*. Chased 18-kt gold, graduated scroll plaque links, designed 1971. Photo: Ilan Rubin.



Henry Dunay, *The City in the Sky Brooch*. An urban landscape with one tourmaline, diamonds, and gold. Reproduced in *Henry Dunay: A Precious Life* (New York: Abrams, 2007), p. 93.



Lionel Dean / Cooksongold, *Cuore*. 18-kt gold, 2012.

# GOLD DESIGN, DESIRE, AND DEMAND

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## A CONFERENCE IN NEW YORK CITY

Initiatives in Art and Culture takes a wide-ranging look at gold in its fourth annual international conference devoted to this precious metal. With a focus on jewelry, we explore the underpinnings of gold's abiding emotional power and enduring value, how specific design choices contribute to object quality, and how particular techniques, cutting-edge technologies, and forms are applied to create jewelry that has personal meaning. We look too at how the success of a collection can be shaped by naming and the specific narrative constructed around it. We then turn to the purchaser, considering especially the challenges and opportunities of marketing to millennials. Trends and trend forecasting are also considered given the criticality to manufacturers and retailers of understanding both the messages and aesthetics that will resonate in an evolving marketplace. 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 due diligence under Dodd-Frank and a panel devoted to fair gold, artisanal mining, traceability, and the marketplace.



Coomi, Antiquity 20-kt Gold Ring With  
15th-Century Bronze Head Piece Surrounded by  
Rose-cut Diamonds With Stupa Sculpture on Shank.  
Origin, Ayutthaya, 2013. Photo: courtesy, Coomi.

We are deeply grateful to the following contributors who have made this conference possible.

Richline is the Leadership Sponsor.

Gemological Institute of America and Melissa Joy Manning are sponsors at the Supporter Level.

We are grateful for sponsorship from IPPOLITA, Kara Ross, LLC., and Macklowe Gallery and support from Barbara Tober.

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## RICHLINE GROUP

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Antique Victorian Gold, Turquoise and Diamond Serpent Bracelet With Heart-Shaped Locket Suspended From the Serpent's Mouth, circa 1860. Photo: courtesy, Macklowe Gallery.



## Thursday, April 10, 2014

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6:00 – 8:00 p.m. **Conference Kick-Off and Special Selection of Gold Jewelry**  
Macklowe Gallery  
667 Madison Avenue  
(between 60th and 61st Streets)

7:00 p.m. **Remarks on 19th- and 20th-century Gold Jewelry**  
Benjamin Macklowe, President,  
Macklowe Gallery

## Friday, April 11, 2014

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

8:15 – 9:00 a.m. **Registration and continental breakfast**

9:15 – 9:30 a.m. **Introduction.** Lisa Koenigsberg.

9:30 – 10:10 a.m. **The Emotional Power of Gold.**  
Glenn Adamson.

10:15 – 11:00 a.m. **The Primacy of Design.**  
Jack Ogden.

11:00 – 11:15 a.m. **Break.**

11:15 a.m. – 12:15 p.m. **The Allure of Gold: Marketing Luxury to Millennials.**  
Pamela N. Danziger.

12:15 – 1:30 p.m. **Lunch (on your own)**

1:30 – 2:30 p.m. **Trendvision: Forecasting the Jewelry Market and Product Directions for 2015.** Paola De Luca.

2:30 – 3:15 p.m. **Personalization of Gold: Form, Technique, and Culture.**  
Coomi, Heather Moore, Alex Woo, David Rees; Jack Ogden, moderator.

3:15 – 3:30 p.m. **Break**



Paul Revere, Jr, *Gold Wedding Ring*, 1773.  
The Museum of Fine Arts, Boston, 56.585.



Cover of *Trendbook Forecast 2015+*.



Heather Moore, *14-kt Yellow and Rose Gold Necklace, With Heart, Round, and Channel-set Key Charms, and Accented With a Moss Aquamarine Harriet Stone, and a Collection of Gemstones.*  
Photo: courtesy, Heather Moore Jewelry.

3:30 – 4:30 p.m.

**Fair Gold: Artisanal Miners, Traceability, and the Marketplace – A Panel.** David A. Bouffard, Cecilia Gardner, Peter Harrell, Melissa Joy Manning, Christina Miller, Toby Pomeroy, Susan Thea Posnock; Rob Bates, moderator.

