90th Anniversary of the Brand “Russian Jeweller”

Elegancy by Olga Pomelnikova

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The best of precious

Jewellery Market opened to the World

INTERNATIONAL JEWELLERY MOSCOW

Gostiny Dvor, Red Square, Moscow
May 19-22 2004

INTERNATIONAL
EXHIBITION
OF JEWELLERY,
WATCHES AND GIFTS

NEW RUSSIAN
STYLE

Yuvelirnaya Torgovlya Severo-Zapada, JSV (Jewellery Trade of the North-West)
1, Novosmolenskaya emb., St.Petersburg, 199397, Russia
Tel.: +7 812 355 5953; Fax: +7 812 355 5939
E-mail: common@juvtorg.spb.ru
Come together to the world of beauty!

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Dear Friends,

By now it’s the third time the magazine “Russian Jeweller” congratulates with the opening of the World Jewellery and Watch show BASELWORLD – 2004. We are glad that our participation, which helps to perform an objective situation in the Russian jewellery business for foreign colleagues, has become traditional for the largest international show “Russian Jeweller” is the oldest trade publication in Russia, the owner of a patented trade mark known since 1914. This year is a special one for us: there is the 90th anniversary of the brand “Russian Jeweller.” This year is remarkable for Russian watch enterprises as well: for the first time an official Russian exposition “Russian watch industry — time without borders” will be performed at the BASELWORLD.

We hope the issue of “Russian Jeweller,” which you are holding in your hands now, happens to be useful and interesting for you. Here you can find analytical materials on volumes of assay marking in jewellery for the last 5 years, on new customs rules of export of jewellery articles into Russia, on specifics of jewellery design in our country, on usage of precious and gemstones in manufacturing of jewellery and surveys on many other actual themes of the Russian jewellery business. “Russian Jeweller” wishes joyful meetings with old friends and new partners, pleasant intercourse and profitable contracts, success and peace for all the participants of the BASELWORLD!

Vladimir Plyushin

90th Anniversary of the brand “Russain Jeweller”

This year is a jubilee one for our magazine: there will be 90 years of the brand “Russian Jeweller.” “Russian Jeweller” is a patented brand belonged to the Publishing House “Russian Jeweller.” The history of the project began in early twentieth century, when in 1912 the first issue of the magazine “ЮвелирЪ” (Jeweller) was published, renamed in 1914 in “Russian Jeweller.” In the pre-revolutionary issues we find articles by F. P. Birbaum, gemologer A. F. Kotler, art specialist S. Nelder and many other known experts in jewellery art and business.

These traditions were restored in new Russia by the magazine “Russian Jeweller,” which became the first trade publication in our country. Recent years the magazine took its part of all the trials which the Russian jewellery industry had to pass through. In spite of the economical crisis and other problems of our life, the magazine has left in business. And it is developing successfully now.

Besides actual problems of contemporary jewellery industry, our magazine takes special attention to historical themes. Of stable interest for our readers are articles on the art of wonderful masters-jewellers of the past. But the life doesn’t stay in one state. That’s why there are new, additional tasks before the magazine “Russian Jeweller.” Our magazine combines historical traditions and dynamic of modern life. Now “Russian Jeweller” is read in Moscow, St. Petersburg, Ekaterinburg and in all the other regions of Russia.

The time has proved the necessity to have a specialized trade publication for jewellers, aiding in their consolidation to support the further development and progress of the Russian jewellery business. The magazine “Russian Jeweller” is read in Moscow, St. Petersburg, Ekaterinburg and in all the other regions of Russia.

The magazine “Russian Jeweller” is a leading jewellery company in Russia, classic of jewellery art. The assortment of jewellery includes adornments of gold, silver and platinum, fine jewellery with diamonds, smooth silverware and table serving articles, enamel filigree tableware of silver, watches, stone-carved items, interior articles, exclusive pieces of jewellery.

“Russain Jeweller” Corp. is a leading jewellery company in Russia, classic of jewellery art. The assortment of jewellery includes adornments of gold, silver and platinum, fine jewellery with diamonds, smooth silverware and table serving articles, enamel filigree tableware of silver, watches, stone-carved items, interior articles, exclusive pieces of jewellery.

A Column of the Chief Editor

In Information- Analytical Magazine

90th Anniversary of the brand “Russain Jeweller”

April 3, 2004
The rapid growth of the Russian jewellery market is an obvious sign of the increasing of the Russian economical development in a whole. And the data on the volume of articles of precious metals marked by the Assay office of the Russian Federation show the positive dynamics of the Russian export and import of such goods. The situation is especially bright for platinum and palladium, which are just in the beginning of their popularity in Russia. We suggest you information of the articles of precious metals marked by the Assay office of the Russian Federation in the period 1998 – 2003.

<table>
<thead>
<tr>
<th>Year</th>
<th>Gold Articles</th>
<th>Silver Articles</th>
<th>Platinum Articles</th>
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<td>1998</td>
<td>9.27</td>
<td>25.01</td>
<td>1.88</td>
<td>6.58</td>
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<tr>
<td>1999</td>
<td>7.235</td>
<td>19.15</td>
<td>0.443</td>
<td>1.79</td>
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<tr>
<td>2000</td>
<td>11.76</td>
<td>24.5</td>
<td>0.358</td>
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<tr>
<td>2001</td>
<td>13.15</td>
<td>33.66</td>
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<td>2002</td>
<td>17.63</td>
<td>42.7</td>
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<td>0.59</td>
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<tr>
<td>2003</td>
<td>22.09</td>
<td>55.72</td>
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Data of the Assay Office

We are interested in contacts with firms, which are going to come to the Russian market. We suggest a complete circle of service: Custom regulations for your product, Assay marks in the inspection of the Assay office, Marketing of goods at the Russian market.
Recent years the activity of the Association “Guild of Jewellers of Russia” performing the interests of all the Russian jewellery community was directed to the liberalization of the law base in a whole and to the abrogation of the excise tax in particular. Successful actions by the Association in this field have influenced significantly on the growth of production and realization of jewellery in Russia.

