



DESIGN FOR JEWELLERY MAKERS

Inspiration,
development
and creation



Louise Seijen
ten Hoorn

50 SEARCH PRESS



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Key Selling Points

- A unique, practical guide to jewellery design
- A highly practical, project-led approach that is accessible to professional as well as novice jewellery designers and students
- Perfect companion title to other Search Press jewellery titles
- Author is an award-winning London-based jewellery designer; includes insight and examples from 12 other professional jewellers.

Description

A clear, comprehensive and practical 'how-to' guide and resource for all aspects of designing jewellery.

This book contains expert guidance on design and the design process, and includes step-by-step project briefs and themes for readers to use as a basis for developing their own ideas. It is suitable for all intermediate and professional jewellery makers, as well as those attending jewellery-making courses and who have taken up jewellery making as a hobby.

The book explores the design process in depth, from fundamentals of jewellery design such as practical considerations to high-level conceptual briefs. Included within its pages are:

- Inspirational contributions from 12 contemporary jewellery designers. A chapter of the book shows how 6 of them apply the concepts in the book to their own practice
- 16 design techniques: a mix of drawing and model-making techniques including how to draw faceted gemstones, sketching, producing a technical drawing, paper models, mould-making and casting
- 5 technique-led projects: examples of how you can use basic jeweller's skills together with the design techniques to create a specific type of jewellery. These include cutting out to make a band ring, press-forming for a brooch, and using repeated patterns for a necklace
- 8 process-led design projects show different creative approaches to the same challenge. For example 6 different ways of connecting links without soldering, or 12 different ways of setting a stone
- The book finishes with 10 open projects – briefs and finished inspirational examples for the reader to try out and learn from.

About the Author

Award-winning jewellery designer **Louise Seijen ten Hoorn** trained at the Zadkine College (formerly Vakschool Schoonhaven), The Netherlands and the Royal College of Art in the UK. She lives and works in London, where she creates one-off pieces, small production lines and commissions. Louise works predominantly in metal, as well as materials such as plastic, rope and rubber.

Her work has been exhibited in the UK as well as worldwide in the USA, Lithuania, Portugal and the Netherlands. Besides being a jewellery practitioner, Louise teaches short courses in design and jewellery making at various Adult Education Colleges in London.

Recent exhibitions and events

- How much is that doggy in the window, At Work Gallery, 2022
- The re-Incarnation of Andy Warhol, At Work Gallery, London, 2020
- Connections/Connessioni, ACJ Touring exhibition, various locations UK/Italy, 2019, 2020
- Tales of the subconscious, ACJ + Gill Wing Jewellery, London, 2019
- City Lit centenary exhibition, City Lit, London, 2019
- Van Gogh at work, At Work Gallery, London, 2019
- Tincal Lab challenge: Jewellery & Technology, Tincal Lab, Porto 2018
- I am my own muse, At Work Gallery, London, 2018
- Blinkered, At Work Gallery - Brunel Museum, London, 2018
- 20:20 Visions, ACJ Touring exhibition, various locations, UK, 2017, 2018
- Loot, Museum of Art and Design, New York, 2017

Selected awards

- Selected awards from the Worshipful Company of Goldsmiths' Craftsmanship & Design Council, 2021, 2019, 2016, 2008, 2007, 2006
- Goldsmith's Fair graduate bursary, 2016
- London Jewellery Exports bursary, 2008
- Bright ideas award, awarded by Craft Central and sponsored by Deutsche Bank, 2007

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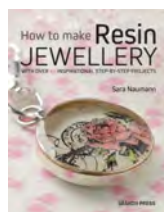
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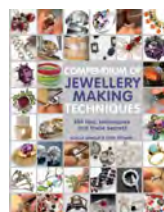
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