4:30 – 5:00 p.m.

**Implementing Due Diligence for Dodd–Frank.** Cecilia Gardner.

6:00 – 8:00 p.m.

**Private reception in celebration of GOLD: Design, Desire, and Demand, Initiatives in Art and Culture’s Fourth Annual Gold Conference**  
Melissa Joy Manning  
12 Wooster Street  
(between Grand and Canal Streets)

## Saturday, April 12, 2013

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

8:45 – 9:30 a.m.

**Continental breakfast**

9:30 – 9:45 a.m.

**Opening Remarks.** Lisa Koenigsberg.

9:45 – 10:30 a.m.

**Social Media: Enhancing Brand Image and Driving Sales.** Natalie Bos, Cindy Edelstein, Shenan Reed, Michael Schechter; Cheryl Kremkow, moderator.

10:30 – 11:15 a.m.

**Designing for Millenials – a Panel.** Pamela Love, Melissa Joy Manning, Janis Savitt; Karen Giberson DiPietro, moderator.

11:15 – 11:30 a.m.

**Break**

11:30 a.m. – 12:30 p.m.

**New Horizons: New Technologies and Their Possibilities – a Conversation.** Steve Adler, Joshua St. John, Mark B. Mann; Peggy Jo Donahue, moderator.

12:30 – 1:45 p.m.

**Lunch (on your own)**

1:45 – 2:30 p.m.

**Ancient Gold and David Webb: Sources and Inspiration.** Mark Emanuel.

2:30 – 3:15 p.m.

**Concretizing the Narrative: the Gold Jewelry of William Harper.** William Harper.

3:15 – 4:00 p.m.

**Creating Henry Dunay: Naming Collections, Narrative, and Personalization.** Henry Dunay.



Melissa Joy Manning, 14-kt Gold Hand-made Chain Collar Necklace.



Janis Savitt, 14-kt. Yellow Gold and Diamond Double-wrap I.D. Bracelet.

# 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. 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.

**Glenn Adamson**, The Nanette L. Laitman Director, Museum of Arts and Design (MAD) in New York City. He was, until Autumn 2013, head of research at the V&A, where he was active as a curator, historian, and theorist. Adamson's publications include *Thinking Through Craft* (2007), *The Craft Reader* (2010), *The Invention of Craft* (2013), and *Postmodernism: Style and Subversion 1970 to 1990* (2011). He is also the co-founder and editor of the triannual *Journal of Modern Craft*.

**Steven Adler**, founder, A3DM Technologies Corp; A3DM is a leading supplier of product engineering services used by luxury brands in fine jewelry and fine art sculpture. As a recognized expert and consultant in additive manufacturing for the US jewelry industry, he has been a featured lecturer on 3D printing at the Santa Fe Symposium, JCK Las Vegas, MJSA Expo New York, Portland Jewelry Symposium, and the Society of Manufacturing Engineers RAPID conferences. As a writer, he is also a frequent contributor to MJSA Journal and JCK Magazine on cutting-edge technologies. Steven serves on the advisory board of the publication MJSA Custom Jeweler and the annual MJSA "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.

**Natalie Bos**, social media maven for fine jewelry and watches, jewelry enthusiast and blogger; Bos' journey into fine jewelry is a colorful story. Originally from Florida, she studied economics at the University of Pennsylvania and trained as a professional figure skater for Ukraine. A long-time social media enthusiast, Natalie took on several consultant positions helping jewelers promote their brands online. This early working experience ignited her passion for all things jewelry and inspired her to build *Jewels du Jour*, a Web site devoted to important historical and contemporary jewelry. Natalie's first love is discovering and researching extraordinary jewelry; *Jewels du Jour* is the outlet through which she shares this passion.