For the first half of 2003 — the first year of jewellers’ work without the excise tax — they have produced 10 mln jewellery gold articles, 6.7 mln of silver articles and the volume of sales has reached the level of 11.3 mln of roubles. The anticipated growth of production and sales for 2003 is not less than 30%.

Recently organized regional communities came into the Association and because of this in 2002 the permission of the Government of the Russian Federation has been received to use the word “Russia” in the name of the Association. According to the new Charter the Association has been called “Guild of Jewellers of Russia”.

In December 2002 the Association was affiliated in the Chamber of Commerce and Industry of the Russian Federation. “Guild of Jewellers of Russia” has become an active participant in the work of the Confederation of communities of jewellers of the CIS countries. The work of the Confederation of communities of Jewellers of the CIS countries also plays an important role in the activity of “Guild of Jewellers of Russia”.

An important part of the work of the Association is organization of and participation in different conferences, seminars and round table discussions on various trade themes. Agenda of such meetings embraces a broad spectrum of questions: from contemporary state and development of the Russian jewellery market to nuances of sales of platinum articles, from support of traditional crafts to intricate details of customs regulations. No discussion of a trade jewellery question is held without the participation of the Association from activity of pawn-shops to reforms in the amber industry and many other problems.

The Association “Guild of Jewellers of Russia” possesses an experience of international contacts at foreign trade exhibitions and shows (Switzerland, Italy) and it is open to business cooperation with foreign partners.

Also, the Association takes a number of serious steps to solve such important questions:

- cancellation of the value added tax from circulation of precious metals in ingots realized to jewellery enterprises for their own manufacturing of jewellery articles;
- changing of the methods of calculation of the taxable base during the calculation of the property tax (exclusion of precious metals and precious stones);
- acceleration of marking of jewellery articles by assay inspections;

The Association is constantly collecting the information on the state of the jewellery market, taxation and customs regulations in the CIS countries. The work of the Confederation of communities of jewellers of the CIS countries also plays an important role in the activity of “Guild of Jewellers of Russia”.

August 31 — September 7
Organizer ROSYUVELIREXPO
Tel.: 007 095 417 6765, 417 0185

On Guard of the Interests of Russian Jewellers

R U S S I A N  J E W E L L E R | I I | A P R I L 3 ,  2 0 0 4
The State of the Russian Jewellery Market and the Place of the North-Western Region of the Russian Federation in the Development of the Jewellery Industry in Russia

The growth of industrial manufacturing of jewellery adornments in Russia has overcome 30% in 2003. The general volumes of official sales, according the experts estimations, were more than 1.5 bln of dollars, and the dynamics of the development is characterized with more than 180% increasing of production in all the groups of goods at the 15% of Russian enterprises. It is the evidence of the beginning of the era of intensive private investments into the jewellery industry. In 2004 Russia used 45 tons of gold for jewellery production; it is 15 tons more than all the USSR used for the same purposes.

We can judge about the launching of the market mechanisms of the self-regulation thanks the fact that even the radical increasing of prices on gold up to US $410 for a troy ounce in January 2004 couldn’t significantly influence at the market. Rise in prices on metals didn’t lead to the radical increasing of prices on jewellery adornments because of forestalling measures of abatement of the excise on jewellery adornments and of the sales tax. It was a result of the purposeful work of the strengthening jewellery community.

According the data of the Assay Chamber of the Russian Federation, the general quantity of jewellery enterprises in Russia overcome 6.5 times in 2004; it has the tendency of 15% of annual growth. The North-Western Region keeps the leading place, as well as the Ural, the Kostroma and Moscow Regions, where the main jewellery forces of the country are concentrated. At the same time, rich natural resources of precious metals and precious stones, including diamond deposits, give perspective advantages to the North-West in the developing of scales and increasing of profitability of industry.

A narrow place of the Russian jewellery industry is still manufacturing of articles from platinum and palladium. The main manufacturers of this group of adornments are two big enterprises: the Krassnoyarsk and the Ekaterinburg non-ferrous metals plants.

Because of the absence of flexible legislative basement supporting the Russian jewellery industry, the question of entry of Russia into the WTO is still disturbing. Even nowadays products of foreign firms have a great influence at the Russian market. A share of foreign goods in the North-Western Region, for example, takes about 30% from the general mass of goods, and in items — 22%, it is obvious, that after the entry of Russia into the WTO a share of foreign goods will be constantly growing.

Intense competition and preparations to the entry into the WTO stimulated leading enterprises to find ways to foreign markets and to put a purposeful attention for the problem of building of their own brands.

The absolute majority of firms have the strategy oriented to taking stable positions at the Russian market; they are constant participants of leading trade exhibitions such as “Yurive” in Moscow, JUNWEX (“Gemstones of Russia”) in St. Petersburg. For many years they have been working out effective methods of attracting of wholesalers from different regions of the country. Leading trade marks are performed annually at the May exhibition “New Russian Style” (Moscow; Gosniki Dour).

The jewellery trade net is developing very fast, as well as the building up of the common sales policies. It has led to organizing of the Club “Russian Jewellery Trade” by leading independent sales firms. The quantity of sales firms is more than 25 thousand; there are strong regional nets in the southern and eastern regions of the country and after the Ural. Earlier such nets existed in Moscow and St. Petersburg only. More and more significant role in the all-Russian scale is played by the sales nets “Almaz-Holding” and “Almaz”. To the second place in the Russian Federation (after Moscow) the Ural Region has come according the sales volumes. It was reached thanks to coordinated actions by local sales net, which were forming the system and common sales rules in the region.

In the North-Western Region the sales leadership is kept by the “Jewellery Trade of the North-West” JSV, which possesses the largest shops in all the regional cities and first of all in St. Petersburg. Jewellery sales nets oriented on different customers groups appeared in the region and in the Northern Capital; they have sensitive influence on the sales situation in general. There are 967 juridical and natural persons registered in the region, who are involved into the realization of jewellery goods and who organise the work of more than 4000 trade outlets.

