



Press release

ADLER JEWELLERY DESIGN AWARD 2009

Friday 12 June 2009
Beau-Rivage Hotel, Quai du Mont-Blanc 13, 1201 Geneva

And the winners are...

GENEVA, 12 JUNE 2009 – Tonight, the ADLER JEWELLERY DESIGN AWARD 2009 has just awarded three prizes in the elegant salons of the Beau-Rivage Hotel in Geneva. The jury, which included five international leaders in the fields of haute joaillerie, art, education and design, and was headed by François Curiel, president of Christie's Europe, performed the difficult task of selecting winners among 12 young and talented designers. The Adler Woman's Award (a cash value of US\$3,000) was given to a Japanese candidate, Sawako Besnard. The Adler Award for Creativity (a cash value of US\$3,000), went to a Turkish candidate, Olcay Cavus Yilmaz. Last but not least, Laura Infante, an 18-year-old candidate from Switzerland, won the prestigious Adler Jewellery Design Award (a cash value of US\$10,000) to thunderous applause.

The event, based on the theme of art and creativity, was presided by Franklin Adler, a member of Adler's Executive Board, and brought together eighty guests from the worlds of culture, design, and fashion. The first Adler Jewellery Design Award took place in a sober, intimate and warm setting, allowing people to meet the competition participants who were the real stars of the evening and show great promise as jewellery designers. The names of the three winners were disclosed by a jury comprising international leaders in the fields of haute joaillerie, art, education, and creativity. The competition, which was sponsored by the prestigious house of Adler and based on the theme **Mémoires de Femmes, Mémoire du Monde (Memories of Women, Memory of the World)**, was a great international success among the next generation of designers.

Headed by François Curiel, president of Christie's Europe, the jury included Didier Brodbeck, publisher of the jewellery magazine *World of Dreams* and consultant for the luxury goods industry, Carole Guinand, jewellery designer and director of *Galerie NØ* in Lausanne, Nadine de Rothschild, founder of the *Academy Nadine de Rothschild International Way of Life S.A. in Geneva*, Fabienne Xavière Sturm, curator emerita at the *Musée de l'horlogerie et de l'émaillerie in Geneva*. Together, they performed the difficult task of selecting winners among young talented designers and praised their achievement and expertise.

GENÈVE

23 rue du Rhône CH-1204 T: +41 22 819 80 26 F: +41 22 819 80 20 E: info@adler.ch www.adler.ch

ADLER JEWELLERY DESIGN AWARD



Laura Infante, a Swiss woman and the youngest participant in the competition, was awarded the prestigious **Adler Jewellery Design Award** (with a cash value of US\$10,000) by **François Curiel**, president of Christie's Europe, to a thunderous applause. Laura is inspired by architecture, which has always fascinated her. She designed a carbon bracelet with lean curves, paved with diamonds, and centered on the diamond « Forbidden Fruit ». For Laura, this bracelet "**Simply Black**", which was produced by Adler, is both a symbol and a tribute to all women who are deprived of freedom across the world.

ADLER WOMAN'S AWARD



The Adler Woman's Award, with a cash value of US\$ 3,000, was given by **Ender Mermerci**, Turkish art collector and jewellery connoisseur, to **Sawako Besnard**, a young Japanese woman who lives in Paris. Sawako was inspired by the moon's halo to design her necklace, which embodies « a kind of lunar, mysterious, soft and yet a bit distant woman. »

She earned her diploma in 2006 and works as an independent designer. Her goal is to create jewellery that make women dream.

ADLER AWARD FOR CREATIVITY



The Adler Award for Creativity, with a cash value of US\$ 3,000, was given by **Carole Guinard**, jewellery designer and director of créatrice *Galerie NØ* in Lausanne, to **Olcay Cavus Yilmaz**, a young Turkish woman who studies at *Marmara University* in Istanbul. Olcay always dreamed of becoming a jewellery designer. Her refined project represents a woman with a graceful and elegant profile. This brooch is entirely set with diamonds and was inspired by the Phrygian goddess Cybele.

The house of Adler launched an international design competition in September 2008 with the goal of supporting and promoting artistic creation among the new generation. Based on the theme **Mémoires de Femmes, Mémoire du Monde (Memories of Women, Memory of the World)**, the first competition was a great success among young designers from all over the world, with more than 263 participants aged 18 to 30 representing 57 countries, and 96 schools from 47 countries. Adler positions itself as a modern, innovative and generous company that both discovers and trains new talents.

Press information and high-resolution images can be downloaded from the website www.adler.ch

Access: www.adler.ch, click on « press »
Username: adjapress
password: adl3r
Click on « Download »



Contact :

pur pr, christine urfer, christine.urfer@pur-pr.com
Mobile : +41 78 619 05 00 tel : +41 21 320 0010 fax: +41 21 320 00 11

Adler Communication
Loretta Rothstein, loretta.rothstein@adler.ch , tel +41 22 819 80 14