**David A. Bouffard**, Vice President, Corporate Affairs, Signet Jewelers Ltd.; Signet is the largest specialty retail jeweler in the US and UK with a total of 1,857 stores, and parent company of Kay® Jewelers, Jared® the Galleria of Jewelry, and other regional brands in the United States, as well as H. Samuel® and Ernest Jones® operating in the United Kingdom. Bouffard began his 33-year career with Signet in its US division in 1981 in Philadelphia-area field operations. From 1986 - 1991 he served as director of sales, merchandising, and advertising in New York City, and was then named estate jewelry general marketing manager. Moving to the home office in Akron, Ohio in 1994, he served as marketing director of corporate store promotions through 2003, marketing director of public relations and promotions through 2006, and in 2007 was promoted to vice president of public relations. In 2012, he was named to his current position in Signet Corporate Affairs, focusing on corporate social sustainability (CSR) / social ethical & environmental (SEE) issues, strategic communications, industry and government relations, and corporate giving. Bouffard is actively involved in industry organizations such as Jewelers of America (JA), the Jewelry

Information Center (JIC, the consumer education arm of JA), and Responsible Jewellery Council (RJC). He is a member of the Public Relations Society of America, the Women's Jewelry Association, Signet's SEE Committee, and has served in its "Connections" and "GEMS" Mentoring Programs. Bouffard received his undergraduate degree from Widener University in Philadelphia, his MBA from Case Western Reserve University, and his Graduate Gemologist accreditation from the Gemological Institute of America (GIA).

**Coomi**, jewelry designer; over the past two decades, her creativity and inherent artistic nature have driven her careers her careers as a textile designer, architect, and landscape designer, and now fuel her jewelry collection, launched under her own label in 2002. From the beginning, Coomi's feminine yet powerful lines and motifs, handcrafted in high karat gold, rose cut diamonds, and other precious gemstones met with success among leading luxury retailers, garnered industry awards, and won the attention of press both in the US and abroad. While in her teens, Coomi began designing pieces for herself out of beads, charms, and other found objects. After obtaining a BA in art history, she worked as both a textile designer and created jewelry for private clients. It was then that she "fell in love with every aspect of gold, the textures that I could create as well as the rich palette, nature and meaning of gemstones and the inherent character of various cuts of diamonds." Coomi was inducted into the Council of Fashion Designers of America (CFDA) in 2012.

**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 at the Global Luxury Forum in 2007 by Harper's Bazaar 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* (Paramount Market Publishing, 2011).

**Paola De Luca**, CEO, Paola De Luca Group Creative Intelligence (PDLG); the agency supplies design strategy and creative services to an international portfolio of clients from the fashion industry to Rio Tinto Diamonds, from governmental organizations to trade shows. In 2012, with the Fiera di Vicenza, she co-founded Trendvision Jewellery + Forecasting, an independent forecasting center. As forecaster and creative director, De Luca oversees all activities under the Trendvision partnership. De Luca's expertise in the jewelry, watch, and luxury goods sectors has developed over 20 years. In collaboration with CRU Publishing she established the TJF Group in 2001. This partnership developed research and forecasting activities for TJF Magazine and the TJF Trendbook. Widely recognized as the world's authoritative publication for the fine jewelry and the watch industry, the Trendbook (published most recently in September 2013 with Trendvision Jewellery + Forecasting) celebrated its twelfth anniversary. In 2011, De Luca launched the TRENDVISION Trend Area, which has since taken place annually during Fiera di Vicenza events in Italy and at leading international trade fairs. The TREND Area is intended to provide sector traders and opinion leaders with information, strategies, updates, fashion trends, and inspiration. De Luca offers boutique creative services to the jewelry, watch, and luxury goods sectors by bridging the gap between the creative and industrial worlds, directing an international network of professionals in developing design strategies, style directions, collections, branding and image projects, as well as trend forecasting and market research. She also runs seminars and educational programs all over the world, training programs, and workshops and seminars tailored to the requirements of each client. De Luca is a keynote public speaker at trade shows, for private client events, and at universities throughout the world. She is also a professor at the European Institute of Design and collaborates with the Politecnico di Milan. Among her clients are Sterling Jewelers, Emporio Armani-Fossil, AngloGold Ashanti, and Atelier Swarovski.

