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.

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.

Jewelers of America is a media sponsor.
Friday, April 11, 2014

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
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 – 9:00 a.m.  
Continental breakfast

9:00 – 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.  

11:15 – 11:30 a.m.  
Break

11:30 a.m. – 12:00 p.m.  

12:00 – 1:30 p.m.  
Lunch (on your own)

1:30 – 2:15 p.m.  
Ancient Gold and David Webb: Sources and Inspiration. Mark Emanuel.

2:15 – 3:00 p.m.  

3:00 – 4:00 p.m.  

3:30 – 4:30 p.m.  

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)
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 is also a former president of 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 Planning 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 VA, 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 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, MISA Expo New York, Portland Jewelry Symposium, and the Society of Modern Manufacturing Educators' conferences. As a writer, he is also a frequent contributor to MISA Journal and JCK Magazine on cutting-edge technologies. Steven serves on the advisory board of the publication MISA Custom Jeweler and the annual MISA “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, JCK, and Jewelers Monthly, 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. JCK articles have won five Eddies from Folio, 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, as well as an award for best B-to-B Blog at the Media Industry Newsletter’s 2012 “Best of the Web” awards.

Natalie BoS, social media maven for fine jewelry and watches, jewelry enthusiast and blogger; BoS’ journey into fine jewelry is a color 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 dedicated 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 1991 he served as director of sales and marketing and advertising in New York City, and was then named estate jewelry general manager marketing. 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 corporate 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 SERR Committee, and has served in its “Media Director” 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 career 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, handmade 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. Coomi created unique pieces for herself out of leads, 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 textiles 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 American Gem Society’s Hall of Fame 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 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 are The Luxe Symbol: How Modern Luxury Brands Create Values Are Redefining the Way We Market Luxury (Paramount Marketing Publishing, 2011).

Paola De Luca, CEO, Paola De Luca Group Creative Intelligence (POLG), 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 TIF Group in 2001. This partnership developed research and forecasting activities for TIF Magazine and launched the book, Wide Eyed Luxury: The World’s Most Expensive Fine Jewelry. 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 are The Luxe Symbol: How Modern Luxury Brands Create Values Are Redefining the Way We Market Luxury (Paramount Marketing Publishing, 2011).

Karen Gibson DiPietro, president, Accessories Council; in her role as president of the Council, a nonprofit 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 merchandise for accessories, footwear, and intimate apparel. After serving as 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 company including QVC. Always InStyle, Estée Lauder, HartZing, Bseyebryan Jewelry, Anomaly, Jack Rogers, Virgin America, and Milani, among others. She received an Emmy award-winning executive producer of “Ave 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 Glion Foundation, as chair of the Fashion Institute of Technology Accessories Advisory Board, as dinner chair for Obadiah’s Children of Chemobyl, and as a mentor for the NYC Fashion Program Fellowship. peggy jo donahue, director of public affairs at MSJA, the association for jewelry makers and designers; she writes and speaks on a variety of issues impacting the MSJA community, including legal compliance, responsible business practices, business trends, social media marketing, and jewelry making technology, and also manages MSJA’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 was a “cluttered” name. In 1978, he launched 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 Saki, a flowing design of fine grooves, which he trademarked in 1992. His jewelry was retailted 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 designer to be given the Design Achievement Award in design. As a result of the financial crisis 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 partnership to purchase the iconic American Museum of Art, Museum of Fine Arts, Houston, Los Angeles County Museum of Art, the Renwick Gallery Museum of Art, Museum of Fine Arts, Boston, the Philadelphia Museum of Art, the Detroit Institute of Art, the Norton Museum, “David Webb: 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 the best 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. Pettason, 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 Process Authority; and 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 jewelers 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 idea, 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 to hold. He has previously 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 Cooper-Hewitt Museum of Design, the Smithsonian Institution, the Philadelphia Museum of Art, the Detroit Institute of Art, the 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
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 138, New York, NY 10022.

By phone: Using American Express®, Visa®, 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 138, 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.

Single-day registration options available; please send inquiries to: info@artinitiatives.com or call (646) 485-1952.

Please register me for GOLD: Design, Desire and Demand.
The conference fee is $350 / Student rate $100 (with ID).

Name _________________________________________________________________________
Address ________________________________________________________________________
City _______________________________________________State _______ Zip _____________
Affiliation ______________________________________________________________________
Day-time phone _____________________________________________________________________
E-mail address _____________________________________________________________________

METHOD OF PAYMENT

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

☐ I authorize you to charge my credit card ________________________________

__________________________________________________________
Card number  ___________________________________________________________________
Expires  _________________________Billing zip code  __________________________________

Signature ____________________________________________

☐ Visa®  ☐ American Express®  ☐ Mastercard®  ☐ Discover®

Framed Love Ring of Jasper Arrowhead set in 18kt Yellow Gold. With Pear Faceted White Diamond. Photo courtesy Pamela Love.

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

An Artisanal Miner in Colombia’s Chocó Rainforest Showing Gold and Platinum Sand in His Pan. Photo: Toby Pomeroy.
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 Originals 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 Gemmbeureau director for the Gemological Colored Gemstone Association. Her marketing and brand development firm Citrine Media brands help 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 of designs. The result is Love's own immediately recognizable modern jewelry, which includes a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of bridal jewelry. Manning purchases San Francisco Bay area native designs multiple product lines, including a custom collection of brid
wearing and engagement rings with certified FAIRMINED gold and platinum from the Choco rainforest of Columbia, among the world’s first certified FAIRMINED precious metals determined without the use of harmful chemicals. Pomroy 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.

**Shenan Reed**, director of public affairs and responsible mining practices at the Jewelry Institute of America (JIA), 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. Reed 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 JIA’s Web site and via other communication tools in conjunction with JIA’s marketing and communications teams. Reed has more than 18 years’ experience in the journalism and public relations fields. Prior to joining JIA, 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, Morphus Media; Reed is charged with running the organization’s media division. Her team is responsible for all media coverage (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, Morphus 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, Vimeoc, Mont Blanc, David Yurman, Bergdorf Goodman, Louis Vuitton, and Chanel. In 1998, they recently created a 20th Anniversary Fine Jewelry collection of one-of-a-kind rings, necklaces and bracelets using rare, semi-precious and natural pearls, creating a jewelry trend for the entire industry. In 2013, she felt it was time to bring back real gold and diamonds, creating JANS Savitt, a fine jewelry collection made from 18kt 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 designer Ralph Lauren, Stella McCartney, Calvin Klein, Vera Wang, Tory Burch, 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 technology grew into an obsession with the idea that new digital opportunities could best serve the deeply traditional world of jewelry. After years in sales and marketing for Honora, the New York City-based pearl jewelry company started by his grandfather in 1948, Schechter cut his digital teeth managing the website and social marketing programs. Upon the recent acquisition of Honora by Richline Group Inc., he moved into the role of digital marketing manager Richline and has found his place by 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, SFy, and recently CNN.

**Alex Woo**, jewelry designer; with her showroom and workshop located in the heart of Rockefeller Center and an acronymous 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 The 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 “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 the Carrie Diaries. Woo has garnered industry recognition, 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.
Gold Design, Desire, and Demand
A conference in New York City
Friday, April 11 – Saturday, April 12, 2014
GOLD
DESIGN, DESIRE, AND DEMAND
FRIDAY, APRIL 11 – SATURDAY, APRIL 12, 2014

A CONFERENCE IN NEW YORK CITY


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


THE GRADUATE CENTER, THE CITY UNIVERSITY OF NEW YORK