In general, the inner situation at the Russian jewellery market and in the North-Western Region could be characterized in a following way:
1. Russian jewellery enterprises have preserved completely their self-dependence in conditions of a free market; and under the favorable general situation in the country they are an attractive business zone for investments.
2. At the same time, rapid growth of jewellery manufacturing for previous three years has led to the almost complete satisfaction of inner demand corresponding to the current purchasing capacity; the market is close to complete filling.
3. The entry of the Russian Federation into the WTO and a flair of foreign mass goods to our market will inevitably lead to goods packaging and, as a result, to bankruptcy of those Russian companies, which haven’t taken care of the building up the customers’ confidence for their products and of the prestige of its trade mark.
A declaration prepared at a foreign customs value of an item is an important column in value of precious stones. State control over import and export is provided by the Assay office of the Russian Federation.

Russian Custom office has no right to permit import of freights with precious metals and precious stones without state control provided by the regional assay office. They check a hallmark, a source of coming in, pricing. A value of an item is an important column in customs documents, that's why there are special departments of controlling of customs value in the structure of customs service. Prices on precious metals are compared with market prices on the day of making of the contract. For example, to check the custom value of a gold ring the department of control charges a price on a gram (ounce) of 999 standard gold according the quotation of the London Trade Exchange on the day of making of the contract, then it calculates the value of this ring’s gold, insets and masters’ work. A declaration prepared at a foreign customs office, however, can be taken as a sufficient document for controlling of customs value. In the case of a disagreement of a customs office with a declared customs value of an item (and if a declarant can’t prove the named sum), they correct the customs value. In this case we speak about the sum, from which your Russian partner will pay state taxes (but it has no connection with your relations with your Russian partner). All the methods and conditions of this procedure are clearly defined by the Law on customs-tariff.

DOCUMENTS, WHICH A FOREIGN FIRM MUST DECLARE AT THE CUSTOMS OFFICE FOR EXPORT AND TEMPORARY IMPORT INTO RUSSIA:

1. A contract with a Russian partner on export or temporary import of freights with precious metals and precious stones.
2. An export declaration (this document is obligatory but desirable). This document will give you a possibility to solve a problem of customs value of your freight much faster.

The Customs Code of the Russian Federation from May 28, 2003, adapted by the State Duma on April 25, 2003, and approved by the Federal Council on May 14, 2003, provides work with participants of foreign economical activity in different customs procedures. Foreign partners of Russian jewellery companies meet with customs legalization in the procedure of export to Russia or temporary import-export the most often. Let’s dwell on these two customs procedures more detailed.

All the process of customs legalization is held according the Order by the President # 742 “On the procedure of import into the Russian Federation and export out of the Russian Federation of precious metals and precious stones.” State control over import and export is provided by the Assay office of the Russian Federation.

Now the payment is composed in such a way: 20% — customs duty and 18% — value added tax from the sum, in comparison to all the other payments. For example, Italians sell silver chains on the only country, which received almost no severe demands to the accordance of weight and quantity of items at foreign customs offices. For example, Italians sell silver chains on weight, and a computer program of stock-taking gives an average number of items. And it is obviously that a firm has problems during customs examinations in Russia because of specialists are working strictly according GOST (State standards on the characteristics of an item). And these standards direct available difference for gold to 0.01 g, for silver to 0.1 g. In other words, if according the documents a ring weights 2.3 g and in fact it is 2.4 g, it is accepted as doubtful declaration and leads to the implementation of responsibility after the Code of administrative violations of the law.

We should attract the attention of foreign participants of foreign economical activity to the following recommendation: provide all the characteristics of a freight with precious metals and precious stones! You must show weight, hallmark of items, whether a stone is synthetic or natural one. The last moment is very important even for small brilliants: in Russia synthetic stones are not classified as precious ones. Fulfilling these demands you won’t put your Russian partners in a spot and, besides, you will shorten the time of examination.

To January 1, 2004, a participant of foreign economical activity, importing freights with precious metals and precious stones according this customs procedure, paid generally 44% of the value of goods. Since January 1, 2004, value added tax was decreased on 2%. Now the payment is composed in such a way: 20% — customs duty and 18%—value added tax. Generally it is 42% (because they calculate value added tax from the sum, including the calculation of duty). There is also 0.15% — common duty for all the customs procedures for the customs legalization from the value of goods, but it is a tiny sum in comparison to all the other payments.
So, if a foreign firm imports jewellery ar-
ticles into Russia for commercial purposes, 
customs duty is about half of the value of 
goods — 42%.

What articles are classified to the category, 
which is liable to this duty? An article is made 
basically from precious metals. An article 
contains precious stones. There are also ar-
ticles with coating of precious metals. In this 
case, articles are classified as jewellery ones 
only if their coating is made with the method 
of electrolyte. Beside diamonds, precious 
stones, according the Order of the Russian 
Federation from 26.03.1998 № 41-О3 “On 
precious metals and precious stones,” are 
emeralds, rubies, sapphires and alexandrites, 
as well as natural pearl in its raw (natural) 
form. They equate unique amber formations 
from precious stones, according the procedure 
established by the Government of the Rus-
sian Federation.

All the customs procedures with the names 
of types of goods are produced at specialized 
customs offices working with legalization of 
import to the Russian Federation and export 
from the Russian Federation of precious met-
als and precious stones (a list of these offices 
of excise service is given in the end of the 
text), presence of inspectors of the Minis-
try of Finances is obligatory. Under export to 
the territory of Russia freights with precious 
metals and precious stones representatives of 
the excise custom service is given in the end of 
the text). Under the demand of a leader of a specialized excise 
custom service due to another custom procedure; you should just 
poss or gives a bank guarantee, according 
the law, if you should refuse from contacts 
with another custom procedure. A represent-
ative of a firm-participant of foreign eco-
nomical activity has no 
right to 
demand additional guaranties. For 
participation in a custom procedure, you should 
prepare necessary documents in time. A rep-
resentative of a firm-participant of foreign eco-
nomical activity must give a proper declaration of 
changing of a custom procedure and pay the 
duty. As a result an item is transferred from a 
temporary import to another custom procedure; you should just 
present necessary documents in time. A re-
presentative of a firm-participant of foreign eco-
nomical activity must give a proper declaration of 
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present necessary documents in time.