**Karen Giberson DiPietro**, president, Accessories Council; in her role as president of the Council, a nonprofit national advocacy group, she represents more than 210 of the biggest brands in the fashion industry. At the Accessories Council, DiPietro oversees production of events including industry-related panel discussions

and fundraising galas. She advocates for policy positively affecting the accessories industry and partners member companies to promote the industry as a whole. She also runs the ACE Awards, one of the fashion industry's leading events. With over 25 years' experience in merchandising, marketing, and public relations, DiPietro began her career in the executive training program at Macy's, and then took a position in their jewelry buying department. She later joined QVC where she served as director of event marketing; director of accessories, footwear and intimate apparel; senior buyer of accessories, footwear and intimate apparel; and a buyer and assistant buyer in beauty and fashion. DiPietro has also been a consultant for a companies including QVC, Always In(Style), Estee Lauder, HairZing, ElyseRyan Jewelry, Anomaly, Jack Rogers, Virgin American Airlines, Miramax, Sculptz Shapewear, and Tracy Reese. An EMMY award-winning executive producer of "Avec Eric," a PBS television show featuring star chef Eric Ripert that was named Outstanding Culinary Program in 2011, she holds a BA in communications and theater arts from Susquehanna University. She is a Wharton Fellow and serves on the board of directors of the Gibson Foundation, as chair of the Fashion Institute of Technology Accessory Advisory Board, as dinner chair for Chabad's Children of Chernobyl, and as a mentor for the NYC Fashion Fellowship Program.

**Peggy Jo Donahue**, director of public affairs at MJSA, the association for jewelry makers and designers; she writes and speaks on a variety of issues impacting the MJSA community, including legal compliance, responsible business practices, business trends, social media marketing, and jewelry making technology, and also manages MJSA's social networking. Donahue previously was employed as director of public affairs for Jewelers of America (JA), where she oversaw the association's public policy communications on responsible business practices. She was also 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 security issues. Donahue is a member of the Advisory Group for the Diamond Development Initiative, a non-profit organization working to improve the lives of artisanal and small-scale diamond miners and of the Advisory Council for Ethical Metalsmiths. She is Vice President, Communications for the Women's Jewelry Association's International Board, as well as a member of the WJA Metropolitan NY Chapter's Board. She is also an active participant at the Gemological Institute of America's Career Fairs.

**Henry Dunay**, goldsmith and jewelry designer; born Henry Loniewski in Jersey City, at age 18 he changed his last name to Dunay, his mother's maiden name, feeling that the name Loniewski would prove an impediment. At 14, Dunay began working as a messenger for Rudolph Cacioli, a New York City jeweler who shortly thereafter took him on as his apprentice. In 1967, he started his own jewelry design firm, Henry Dunay Designs. Almost immediately, he won what would be the first of many awards, a De Beers Diamonds International Award. Dunay is best known for extravagant and technical finishes that he applies to gold surfaces, often in combination, including diamond pavé, facets, matte, and Sabi, a flowing design of fine grooves, which he trademarked 1992. His jewelry was retailed throughout the world, substantially in the United States by Neiman Marcus, and with particular demand in Japan. Among his noteworthy clients have been then-First Lady Hillary Rodham Clinton and Elizabeth Taylor. In 1998 he launched a fragrance named Sabi. He became the president and founding member of the American Jewelry Design Council in 1989, and was the first American given the City of Geneva award for design. As a result of the financial crisis's impact at the end of the first decade of the 20th century, Henry Dunay Designs and its inventory valued at \$50 million was sold at auction in December 2009. He later formed a new company, H.D.D. Inc. focusing on designing custom pieces. The recipient of over 50 national and international awards during a career spanning over 40 years, he continues to design and hand-fabricate jewelry in New York City, and his newest label is HDNYC.

**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).

**Mark Emanuel**, jeweler and co-owner, David Webb; the son of a sculptor and raised in Rome, Emanuel traveled the world for over 35 years forging relationships while searching for jewelry and rare gemstones. Emanuel's approach to the world of fine jewelry is characterized by passion, experience, and a commitment to finding the best and the unique. In 2009, he was part of the group that purchased Fred Leighton during bankruptcy proceedings, and in June 2010, he entered a partnership to purchase the iconic American house of David Webb. In 2013, Emanuel began creating and re-creating David Webb jewelry from over 50,000 original illustrations in a studio with over 35 master jewelers and setters. In addition, he has overseen several new projects including the publication of a major book on David Webb jewelry, *David Webb: The Quintessential American Jeweler* (2013, R. Peltason, author) which was followed by an exhibition at the Norton Museum, "David Webb: Society's Jeweler" (Spring 2014).

