

DESIGNING AS A PROCESS



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THE RELATION BETWEEN FORM AND MATERIAL IS THE MAIN FOCUS OF NEW METHODS OF DESIGNING JEWELRY THAT RESULT FROM NEW TECHNOLOGIES SUCH AS CAD AND RAPID PROTOTYPING. THE EXHIBITION ENTITLED "ENTELECHIE", TOURING KOREA AND JAPAN AT THE MOMENT, PRESENTS SOME IMPRESSIVE EXAMPLES.



OF PERFECTING



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"**THE CONFLICT BETWEEN THE TECHNICAL** and the artistic is not necessarily a new phenomenon," writes Dr. Anke Bitter, professor of aesthetics, semiotics and art analysis in her introduction to the exhibition catalog. In fact, since the second half of the 19th century, artistic craftsmen and designers have been discussing what makes sense artistically in view of the new possibilities of working their materials. Today, due to new technologies such as computer-aided design (CAD)* and rapid prototyping**, this discussion has gained a new dimension which, according to Prof. Bitter, turns this question into a crucial one for jewelry designers, confronting them with the decision of whether they want to allow these technologies to influence the artistic process of designing. If the possibilities offered by modern technology are not limited to reproducing existing designs, they open up new paths – paths that the young jewelry artists whose creations are presented in the exhibition have ventured on. These artists dealt in depth with the new technologies, disregarding any economic efficiency they might provide but focusing exclusively on the new possibilities they open up as to the dialog between form and material. Nevertheless, this does not mean a breach with traditions because the new always builds on the tried and tested and is interconnected with it. These jewelry artists have much rather set themselves the goal of "reinterpreting tradition", trying to synthesize technology and art. This also explains the title of the exhibition. "Entelechy" is a term coined by the Greek philosopher Aristotle to denote a process that already includes the end in itself. Applied to jewelry, this refers to designing understood as giving a material a form that is

already inherent in it, thus perfecting it and also aiming at eliminating the separation of form and material.

The "Entelechie" exhibition presents the works of nine jewelry designers from Germany, Greece, Korea and Japan, all of them lecturers, designers or graduates from Pforzheim's university. All the pieces were created using the rapid prototyping technology, thus ushering in a new era for jewelry design. One of the innovative jewelry objects, an airy necklace made of white polyamide and presented last year by Niessing as a novelty, was already honored in the same year with the coveted "red dot" awarded by the Design Zentrum Nordrhein-Westfalen (Design Center of North Rhine-Westphalia).

After having been shown in 2008 at the exhibitions in Korea (which had initiated and supported a competition on the theme) and Japan, the works created by the German artists can be seen in April 2009 at the Jewel Fair Korea trade show and, after touring a few other places, will also be exhibited at the Schmuckmuseum Pforzheim (Jewelry Museum of Pforzheim) in 2010. The exact date has not been set yet.

* Computer-aided design (CAD) is the use of computer technology to aid in the design and particularly the drafting (technical drawing and engineering drawing) of a part or product, including entire buildings. It is both a visual (or drawing) and symbol-based method of communication whose conventions are particular to a specific technical field.

** Rapid prototyping is the automatic construction of physical objects using solid freeform fabrication. The first techniques for rapid prototyping became available in the late 1980s and were used to produce models and prototype parts. Today, they are used for a much wider range of applications and are even used to manufacture production quality parts in relatively small numbers. Source: Wikipedia