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GEMOLOGICAL JEWELRY DESIGN AND ARTISTIC DESIGN IN DECOR ELEMENTS

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The results of practical design of untreated gemstone rocks are presented. The purpose of the work was to experimentally show the advisability of the combination of precious metal with natural untreated minerals (for example, Amethyst Druse). We have proven and presented that untreated minerals with an aesthetic combination of different metals have a complete design character. On the example Amethyst Druse with silver elements on the surface proved the effective and appropriate use as a stand-alone souvenir, as well as creative art. Experimental work entitled "Amethyst Summer" by designer Tetyana Drozd.

Key words: design, gem, precious metal, creative art, artistic design.

INTRODUCTION

Jewelry design is a creative process and idea based on the internal perception of beauty through art and subject art. This is the individual perception of beauty and imagery, both the artist-creator and the consumer. Everyone has their own vision and worldview regarding a particular piece of jewelry or designer jewelry. Today's use and consumption of gems as decoration requires a special approach and creativity, a new vision and use.

PURPOSE

Experimentally and practically work shows the combination of metals [1] and gems as an element of decor with the help of artistic design. An element of decor on the example of experimental and creative work "Amethyst Summer". This will make it possible to demonstrate as an independent completed design work.

RESULTS AND DISCUSSION

The modern gem jewelry world is full of opposites. Opposites in combination, in perception, in application, etc. The only thing that unites them are common styles. Among the stylistic trends are modern, classical, romantic, folklore [2].

Consider one of the common areas in the jewelry-gem theme - modern. This direction is based on the geometry and mixing of the unusual and dissimilar. For example, insects, flowers in the form of gems, as the main component of decoration, metal – as an additional element. Or vice versa - the main character is metal, components (additional) gems.

Naturalness – inspiration from the world around, the most realistic copies of plants, flowers, insects or animals or imitation of naturalness in the decor elements. The idea of making naturalistic flowers from metals is not accidental. Flowers were one of the first ornaments of our ancestors. Surrealism of jewelry through an



individual vision of the surrounding reality, while do not deviating from the plant theme.

Exclusive jewelry work – a breath of inspiration embodied in precious metal. This is a way of self-expression for both designers and those who choose non-standard jewelry – both jewelry and decor elements with the involvement of both gems and metals.

Among the world's jewelry brands that use a modern style of jewelry with natural motifs are French brands – Van Cleef Arpels, Cartier and Boucheron. Italian brands BVLGARY are also passionate about natural themes using colorful stones.

Taking into account the peculiarities of the modern trend, namely naturalness and exclusivity, they artistically designed a gem jewelry design. On the example practical-experimental work "Amethyst Summer" of the author's Tetyana Drozd presented amethyst druse [3] with silver decoration, which is shown in Fig. 1.



Fig. 1. Creative jewelry - experimental work "Amethyst Summer"
(designer Tetyana Drozd)

The basis is amethyst rubble and artistically designed silver elements - palm and camel. Silver used high-quality 925, Amethyst Druse were selected by dimensional parameters and integrity of the crystals. This jewel-gem sample represents jewelry, completed, compositionally independent work. It is with the help of the Amethyst Druse of the crystals that the canvas of the completion of the base is created.

The phased work consisted of several stages: preparatory, design for the modeling stage. At the preparatory stage, possible combinations of gemstone raw materials and precious metals were analyzed; at the project stage - developed a sketch and determined the aesthetic and design characteristics of the selected raw materials and metals; the modeling stage included the manufacture of a gem jewelry element of decor.

The connecting elements between Amethyst Druse and silver figures are gems – chrysolites in cabochon finish. Palm and camel were chosen as silver figures. And it's not easy because these elements of decor contains a deep justification and philosophical message. Palm translates means beginning, joy, honesty, glory. The palm tree always grows straight, it is a blessing, a triumph, a victory. This power of this tree is considered acceptable and suitable for the image of victory [4].



The camel symbolizes dignity, obedience, vitality. Therefore, the creative work "Amethyst Summer" in each of its components has meaning. The beauty of design is due not only to the choice of all natural components - gems and metal, but also the full philosophical content.

CONCLUSIONS

In gemstone jewelry is used mainly modern direction. It is the modern trend that determines the use of combinations of creativity in gems and precious metals. On the example of one of the stylistic directions of design they presented their own experimental and practical work "Amethyst Summer". Combining the mineral in the rock with the precious metal received a complete design creative work, which can serve as an element of decor.

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САМОЦВІТНО-ЮВЕЛІРНИЙ ДИЗАЙН ТА ХУДОЖНЄ ПРОЄКТУВАННЯ ЕЛЕМЕНТІВ ДЕКОРУ

Представлено результати практичного дизайну необроблених самоцвітних порід. Метою роботи було експериментальним шляхом показати влучність поєднання дорогоцінного металу з природними необробленими мінералами (на прикладі друзи аметисту). З'ясували та продемонстрували, що необроблені мінерали з естетичним поєднанням різного металу мають завершений дизайнерський характер. На прикладі друзи аметисту зі срібними елементами на поверхні довели ефективно та доцільне використання в якості самостійного сувеніру, а також творчого мистецтва. Авторська експериментальна робота дизайнерки Дрозд Тетяни з назвою «Аметистове літо» це влучно підкреслює.

Ключові слова: *дизайн, самоцвіт, дорогоцінний метал, творче мистецтво, художнє проєктування.*