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Nada G
Bringing Stones to Life

300 Battling
Controversy

Kurt COBAIN
Sentenced to Sadness

Samuel BECKETT
The Tranquil Torment of Love

**Jennifer
DARNER**
Caught, Released...

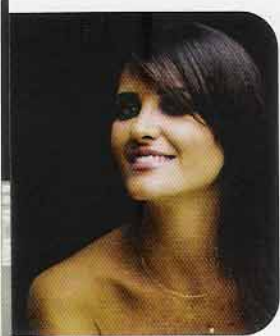




Nada G™
www.nadag.com

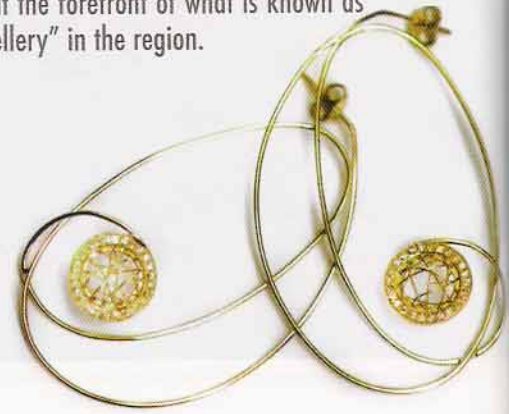
Inhabitant of a Glittering Realm

Jewellery designer **NADA G's** unprecedented creations make waves across the region & beyond




Inspiration enters her mind uninterrupted every time. Thoughts of glamour, beauty, style and elegance compete in the arena of her imagination before they merge to create an art that comes to existence through prized metals and precious stones. Her world is one of enchanting creations, fairytale dreams and eternal tunes. Every piece of jewellery that Nada G designs becomes an integral part of her being. And it all began on her thirtieth


birthday. That is when she turned her back on the world of advertising and embarked on a journey to create her own unique brand of jewellery. Some assumed that her decision was sudden and abrupt. But for Nada, it was simply a natural and clear transition - an evolutionary step in her love affair with design. Two years later, she is now renowned for standing at the forefront of what is known as "Fashion Jewellery" in the region.




What happened after you quit your job and decided to go your own way as a jewellery designer?

 When I returned to Beirut, I started pondering whether I should go into designing shoes, jewelleries or home accessories. You see I like to work with my hands. And I wanted to go into something where I would be able to cut my losses if things were to go wrong. I thought jewellery would be a good idea because you can always melt the gold in case things did not go well. And when I started working with gold and precious stones, I instantly fell in love with it. Probably the stones give you some positive energy. I knew nothing about working with gold and I used to go to jewellers' workshops to observe how they operated. Then I would buy raw material and experiment with it in a workshop I set up at home. I simply learned a lot through trial and error. Surely, I did not learn everything and now I have experts working with me in the workshop. But there is a lot that I do myself – especially that now I use wires in my designs.


What is the message you are trying to convey through your art?

 I feel everything is connected in life. People meet because they have to; everyone is so connected. Everything is a whole. And I believe that my designs have this element of connectivity. Some artists express their feelings through their sculptors or paintings, and you could sense that it originates from within their soul. To me, working with jewellery is the same thing. I know that I need to take into consideration what sells and what does not sell. Designing to me is not just a form of self-expression. But you have no idea the feeling I get when I coincidentally see someone wearing one of the items that I designed.


You try to express how you feel through your work and yet you avoid overlooking the commercial aspect of what you do. How do you find a balance between the artistic and the sellable?

 I would never design a piece that I would not personally wear. There are pieces which I like more than others – but none of the pieces I would avoid wearing. At the same time, I would not make a piece that only I would wear and no one else would. At the end of the day, I need to sell the items to grow. Sometimes the nicest piece – as many would agree and not just me – is the hardest to sell. Sometimes a piece is so beautiful to look at but impractical to wear. I try to balance things and I learn with each new collection I design.

From the conception to the realization of the items, how much are you personally involved in the production process?


 In terms of design, I do everything. I hope that one day we can have other designers onboard, because it is always good to have fresh ideas. I select the stones, the colour of gold, the textures etc. And I also work at the workshop; it is 50/50 between the workers and me.

What were the challenges that you had to surmount when you first started in this business and what are the current obstacles?

 Production was a challenge to me, because I had never studied how to become a goldsmith. It was all through trial and error and I used to commit numerous errors. Also, actualizing some of my ideas was a challenge. Sometimes you might have an idea that is

unfeasible – the process would require painstaking work and special equipment that few companies in the world have. We have what we really need in terms of machinery. And most of the work is handmade anyway. There was also the major challenge of starting and running a business – that was the toughest. But I think that what kept me going though it all is the morale support from my family. I have a family that believes in me so much.

Where do you derive your inspiration from? How do you maintain your creative edge?

 I had a very rich life in terms of the people I met and the experiences that I amassed. I grew up in a school that harboured students from 21 different nationalities. I travelled a lot and worked in advertising where I met many interesting people. I guess I have always had a powerful imagination as well. So a combination of all these elements gave me a wealth of ideas. I also have an appreciation for things that others might overlook or take for granted – I sense and observe a lot. This fuels my imagination and provides me with inspiration. I also get inspired by fashion trends, because you can imagine what goes well with the new clothing designs. And there is my mood as well. Fortunately, I am a happy person by nature and I guess my designs are optimistic.

How would you describe your designs?

 I would label my work as 'fashion jewellery'. Some tell me not to use this term because they believe it is 'degrading', for jewellery should be "Fine Jewellery". But at the end of the day, we cannot wear jewellery on its own. You have to wear it with clothes. So it has to be in line with what is happening in terms of fashion. At one point, I used yellow gold and some people thought I was crazy. But back then, I sensed that major fashion brands were beginning to utilize the yellow gold in their designs – from handbags to dresses. I sensed yellow is coming back. What distinguishes my style is the fact that I try to stay ahead in fashion jewellery designs. And I believe that there is a soul in the jewellery pieces that we create. I know from the people who wear my jewellery. They always come back and they feel a certain attachment and appreciation for our designs. Our creations also have a unifying signature. In the new designs, I still have the wiring – although I have added new elements. I wanted to keep that as a signature. I have also added many textures.

**What is in the pipeline now?**

 We will be taking part in several jewellery exhibitions in the region and in Europe. We will be taking part in an exhibition in Kuwait; in addition to participating in another exhibition is Riyadh (end of April.) We will also take part in an exhibition in London. The British-Lebanese association are organizing an exhibition for Lebanese designers in Kensington Town Hall in May. I am truly excited about it.

The Third Line Gallery will also be launching Nada G's latest handmade jewellery collection *Drops of Hope* from 16th - 20th April, 2007.

If you want to know more, either visit Harvey Nichols, Dubai to see the gorgeous pieces, or simply log on to www.nadag.com

