

***SIGNS OF CHANGE: JEWELLERY DESIGNED TO MAKE A BETTER WORLD*** (working title)

**Exhibition Curator:** Elisha Buttler/FORM ([elisha@form.net.au](mailto:elisha@form.net.au))

**Exhibition Guest Curator:** Kevin Murray ([change@kitez.com](mailto:change@kitez.com))

**Exhibition venue and dates:** April-June 2010, Midland Atelier, Perth

*Can jewellery function as an instrument of change?*

Jewellery is expanding in scope. Traditionally, the production of a beautiful adornment served as a marker of individual status. Emerging trends in jewellery and related object design are beginning to challenge many customary ideas of jewellery. The creative power of the jeweller is extending beyond the bench to the world which the object will inhabit. This includes jewellery as a functional device, an agent of social change and a way of bringing people together. These trends provide the basis of a FORM exhibition in development for 2010.

Concepts such as 'functionality' and 'change' are open to multiple interpretations. However for the initial purposes of this exhibition, they have been grouped into two key categories:

**1. Function and Technology**

This category includes jewellers and related designers who create products possessing tangible functions or new technologies which aim to deploy specific benefits to individuals and/or the broader community. Emphasis will be placed on designs that point to long-term benefits, rather than one-off, largely conceptual pieces.

**2. Sociology and Symbolism**

This category includes the less tangible elements of contemporary jewellery which have potential to alter perspectives and promote action through their symbolic connotations. Like the Function and Technology category, the underlying themes here are designs which focus on benefits and heightened social awareness for individuals and the broader community.

The exhibition will explore jewellery that fits into either (or both) of the above groups, while focusing on the varied levels of 'change' jewellery can wield; namely in the areas of health, technology, sciences and community.

This is a relatively new area of development but one which possesses immense potential for groundbreaking innovation and cross-disciplinary, cross-industry advancement. A central aim of the exhibition will be to highlight this potential for innovation and cross-sector collaboration through jewellery design, and the strategies, investment and other conditions required to foster these new directions.

Also key to the exhibition will be examinations of the crossovers between the two categories, and the relationships between aesthetics and practicality.

**SEEKING EXPRESSIONS OF INTEREST TO EXHIBIT**

FORM is currently scoping the national and international jewellery design sector and seeking expressions of interest from suitable jewellers to exhibit work in *Signs of Change*. This will be a group exhibition and all work exhibited must be aligned in some way with the exhibition's key areas of focus.

Expression of interest must include:

- Current CV
- Five images of existing work
- Concept outline of proposed work for this exhibition (up to 500 words)

Please send EOI to Elisha Buttler by 31st January 2009.

## **BACKGROUND TO THE EXHIBITION:**

### **FORM**

FORM is an independent, not-for-profit cultural organisation which works to enhance WA's creativity, innovation and competitiveness through creative, cultural and social capacity building projects.

FORM's exhibitions and other development programs are driven by its 'Creative Capital' initiative, which seeks to stimulate more vibrant, sustainable and connected communities through the application of creativity across all sectors. FORM works across the state in four core program areas, all of which encompass cultural development for creative professionals and the wider community: Indigenous Development; Regional Development; Place Activation; and (creative) Industry Development.

### **Midland Atelier: An investment in creativity and innovation**

Midland Atelier is an international centre for innovation and creativity situated at the historic Midland Railway Workshops on Perth's outskirts. A partnership between FORM and the Midland Redevelopment Authority, Midland Atelier has the potential to change the face of the creative industries in Australia by fostering innovation that will see long-term economic and strategic returns across sectors.

Midland Atelier will function as a cross-disciplinary hub for the creative and design sectors while strengthening the existing creative industries capacity in the region. With an initial focus on contemporary design, it will have fully operational design studios and educational programming in place for furniture, metal (jewellery and sculpture) and glass.

The Atelier's programming will help address the problem of attraction and retention of creative professionals within Western Australia by offering practitioners and innovators exposure to talented, internationally renowned designers through extended residencies. The Atelier will also develop national and global networks and foster entrepreneurial innovation, with special attention given to linkages with Asia.

Using Midland Atelier as an anchor, this exhibition will underscore the need – and potential - for cross-industry/cross-disciplinary investment in the creative industries, which can build broader benefits for industry and community.

*Signs of Change* will be the first exhibition launched at Midland Atelier, positioning the exhibition as a highly momentous event. A component of the exhibition will thus be aligned with Midland Atelier and its core mandate. The exhibition will also be part of the 2010 JMGA Conference.

### **Kevin Murray**

Kevin Murray is an independent curator with specialist knowledge in jewellery. He is current writing a book about Australian and New Zealand jewellery with Damian Skinner. He maintains a broad engagement with craft and design, including the role of digital editor for the *Journal of Modern Craft*. Exhibitions and articles are available at [www.kitezh.com](http://www.kitezh.com).

For more information see also: [www.midlandatelier.com](http://www.midlandatelier.com) and [www.form.net.au](http://www.form.net.au).