A L I S T O F R U S S I A N E X C I S E C U S T O M O F F I C E S 
(SPECIALIZED):

• Excise custom office (specialized) of the Central excise custom service of the Central 
custom directorate
 12, Smolnaya st., Moscow, 125493

• Central excise custom office (specialized) of the North-Western excise custom service of the Central custom directorate
 38, Konstruktorskaya av., St. Petersburg

• Kosmodemiansky (Pregolsky) excise custom office (specialized) of the Central customs directorate
 4, Magnitogorskaya st., Kosmodemiansky settl., Kaliningrad Region, 236013

• Excise custom office (specialized) of the Smolenskaya excise custom service of the Central custom directorate
 105, Lazochkina st., Smolensk, 124032

• Excise custom office «Sokol» (specialized) of the Magadan custom directorate
 Airport "Magadan", Sokol settl., Magadan Region, 685000

• Excise custom office “Malabah” (specialized) of the Ekaterinburg excise custom service of the Urals custom directorate
 13, Omskikhakhskaya st., Ekaterinburg, 620017

We should attract your attention to the fact 
that it a participant of foreign economical ac-
tivity is out of the regions of responsibility of the 
named offices, he has a right to give a de-
claration to any of them.
Manufacturing of Jewelleries in Russia. Ten Years Later

Irina Perfilieva
Ph.D. in Arts, Research Institute of the Russian Academy of Fine Arts

There is an opinion that “it is a certain frenzy which leads to art. But it is true only in the case when frenzy is overcome.” This thought was expressed not once and by different French bourgeois philosophers and writers in the early twentieth century when art as a form of cognition began to play an important role in the struggle against coming technocratic civilization.

For our country this thought is still actual because our applied and decorative art owing to the force of historical circumstances happened to be distant from a human, who is not only the main object of its application but also a constant point of its style evolution. This is the source of the term “decorative and applied art” in our literature on art, this term performs its “representative” state — its existence in the space of an exhibition hall in a monumental form of an object of fine arts.

All the advantages and losses of this state of Soviet jewellery business we can observe, understand and overcome now. Not at the first time Russia by its own forces rapidly overcomes a way passed by leading industrial countries through decades. In spite of the obvious deficiency of time, contemporary jewellery manufacturers were able, first of all, to keep and increase the high level of artistic craft and, at the second, to overcome the barrier between craft and art as itself. The cultural situation in Russia of the second half of the previous century was a constant point of its style evolution. This is the source of the term “decorative and applied art” in our literature on art, this term performs its “representative” state — its existence in the space of an exhibition hall in a monumental form of an object of fine arts.

The revival of manufacturing of artistic jewel- lery articles from precious materials was begun with the understanding of the fact that this craft is a part of artistic creativity — art. But creation of artistic jeweleries is a special kind of art connecting the micromos of a man with the macrocosm of the surrounding world and existing as a form of performing arts. In this unity there is a strategic task of Russian jewellery industry.

Last 10–15 years at the edge of the twen- tieth and twenty first centuries a process of overcoming of this deformed system was going on, the system which divided jewellery art and manufacturing of “precious things” according to the social-economical principle. The character of this process is not secondary because we are not overtaking neither America nor West Eu- rope, which had been developing in other his- torical conditions. But the process has its own specifics depending on our national mentality. It was mentioned not once that the disposi- tion of Russia on the border between Europe and Asia “dooms” it for organic cooperation between cultures; it has been so for thousands of years, which can be proved by materials of archaeological excavations. Another important circumstance is a central position inside the conti- nent, which became a reason of early coming to a settled life. Even now we are not inclined to radical transformations in our life, travels and other events breaking our stable habitats.

Finally, few countries passed through such social cataclysms, which fell on Russia in the early twentieth century and broke successive connections in existing of jewellery adorn- ments. Then, the politics of leveling of base- ments of national artistic cultures was estab- lished.

Though, recent years, in spite of a certain national inertia, artists-jewellers and manag- ers-manufacturers got many results in the development of Russian jewellery under new social-economic and cultural conditions.

Enthusiasts of manufacturing of artistic jewel- lery articles from precious metals have faced in the beginning of 1990-s, first of all, with the absence of modern system of artistic language adequate to new aesthetic principles and economical conditions. In Russia this lan- guage is traditionally dualistic. Since the most ancient times historians have been noting creative coexistence of pagan and Christian, national and West-European, traditional and vanguard motifs. The same thing happens now.

Commercialization of culture in the reforming period sets new conditions: profitableness of the activity of an enterprise as a whole under strict concurrence. New enterprises and firms, appeared recently in a great quantity, have to take into account all the growing and various customers’ tastes manoeuvring between two main streams. They can be called “traditional” and “vanguard.” The first one includes both national and all-European artistic traditions. The second one includes both traditions of vanguard art of the beginning of the twentieth century and the newest style trends. But for the most part of enterprises priorities are con- nected with economical tasks. To form assort- ments they use all the existing scale of style trends and tendencies. But the picture of mod- ern manufacturing of artistic jewellery articles from precious materials in Russia of the twenty- first century is constructed not by imitators. They make only background for those, who get more, using economical mechanisms of the market; they create their own, individual firm style typical for contemporary creative firms opposite to formally working enterprises in the sphere of artistic industry.

The revival of jewellery business in new Rus- sia is based on the “frenzied” will to join links of violently broken chain of cultural traditions, to return creation of adornments of precious ma- terials into the sphere of art. That’s why interest of jewelers to artistic traditions seems so natural, especially to traditions of times when Russian jewellery art reached the highest level. The end of the nineteenth century was the time of inter- national recognition of Faberge, Saizikov, Khlеб- nikov, P.A. Ovchinikov and G. P. Ponchakov. It’s happened that in the beginning of 1990-s there was a jubilee of the Faberge firm more known abroad also because it had its branches there. May be it is preferable in Russia, too. This Fa- berge style attracted attention of the first among creative firms “Syrin” founded by a group of artists, masters and managers, who noticed pre- ciously at the Moscow Experimental Jewellery plant. But now, after more than ten years, we can say for sure that this firm has its own individual style and its own customers. The leading artists of “Syrin” are Natalia Nagurnaya and Tatiana Zharkova. Now many companies come to the sources of artistic traditions. Russian artists- jewelers were longing to restore forgotten, lost
techniques and methods of artistic processing of precious metals and other materials—enamels and guilloché, stained glass, filigráne including gold filigrán, coloured gold and many others; it’s impossible to go further without it.

