

Several hundreds of people came to *MaximiliansForum* in Munich last year to see the Schmuck-Show curated by *Kinga Zobel*. She chose a dynamic form of a live presentation to demonstrate more than 100 jewellery pieces. This year in addition to the Show, *Kinga Zobel* presents a Schmuck-Finder, a free catalogue. *Kinga* shared her thoughts about her goal, and told us what Schmuck-Show and Finder are all about.

Jewellery on a catwalk

Current Obsession

How did your interest with contemporary jewellery begin?

Tell us about the idea behind the Schmuck Show?

Kinga Zobel

For many years I've been working for Galerie Biró in Munich, which was founded 20 years ago by Olga Zobel, my mother. Actually, I have a different background. I worked for more than 7 years in an event agency before I professionally got involved with art jewellery. But, of course through the activities of Olga I have always been surrounded by it.

My very first idea was always to show the interaction between jewellery, wearer and observer. I have often heard sentences like: "*How lucky you are, you can wear this nice necklace, I could never do so*". My aim is to show to people that everyone can wear good jewellery. I would like to emphasize, that my aim is not to create a fashion show; my choice of professional models is a way to present jewellery on the body; to create emotions like jewellery should always do. With the Schmuck-Show 2012 I was offering the artists this service and giving the visitors an overview of the increasing number of exhibitions during Schmuck in Munich.



This year you are introducing a new Schmuck-Finder. Can you tell us a bit more about this initiative?

Corresponding to the Schmuck Show I created the Schmuck Finder just as the logical advancement to the project from last year. The small booklet gives information about the artist and his or her exhibition, accompanied by a colour image of the presented piece; it also serves as a map guide through the city. Together with the website www.schmuck-show.com the visitors have a perfect navigation tool for Schmuck.

You mentioned the ultimate goal in creating the Schmuck Show is to involve more and different collectors/buyers into the scene of contemporary jewellery. Can you share your ideas on that subject?

With this new form of jewellery presentation I hope to reach young people, who might not get in touch with art jewellery by the conventional presentation in museums or galleries. Showing the pleasure of wearing jewellery is the best promotion!

What do you think about these temporary events and publications as opposed to the galleries system of presenting the work?

I am very happy about everything being done to get people aware of art jewellery. I would only like to remind, that the most important goal of jewellery should always be to adorn and not to have an outstanding installation/presentation. I am convinced, that galleries are important; gallerists do the best networking throughout the year. The Schmuck-Show is a short event for a current benefit, but it cannot establish sustainable contacts, as needed for art.

Necklace by:
Lucie Houdkova
(Photography by Gerhard Knorr)

Necklace by:
Sana Svedestedt
(Photography by Gerhard Knorr)

Necklace by:
Mara Irsara
(Photography by Gerhard Knorr)