**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.

**William Harper**, artist in gold and enamel jewelry, painting, sculpture, and mixed-media; internationally recognized as one of the foremost jewelry artists working today with fabricated gold, cloisonné enamel, and secondary objects both precious and non-precious. He executes each aspect of the work himself, wanting his touch to be manifest throughout his work. Not working on commission frees him to create whatever intrigues him. His starting point is conceptual; his work concerns itself with the expression of ideas, emotional response, experience, and narrative. He is fully engaged with the influence of myriad cultures, including that of Africa, which he then adapts to his own purposes. He simultaneously attended Case Western Reserve University for liberal arts and the Cleveland Institute of Art for studio, while studying art history at the Cleveland Museum of Art. He has taught at every educational level, from kindergarten to graduate school, among the latter being Cleveland Institute of Art, Parsons The New School for Design, Kent State University, Case Western Reserve University, and Florida State University, where he was Distinguished Research Professor until 1993. He has been a visiting artist at institutions including the Royal College of Art, Deutsches Goldschmiedehaus, Hanau, Germany, and Rhode Island School of Design. His work is in numerous permanent collections, among them those of The Metropolitan Museum of Art, The Cleveland Museum of Art, the Museum of Fine Arts, Boston, the Philadelphia Museum of Art, the Detroit Institute of Art, Toledo Museum of Art, Museum of Fine Arts, Houston, Los Angeles County Museum of Art, the Museum of Arts and Design, the Renwick Gallery / National Museum of American Art, Smithsonian Institution, the V&A Museum, and the Vatican. Since 1995, Harper has resided in New York City, where he maintains his studio.

**Peter Harrell**, Deputy Assistant Secretary for Counter Threat Finance and Sanctions, Bureau of Economic and Business Affairs (EB), United States Department of State; in this role, Harrell leads and coordinates the Department's economic sanctions and counter threat finance efforts across a range of sanctions regimes and policy priorities. Prior to joining EB, Harrell served on the Secretary's Policy Planning Staff from March 2009 to June 2012. While on the Policy Planning Staff, Harrell handled a range of sanctions, trade, and economic issues, and worked on several specific projects, including the Department's first ever Quadrennial Diplomacy and Development

Review. Before joining the State Department, Harrell served on President Barack Obama's 2008 campaign. He has worked as a reporter in Washington, DC, and is the author of numerous articles and one book, *Rwanda's Gamble: Gacaca and a New Model of Transitional Justice*. Originally from Atlanta, Georgia, Harrell is a graduate of Princeton University and the Yale Law School.

**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.

**Pamela Love**, jewelry designer; a native New Yorker, Love began making jewelry in her Brooklyn apartment in 2006. She has since created a full production facility and design studio in Manhattan's garment district. The line is committed to sustainability and localized production. All gemstones and semiprecious stones are ethically sourced and almost all metal used is recycled. The entire jewelry-making process, from design to sampling to full-scale production, is completed domestically with the majority of it done in-house at Love's studio. After receiving her BFA in Experimental Film and Art Direction from New York University's Tisch School of the Arts, she worked as an art director and painting assistant to painter Francesco Clemente. Her background in cinema and the arts informs her designs. She is also heavily influenced by astronomy, astrology, alchemy, botany, the American Southwest, and New York City's architecture. While inspired by American folklore, she also incorporates traditional tribal artisan patterns from North Africa, Mexican folk art, and medieval European iconography into her designs. The result is Love's own immediately recognizable modern urban mysticism. Love has collaborated with a wide range of acclaimed and emerging artists, designers, and retail brands, among them Creatures of the Wind, Monique Lhuillier, Zadig & Voltaire, Nine West, Zac Posen, Suno, J Crew, Topshop, Rogan, and Opening Ceremony (with director Spike Jonze). She is the recipient of the CFDA Swarovski Award for Accessory Design (2013), and the winner of the CFDA Lexus Eco Challenge for Sustainable Design (2012) and of the Ecco Domani Fashion Fund (2011).

**Mark B. Mann**, director, Global Jewelry Manufacturing Arts (JMA), Gemological Institute of America (GIA); Mann's responsibilities are planning, developing, implementing, and evaluating the Institute'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 of 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 Jewelers of America (JA), where he facilitated the 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.