This tendency was supported by the oldest Russian enterprises—the plant “Russkie Sâmotsvety” (Russian Gemstones) (St. Petersburg), its creative group was headed by Svetlana Berezovskaya.

Interesting samples in the style of the Uralian school based on the idea of gemstone insets became a personal sign of the plant “Yuveliry Urala” (Jewellers of the Urals) founded in 1896.

The theme of the Orthodox artistic culture and jewellery objects connected with religious habits and traditions are not worked out by modern artists-jewellers till recent times. There were serious objective reasons. Now we can talk not only about assimilation of traditions but also about independent movement. Today in this theme many firms are working, for instance, the Centre «Russkie Remesla» (“Russian Crafts”, Yaroslavl). Among them there is one of the most interesting traditional centres of Russian jewellery art is the plant “Severnaya Chern” (Northern Niello) in Veliky Ustiug. Not long ago in its assortment small adornments play the main role; they couldn’t show all the beauty of this exquisite jewellery technique. Nowadays, artists and masters fulfill complicated demands of the Patriarchy. This indisputable fact proves the recognition of artists from Ustiug: Elizaveta Tropina, honoured artist of Russia, and Liudmila Bobyleva and Liudmila Menshikova.

The firm “E. Zaks” (Moscow), founded in the end of 1990-s, was the first one, which has broaden the scale of creative searches up to modern ones including the newest vanguard style trends.

“Diamonds of Russia. 20-th century” — it was the name of the first collection of the firm “YuTe — Yuvelirny Teatr” (Jewellery Theatre) from Moscow, which was founded on the edge of centuries by artists Irina Dorofeeva and Maxim Vozensensky, well-known in the sphere of “studio” art. Their articles perform a new conception of adornments, interesting not only because of their materials but also because of original artistic decisions. This firm plays a role of a “gold” link between author’s and industrial art, between creative experiments of vanguard trends and traditional customers’ demands at the jewellery market.

The plant “Rossilver” (St. Petersburg) began from a new starting point. They invited the eldest artist-jeweller, whose works were known in Russia and abroad,— Vera Povolotskaya. She organized manufacturing of cast silver adornments, which led the plant to the front line of the jewellery market.

Last years became a “star” point for the enterprise “Crystall” from Smolensk. Since 1963 the plant has been working with diamond faceting. Now it is a brilliant capital of Russia, one of
The most interesting modern enterprises manufacturing artistic jewellery adornments with brilliants. The firm got to create its style rather fast; they demonstrate exclusive taste in corresponding eternal classic and vanguard design.

The most part of jewellery companies keep the politics of style variety. Among them there are large and small enterprises. Some of them use this politics to catch the moment and to survive in difficult conditions. Others produce a broad assortment of mass and serial articles to support not so profitable experimental development. Among such companies we could mention “Akant” (Rostov-na-Donu), “Almaz-Holding”, “Russian Jewellery Manufacture” and “Svyat-ozero” (Moscow), “Ringo” and “Yuvelirny Dom” (Ekaterinburg), “Cast” and “Petrozoloto” (St. Petersburg) and others.

A special importance for contemporary jewellery manufacturing in Russia is seen in the authority and respectability of an artist. Forms of cooperation are various; they depend mostly on the charter of a specific firm. Anyhow the name of the author isn’t lost in anonymity now. To build its state and positions, numerous competitions are working nowadays. They are organized by the “Guild of Jewellers of Russia” at different exhibitions: “Yuvelir” in Sokolniki (Moscow), JUNWEX (“Gemstones of Russia”) (St. Petersburg), “Treasures for exclusive persons” in the Expocentre on Krasnaya Presnya (Moscow), “Treasures of Russia” in Gostiny Dvor (Moscow) and also exhibitions in Kostroma, Sochi and other cities. The main aim of experts working as judges is to put the attention to the firms longing to creative development, to the artists trying to overcome habitual tastes and suggesting really new, original artistic decisions according modern aesthetic principles. So, recent years the laureates of these competitions were Vera Chernova — “Cast” (St. Petersburg), Vera Povolotskaya — “Petrozoloto” (St. Petersburg), Sergey Chieriev — “Russian Crafts” (Yaroslavl), Elena Rybkina — “Akant” (Rostov-na-Donu), Ilya Palkin — “Almaz-Holding” (Ekaterinburg) and many other artists. An important role in this process the Foundation of supporting of education and creativity of artists-jewellers “FORMA” is playing; it is headed by the famous Petersburg artist-jeweller Galina Kovaleva.

At the end of this short survey of the history of Russian art of jewellery in the sphere of manufacturing of artistic jewellery from precious materials it’s necessary to say that nowadays Russian school is at the stage of intensive growth and shaping. Naturally, there are many economical, organizational and aesthetic problems. We should understand and think over many moments. But just now we can say that manufacturing of jewellery is a sphere of artistic creativity, a complete and independent art. And existing problems show the extremely rapid evolution through recent decades.

Bashirov Serzhan
Pendent “Three Signs of the Sun”
Silver, leather, turquoise, corals

Ananiev Anton,
“Aviator”
Liddite, obsidian, cacholong, Chukotka agate, rock crystal, jasper

Galatin Oleg
Intaglio “Godmother of Valaam”

Atis & Co. Dagger
18 carat gold, silver, carved bone, thigrine, chasing, engraving
Author: Almosov K.A.

Malkiel Igor
Earrings “Spring”
Silver, enamel

Malkina Larisa
Earrings “Spring”
Silvver, enameled

Ring “Wave”
18 carat white and black gold, brilliants, cultivated Tahiti pearls
Author: Dorofeeva Irina, Photo: Pryanechnikov Sergey

“Souvenirs of Bath Ltd.”
“Sand-glass”
Amber, silver, walrus bone, timber
Author: Lopatkin Yury

Set “Revelation”
Rock crystal, gold, brilliants
Authors: Badov Igor — “Ermi” JSV

Set “Three”
18 carat white gold, amethysts, brilliants
Authors: Lunkova O., Lunkov A.

