



## Interior Amber Jewellery

by Beza Projekt

TENT London show – G07 stand  
18 – 21 September 2014

We would like to tell you the story of Baltic amber – using the common everyday object that is the light switch.

Amber is most commonly used in jewelry. We are suggesting another, more functional use for it. Some say that amber has a therapeutic influence on the human body. They claim that good energy flows to one's body simply by touching a piece of amber.

The amber switches will be also be made of Corian, which we find very inspiring and nicely matched with amber as the more contemporary material.

We are thinking of showing our amber light switches within a particular local context – the city of Gdańsk which supports our new way of thinking about this beautiful material. Gdańsk has established a special council, which organizes workshops for craftsmen and designers and supports innovative uses for amber. We would like to show some of the items made as part of that programme on the screen.



## Trend Book

Initiated by the Gdańsk Mayor's Bureau for City Promotion and run by the Academy of Fine Arts in Gdańsk and the Amber Chamber of Commerce, the Trend Book is a very attractive publication, with a wealth of photographic illustrations to systematise the information necessary to forecast stylistic trends and to use them in design. The second part of the book presents this knowledge in a practical application. Inspired by the trends described in the book, the students and graduates of the Jewellery Design Studio at the Academy of Fine Arts in Gdańsk make amber jewellery prototypes.

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