**Melissa Joy Manning**, jewelry designer; since 1997, Manning has created a collection of unusual, modern designs using recycled metals and locally sourced stones. Her work is influenced by her passion for travel, art, and culture. After receiving her BA from San Francisco State University, Manning studied traditional silversmithing at the Instituto de Allende in San Miguel de Allende, Mexico, and European design principles at the University of Barcelona. Today, the San Francisco Bay area native designs multiple product lines including a custom collection of bridal jewelry. Manning purchases her materials, found worldwide, from only trusted suppliers who share her belief in both social and environmental sustainability. Each piece is handmade to order in her Berkeley, California studio by her in-house production staff. Now certified a "green" company by the State of California, Manning's corporate philosophy is the creation of sustainable change through ethical business practices. In 2005, Melissa moved to New York where she opened a sales, marketing, and design studio in SOHO. The first Melissa Joy Manning store opened in December 2010 in Berkeley, California, followed by a SoHo, New York store in 2014. In both stores, over 80% of the space was created using recycled materials, including the jewelry cases and display objects. Melissa Joy Manning jewelry can be found in over 250 high-end boutiques and specialty department stores worldwide. Her pieces have been featured on numerous

magazine covers and fashion spreads, in feature films, television programs, and music videos. As the co-chair of the CFDA Sustainability Committee, Manning continues not only to push the perceptions of precious, but also those of manufacturing processes in the fashion and jewelry worlds.

**Christina Miller**, executive director and co-founder (in 2004) of 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, now directed by Susie Ganch, 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.

**Heather Moore**, jeweler; in 1994, Heather Moore began designing jewelry which has evolved into one of the finest personalized collections in the luxury market. She combines her talent for storytelling with her passion for the arts to create a line that allows you to CHERISH WHO YOU ARE®. This collection is about documenting an individual's story and what shaped it along the way. In crafting a piece, artisans use a freehand technique where each character is individually hand stamped, imbuing each piece with a unique personality that matches the customer's individuality. All of the stamps are specific to the company and are milled at Heather Moore's studio in Cleveland, Ohio. The in-house steel shop provides the ability to create tooling which replicates a personal signature, sketch, logo, child's drawing and everything in between. Customers are encouraged to explore combinations of sterling silver and yellow, rose, white and green gold. With these classic designs, stories continue to be shown and worn as they are passed down as heirlooms of family history. Heather Moore Jewelry is at the forefront of the personalization movement, winning awards at Centurion, Couture, JCK, and other major shows. Its designs have been featured in *Hamptons Magazine*, *Harper's Bazaar*, *Inside Wedding*, *Instore*, *JCK Magazine*, *Martha Stewart Weddings*, *MJSA Journal*, *Rapaport Magazine*, *Retail Jeweler*, *Town & Country*, *Veranda*, and *W Magazine*.

**Jack Ogden**, leading expert on jewelry history and a jewelry industry consultant; until July 2012, he was chief executive of the Gemmological Association of Great Britain (Gem-A) and prior to that had run CIBJO (the World Jewellery Confederation), the National Association of Goldsmiths, and several of his own companies. 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, Smithsonian Institution, NYU Institute of Fine Arts, and 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.

**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 preserving the environment and elevating the status of 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 playing a role in reversing the environmental and social impacts of conventional mining and was one of the first jewelry designers in the US to use exclusively 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 socially and environmentally responsible artisanal and small-scale mining and enhance the quality of life of artisanal miners, their families, and their communities. He is currently creating

wedding and engagement rings with certified FAIRMINED gold and platinum from the Choco rainforest of Columbia, among the world's first certified FAIRMINED precious metals mined without the use of harmful chemicals. Pomeroy believes that the jewelry industry can be pivotal in instituting responsible mining practices by choosing responsibly sourced gems and minerals with transparent chains of custody, from mine to market.

**Susan Thea Posnock**, director of public affairs and education, Jewelers of America (JA); the public affairs department addresses responsible business practice issues in the jewelry supply chain, from mine to retail, as well as legislative and legal issues that impact the jewelry industry. Posnock is responsible for all public affairs projects, guiding them from concept through implementation. This includes researching, writing, editing and finalizing public affairs documents, as well as overseeing projects on JA's Web site and via other communication tools in conjunction with JA's marketing and communications team. Posnock has more than 18 years' experience in the journalism and public relations fields. Prior to joining JA, she worked as senior editor for *National Jeweler Magazine*, where she covered the international diamond industry and jewelry retail business news.