“Almaz-Holding”
Set “Thea”
18 carat white gold, amethysts, brilliants
Authors: Lunkova O., Lunkov A.

“Almaz-Holding”
Set “Forma”
Rock crystal, gold, brilliants
Authors: Badov Igor — “Ermi” JSV
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**RESTEC Exhibition Company:**

**ANNUAL EXHIBITION PROGRAM FOR 2004–2007**

**V. V. Budny, Chief of Jewellery Projects, Restec Exhibition Company**

Dear exhibitors and guests of the BASELWORLD Show!

Let us introduce the annual exhibition program of the Restec Exhibition Company. This year is very important for us as we have undertaken significant steps to provide the entire range of exhibition services with the purposes of effective marketing and organizing successful jewellery business. The exhibition program by the Restec Exhibition Company is oriented both at jewellery enterprises and large trade networks — those companies looking forward to brand embedding at the Russian market and seriously interested to join the world jewellery market.

The exhibition program offered is a logic conclusion of Restec’s initiatives aiming at stimulating domestic jewellery market. These initiatives are based on the 12-year experience in the Russian jewellery market.

Some 100 international jewellery companies will be exhibiting alongside leading Russian jewellers and manufacturers for the first time at New Russian Style/ International Jewellery Moscow. The magnificent marble Building of Gostiny Dvor, just beside Red Square in the centre of Moscow, will be the setting for the launch event to be held from May 19–22, 2004, organised by Reed Exhibitions in partnership with the Restec Exhibition Company.

According to a report in the April 2003 issue of Russian Diamonds & Jewellery, among all Russian economic sectors their jewellery industry has seen the fastest sustainable development, with the industry benefiting from the nation’s natural resources. Russian support of the event includes the Association of Russian Diamond Manufacturers, the Russian Assay Office, the Guild of Jewellers of Russia the Union of Jewellers of Russia’s North-West and the Russian Diamond Chamber. International participation includes key pavilions from Italy, Germany and France as well as groups from Belgium, the UK, Australia, Hong Kong, India, Taiwan, Thailand and the USA.

Amongst the 100 Russian exhibitors are “Almaz-Holding” and “Russkiye Samotsvety” both adding great splendour to this launch event with their grand designs in fine jewellery, incorporating large colourful gems as well as diamonds. They will be joined by “Koala” from Italy, who won an award for jewellery design by Laura Biagotti. Also from Italy, “Orogemma” will be launching new gold chains aimed at the men’s jewellery market, “Restec has already run national jewellery events attracting 10,000 trade buyers,” explains Caroline Thompson, Show Director at Reed Exhibitions. “This launch event is the ideal partnership of Reed’s international expertise with Restec’s local market strengths. We discovered, by taking to our international customers, that there is widespread and substantial awareness of the potential in Russia.

But with such a ‘closed market’ it has been difficult for international manufacturers to gain access. Through this new partnership, we are able to offer a new and very exciting opportunity to the industry — access to a burgeoning market. We anticipate that for 2005, even more countries will participate, putting NRS/IJM firmly on the international jewellery calendar.”

Valery Budny, Show Director at Restec, adds: “NRS/IJM is also a unique opportunity for international jewellery wholesale and retail companies to extend their business. We invite to the show all who are interested in cooperation with Russian companies and business on the Russian jewellery market.”

For further information and photographic material, please contact: Gail McGuffie PR
Tel: +44 (0)20 8568 5466, Fax: +44 (0)20 8580 5551
Mobile: +44 (0)7885 10 33 53
Email: gailm@jewellerymoscow.com
Website: www.jewellerymoscow.com

**ANNUAL EXHIBITION PROGRAM FOR 2004–2007**

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**To Russia… With Jewels**

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For further information and photographic material, please contact: Gail McGuffie PR
Tel: +44 (0)20 8568 5466, Fax: +44 (0)20 8580 5551
Mobile: +44 (0)7885 10 33 53
Email: gailm@jewellerymoscow.com
Website: www.jewellerymoscow.com
Competitions — an Incentive to Creativity

Maria Mitekina

As everybody in the world, Russian jewellery manufacturers produce mass articles for a broad circle of consumers. But with all this going on, volumes of sales of mass jewellery articles are so large, that any foreign manufacturer could envy it. The Russian jewellery market is immense; and it demands constant filling. Moscow and Petersburg are oriented toward contemporary fashion tendencies in design of adornments, but Russian remote places prefer materials, styles and technique checked with time. Ideas being offered by Western jewellers-artists now, perhaps, won’t be assimilated on vast Russia territories. That’s why native manufacturers create collections based on traditional preferences of mass consumers.

Last decade Russian jewellery industry is developing constantly and dynamically. In spite of the fact that jewellers have to fill the market with mass articles, many firms are longing to create individual, exclusive collection in the style of their own. Although there are companies primordially oriented to exclusive production, their quantity is not really big. We can see that Russian firms have great potential not only in mass articles manufacturing but in creation of individual projects as well, it is proved with the recognition of high artistic level of Russian samples at the competition for De Beers Diamond Award. In different years its winners and laureates were masters from such companies as “Yuveliry Urala” (Ekaterinburg), “Art Facet” (Moscow) and “Syrin” (Moscow).

A perfect possibility to display their unique articles, which differ from usual assortment, is given to firms at trade exhibitions and shows, the quantity of which is growing from year to year. At the most part of such jewellery forums trade competitions are held. Participants of these exhibitions always welcome such incentives, and a status of an exhibition is obviously increasing when it includes a competition.

Jewellery enterprises press to prepare collections for each significant show to surprise not only customers but also professional jury. Competitions sum the results of activity of firms for a reviewed period up and concentrate all the achievements and ideas. Exponents of shows demonstrate their exclusive collections, performed in one or another nomination, with reasonable pride. Notably, that the themes of competitions are rather various and it gives possibility to present articles in the most suitable nomination corresponding to the author’s idea.

In the network of the Moscow International exhibition in Sokolniki they organize an annual, traditional competition “Yuvelir” (Jeweller). Trade competitions in the city on Neva in the eve of the jubilee — “Golden Mercury” and “Jewellery Olympus”, naturally, couldn’t go without such nomination as “To the 300-th anniversary of Saint Petersburg.” This theme came also to the jewellery competition for the award of the cultural capital “Petersburg Recognition”, which was held at the exhibition “JUN-WEX 2003.” The results of the competition “Golden Masterpiece” were summed up at the exhibition “New Russian Style-2003.” Our magazine has written about the only Moscow Jewellery plant “Elks,” Ltd. Set “Delight” Gold, brilliants. Author: Alaineva Alexandra

Jewellery House “Cacholong” Ltd. Set “Hope” 18 carat gold, brilliants

Kopytseva L.A. Composition of beads “Birds” Silver, topazes, amethysts, smithery, soldering

Raigorodskaya Anna Necklace “Tears”

Shanygina Anna Composition “Born in Venice”

Akhmetshin Edward “All-seeing Eye”

Vedeneev D.V. Earrings “Tiny Man” Silver, circones

Jeannette Anna Composition “Born in Venice”

Alekseyeva Anna Set “Hope”

Maria Mitekina
All-Ukrainian forum of jewelers “Yuvelir-ExpoUkraina-2003,” where a competition of sketches for the best jewellery design had been held for the first time. The central event of the traditional exhibition in Ekaterinburg “Uralyuvelir–2003” was the competition of contemporary art of jewellery. Organizers of this event have placed a great aim for this competition: “to set up a basement for systematic efforts of enterprises in working out of a bright stylistic line.”

One more feature of competition programs in Russia is a nomination for interior adornments and small plastic. Lapidary tradition has deep roots in our country. Articles of gemstones decorated imperial palaces once, and they were evaluated not less than articles with precious stones. Modern masters-jewellers develop the school of old Russian craftsmen, making masterpieces of stone-carving art, which are performed in the show-boxes of jewellery exhibitions in Russia and abroad.

A special place in a row of specialized competitions is taken by the International competition among young designers of jewellery adornments “Image and Form”. It was carried for the forth time. A specific of this competition is so that it is designed not for professionals with large experience and years of practice but for young artists-jewellers. Correspondingly, they expect less banalities and more creativity from this competition. We can say for sure that “Image and Form” justifies these expectations; it is a good starting place for non-ordinary view to the future. No doubts that such actions open perspectives not for young artists-jewellers only but for the art of jewellery in a whole as well.
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**Time to Draw Borders Apart**

Annual world watch and jewellery show BASELWORLD is an event second to none in the watch industry. It is the main place of showcasing the newest achievements in manufacturing and design of modern “time keepers”. Here leading trends of changeable fashion on watches are formed. Participation in this show is a kind of a pass for the world watch market.

The participation of Russian companies in the show is not occasional. Once the USSR was constantly in the first tenth of the world leaders in the manufacturing of watches. Soviet mechanical watches with quality mechanisms and concurrent prices were in popular demand at the world market: about 40% of the annually produced watches went abroad.

Nowadays at more than 30 enterprises of Russia they assemble more than 6 mln watches annually. High interest to safe Russian watch mechanisms is typical for many leading world manufacturers including Swiss ones, which is proved during numerous business negotiations at the exhibition “Moscow Watch Salon 2003”. That’s why Russian watch-makers cherish serious hopes connected with this BASELWORLD. They suppose to built new cooperation ties, to draw investments thanks to their participation in the show in Basel and also to return lost positions at the world market.

Russian exposition will perform almost 600-years old history of the development of watch industry in Russia for visitors of the BASELWORLD — from the first chime of the Moscow Kremlin and outstanding works by Russian watch-makers, which are kept in collections of leading museums, to recent samples by their modern successors.

There is a Russian proverb: “There is a time for everything”. There is a time for Russian watch industry to broaden its borders. It is ready for radical progress. And this show BASELWORLD should prove it.

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Siberian Promotion of Platinum

Sergey Fedorchenko

Platinum demands of the Russian market have ideally coincided with abilities and experience of jewellers from Krasnoyarsk.

The Gulidov Krasnoyarsk Non-ferrous Metals Plant (“Krastsvetmet”) is one of the leaders of the Russian jewellery industry in need of no special recommendation. It is well-known as the greatest manufacturer of jewellery chains and bracelets in Russia — with a complete technological cycle from the preparation of a jewellery alloy and chain-binding to diamond faceting and final polishing. Now, it produces more than 150 kinds of chains and bracelets out of 14- and 18-carat gold, 22.8 - carat platinum and 20-carat palladium, more than 500 kinds of rings, pendants, ear-rings, necklaces and other articles.

Recently the company has directed special attention to the manufacturing of jewellery adornments made of platinum. The jewellers thoroughly studied world trends of the platinum market, which seemed to be unfavorable for Russia. Judge it for yourselves.

Now the world jewellery industry consumes more than 80 tons of platinum. Eight years ago China used about 100 kg of the noble white metal for these purposes, but now it takes more than 40 tons. Japan uses about 25 tons of platinum for the manufacturing of adornments annually. Last year Russians bought about 100 kg of platinum items only. The dynamics and vector of preferences of the world jewellery market seem to be obvious: a consumer “turns his face” away from gold to the exclusive white metal, which is 2.5 times more expensive and 35 times more rare than the yellow one. “Krastsvetmet” has been manufacturing and processing platinum group of metals for 60 years. It was predestined to organize the manufacture and promotion of platinum adornments to the market.

For the first time Krasnoyarsk platinum jewellery was exhibited at the show “Yuvelir–2001”. Siberian specialists had to overcome many difficulties resulting from physical and chemical properties of this metal: its refractoriness (melting temperature is 1768°C), high viscosity and hardness. Captives of platinum demanded special technologies and additional knowledge from the plant professionals; not many jewellery manufacturers possess such experience and qualification.