**Shenan Reed**, CMO / founder, Morpheus Media; Reed is charged with running the organization's media division. Her team is responsible for all paid media (social, search, display, affiliate) as well as SEO, social strategy, analytics and mobile strategy. Reed and her team have built a reputation for being experts in their field – guiding clients into the “new world” of digital media. Under her leadership, Morpheus grew from a “garage” start up to a company of over 100 employees with a roster of over 60 high-profile clients across luxury, fashion, entertainment, and media companies, among them The New York Times, A&E Television Networks, Vimeo, Mont Blanc, David Yurman, Bergdorf Goodman, Louis Vuitton, and Chanel. Reed's early career in data analysis supporting consumer-packaged goods at Spectra Marketing (a Nielsen Company) fostered her appreciation of what drives consumers, and the focus on and accessibility of data within the new digital realm made her migration there a natural one. In 2011, Reed and her partners chose to sell the agency to CreateTheGroup to further expand its service offerings and allow for even steeper growth. A respected thought leader, she is also an adjunct professor of Interactive Media at Iona College. Quoted in national publications, among them *The New York Times*, *The Wall Street Journal*, and *Women's Wear Daily*, and often asked to judge industry awards such as the OMMA and Stevie awards, she regularly contributes to *The Huffington Post* and *The Make Good*, and is a member of the DoubleClick Client Advisory Board and Google Zeitgeist Summit. She also sits on the advisory boards of several fashion and media start-ups.

**David Rees**, partner and co-founder, TENTHOUSANDTHINGS; Rees and his partner Ron Anderson create refined and minimal jewelry inspired by the natural beauty of the materials they use. Oxidized sterling silver, 18-kt gold beading, rare pearls, precious and semi-precious beads, and original carved stone shapes are used in their completely handmade necklaces, earrings and bracelets. They have recently created a 20th Anniversary Fine Jewelry collection of one-of-a-kind rings, necklaces and bracelets using rare fossilized opals, American natural pearls, diamond pave elements, unique sapphire cabochons, and rough diamond beads. Designed as a delicate balance of elements, the surprisingly simple, yet luxurious and sensual, jewelry deliberately enhances the human form. The name TENTHOUSANDTHINGS is taken from a line of the Tao Tse Ching, attributed to ancient Chinese philosopher, Lao Tzu. Loosely translated it reads “one thing begets ten thousand things.” The symbol of six unbroken lines is taken from the I-Ching and stands for infinite creativity. Formed in New York City in 1991 by Ron Anderson, originally from Michigan, a self-taught jeweler who has been actively designing jewelry since 1984 and David Rees, originally from Ohio, has a design education and extensive high-end retail experience. Before combining their talents, Ron sold his jewelry from a little table on the street in Soho. Together they created a collection that is now available in the world's finest stores. In 1998, they established their first retail shop, showroom and manufacturing facility on 19th Street in Manhattan. In 2004, they moved to their current location in the meat-packing district.

**Janis Savitt**, jewelry designer; a native New Yorker, Savitt has been fascinated by jewelry since she was a young girl. When Savitt was 12, she saw a showcase filled with jewelry and jewelry making tools



TENTHOUSANDTHINGS, Charm Necklace, 18-kt gold, diamond pave buttons, American natural pearl pendant with diamond pave, rough diamond beads and sapphires from the TENTHOUSANDTHINGS 20th Anniversary Fine Jewelry Collection.

while walking through a New York department store with her mother and announced, “I want to learn how to make jewelry.” She was enrolled at the YWCA for jewelry making and silversmith classes and while still in high school, decided to show her collection to New York's finest stores, including Van Cleef & Arpels, Cartier, Henri Bendel, and Bloomingdale's. Everyone to whom she presented the collection bought it. Janis built M & J Savitt, assuming her role as head jewelry designer. In 2008, Savitt launched JANIS by Janis Savitt, a collection of affordable jewelry using brass, steel, chains, Swarovski crystals, and pearls, that created jewelry trends for the entire industry. In 2013, she felt it was time to bring back real gold and diamonds, creating JANIS SAVITT, a fine jewelry collection made from 18-kt gold, diamonds, colored stones, and pearls. Consisting of geometric designs with a touch of hardware inspiration, the pieces can be worn alone or stacked together. The new collection is featured at fine retailers in the US and overseas. Savitt has been the recipient of three De Beers Diamond International Awards, and is a two-time nominee for the CFDA Accessories Designer of the Year Award. Featured in fashion magazines such as *Vogue*, *Harper's Bazaar*, *InStyle*, *Cosmopolitan*, and *Glamour*, her designs have been seen on the runways of designers Ralph Lauren, Michael Kors, Vera Wang, Tory Birch, Stephen Sprouse, and Carolina Herrera, and have been worn by celebrities from Maya Angelou to Lady Gaga.

**Michael Schechter**, digital marketing manager, Richline; a third-generation jeweler, Schechter has worked in the jewelry industry for over 14 years. Much has changed since he first entered the industry, especially when it comes to technology. Over time, his interest in advanced Web technologies grew into an obsession with the way that new digital opportunities could best serve the deeply traditional world of jewelry. After years in sales and marketing for Honora, a New York City-based pearl jewelry company started by his grandfather in 1948, Schechter cut his digital teeth managing the Web site and social marketing programs. Upon the recent acquisition of Honora by Richline Group Inc., he moved into the role of digital marketing manager for Richline. Today, Schechter spends his days applying his passion for technology to a variety of digital programs for Richline Group and its partners, including several of the largest jewelry retailers in the world.

**Joshua St. John**, product specialist, 3DSYSTEMS, a pioneer and market leader in 3D printing that offers the widest portfolio of printing technologies in the industry, with machines printing in polymers, metals, even sugar and chocolate. Prior to joining 3DSYSTEMS, he worked in jewelry manufacturing for nearly a decade. At 3DSYSTEMS, he works on special projects, ranging from technical support of the CEO to product development to new business development. His technical expertise spans all areas of 3D geometry creation, 3D scanning, haptics, 3D printing, as well as jewelry fabrication and gem materials. He has been featured on Engadget, Tom's Guide, Tech News Daily, Syfy, and recently CNN.

**Alex Woo**, jewelry designer; with her showroom and workshop located in the heart of Rockefeller Center and an eponymous collection of jewelry, Woo has become one of the most recognized and sought after jewelers among a new generation of designers. With her father, a master bench jeweler, serving as her mentor, Woo grew up learning an appreciation for gems, precious metals, and fine craftsmanship. She began developing her design sensibilities at an early age, having been educated at the innovative Little Red School House, LaGuardia High School of Music and Art, and Cornell University, and then refining her artistic vision at the American University of Paris and Parsons The New School for Design. Woo creates jewelry that reflects life through design, inspired by her travels abroad where she experiences her most creative moments. As a result, she has attracted established clientele including fashion editors, stylists, tastemakers, and celebrities, and was selected as one of Crain's Business's “40 Under 40.” With regular features in publications such as *InStyle*, *Town & Country*, and *W Magazine*, her jewelry has also been seen on Julia Roberts in the film *Eat, Pray, Love*, as well as cast members of the television series *Gossip Girl* and the new hit series *Carrie Diaries*. Woo has garnered industry recognition, from winning the grand prize at the Women's Jewelry Association's national design competition to being awarded one of the most prestigious accolades in the industry by experts from the JCK Design Center.



# Registration

Registration confirmations are sent via email.

## To register on-line:

<https://iacgold2014.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 4, 2014.

**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.



An Artisanal Miner in Colombia's Chocó Rainforest Showing Gold and Platinum Sand in His Pan. Photo: Toby Pomeroy.



Pamela Love, Ring of Jasper Arrowhead set in 18-kt Yellow Gold With Pavé Full-cut White Diamonds and Ring of Jasper Arrowhead Set in 18-kt Rose Gold with Pavé Full-cut Black Diamonds. Photo: courtesy, Pamela Love.

Single-day registration options available; please send inquiries to:  
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**Please register me for GOLD: Design, Desire and Demand.  
The conference fee is \$350 / Student rate \$100 (with ID).**

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Alex Woo, Little Icons, 14kt yellow gold and 14kt white gold with diamonds.

## METHOD OF PAYMENT

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

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## Initiatives in Art and Culture

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William Harper, *Too Beautiful Not to Be Art*. Brooch,  
14-kt, 18-kt, 22-kt, and 24-kt gold, and pearls.  
Private collection. Photo: courtesy, William Harper.



# GOLD

DESIGN, DESIRE,  
AND DEMAND

A CONFERENCE IN NEW YORK CITY

FRIDAY, APRIL 11 - SATURDAY, APRIL 12, 2014