And the results didn’t keep waiting. In 2003 alone Russia produced 147 kg of platinum adornments, the significant part of it having been manufactured by “Krastsvetmet.” Last year about 70 kg (half of all the Russian platinum adornments) were produced with the Krastsvetmet brand. Now seven out of ten platinum items bought by Russians are made in Krasnoyarsk.

Manufacturers from Krasnoyarsk shown new collections at the traditional jewellery festival in Kostroma last June. They won in the platinum adornments nomination. Then, the exhibitions “Yuvelir” and “Winter Fairy-tale” were held in Moscow and “JUNWEX–2004” in St. Petersburg. “Krastsvetmet” platinum articles were consistently honoured with the highest grades.

However, Krastsvetmet’s specialists are sure that today’s victories are the beginning of the promotion of platinum adornments from Krasnoyarsk. Marketing specialists estimated that Russian customers can consume up to 4.5 tons of white metal adornments; and the example of China proves that the rate of growth of consuming platinum adornments could reach even higher levels when using an effective promotion strategy.

Russian consumers are waiting for platinum jewellries which are considered to be prestigious and perceived by Russians as something which is more precious and noble. The exquisite image of this metal is constantly associated by consumers with extraordinary quality — “platinum” discs, credit cards and even “platinum” beer. This metal serves a marvelous frame for precious stones; it goes with diamonds and natural yellow tints of gold. It doesn’t irritate skin because it contains no allergenic admixtures. It is long-lived and resistant to high temperatures and acids. It is almost never worn out. Jewellers from Krasnoyarsk are sure that if the Russian gold market is saturated, platinum presents great opportunities for manufacturers. These opportunities are the aim of “Krastsvetmet” jewellers.

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The firm “Art-Classic” by rights can claim to the glorious place of a successor of the elegant Petersburg style. Firms jewellery is designed for the middle class which is acknowledged now in the temptation of exclusive offers and is ready to choose the best from any assortment. Masters of the firm who work with such a difficult technique as enamels receive the unsurpassed deepness and purity of colours. After multiple experiments they succeeded in restoring of the ancient technique of making enamels. Now they come close to the level of the best pre-revolutionary samples. At the same time the modern technologies give them a possibility to produce enamels of any tones. And thorough maintenance of all the details of this technology give them a chance to receive the highest quality of the output.

The best traditions of Petersburg elegance, quality and exclusive attitudes to any piece of jewellery, even to series, — those three key-stones are the basement of the firm style of “Art-Classic.”

FABERGÉ RETURNS TO RUSSIA

Historical event at the world market of Russian antique goods

© Photo of articles: Forbes magazine, 2000
© Photo: Archive of V. Skurlov
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The collection of Fabergé objects belonged to heirs of media-magnate Forbes has been sold to Russia. It’s a unique case: the April Sotheby’s auction was canceled; nine Imperial Easter Eggs and 180 objects more have been bought by the Russian businessman Victor Veksberg (Tiumen’neftegaz, Siberian aluminium, Ekaterinburg special alloys plant) through the Foundation “Connection of Times,” founded by him. The Foundation is going to take similar actions in future.

The price of this agreement is not declared. Primary evaluations of the nine Imperial Easter Eggs only were US $70–100 mln.

A similar case happened only in 1930, when the American millionaire Armand Hammer has bought ten Imperial Easter Eggs by Fabergé from the Armoury Chamber through the All-Soviet association “Antikvariat.” Several hundreds of Fabergé objects including two Imperial Easter Eggs were sold by Sotheby’s in Cairo, at the auction of things of the overthrown Egypt king Faruhk exactly 50 years ago.

The returning of the collection to the native country was made simpler thanks to cancellation since January 1, 2004 the 30% custom duty on the importing artistic values into Russia. This law was enthusiastically welcomed by Russian specialists in antique business.

“Don’t stop us and we will return to Russia its treasures,” they say.
The first Imperial Easter Hen egg. Price in 1885 — 4151 roubles 50 kop., including 2 ruby eggs as pendants — 2700 roubles. Ruby surprises are absent now. So, the price of the egg is 1451 roubles 50 kop. (US $730). The evaluation by Sotheby’s is US $3–4 mln. Sold at the auction Christie’s (London) in 1934 for £ 85 (US $430). In the collection of Forbes since 1978.

Renaissance egg. Price in 1894 — 4750 roubles (US $2375). The evaluation by Sotheby’s is US $5–7 mln. Sold from the Armoury Chamber in 1930 to Armand Hammer through the All-Soviet association “Antikvariat” for 1 000 roubles (US $500). In the collection of Forbes since 1965.


Heart Surprise frame from the Imperial Easter egg of 1897. An enamel frame in the shape of a heart with three miniature portraits: of the Emperor Nicholas II, the Empress Alexandra Feodorovna and their daughter Grand Duchess Olga. Price of the complete egg in 1897 was 3250 roubles (US $1625). Forbes has bought the frame at Christie’s (Geneva) in 1978 for CHF 40 000 (£ 11 000).

Set of ash-trays. Gold, gilded silver, enamel. Moscow branch of the Fabergé firm. 1899–1908. Size: 8.3 cm, 8.3 cm, 7 cm, 9.2 cm. Inventory № 26535.

Six glasses. Gold, enamel, rock crystal. Workmaster: Mikhail Perkhin. 1893. Inventory № 45662. After the demand of the Empress Maria Feodorovna. Price was 650 roubles (US $325).
Jewellery Art & Business


Order of St. George egg. Price in 1916 was not established. It has been sold at Sotheby’s in 1961 for £ 11 000 (US $31 000). In the collection of Forbes since 1976. The evaluation by Sotheby’s is US $4–6 mln.

Christ and two Archangels egg. Workmaster: Mikhail Perkhin, before 1899. In the process of preparation for the cancelled auction Sotheby’s (2004). Christopher Forbes supposed that this egg was a surprise of the Renaissance egg (1894). In the collection of Forbes since 1978. Sold at Christie’s (London) in 1984 for £11 650 (US $31 000).

Varvara Kelkh Hen egg. 1898. Workmaster: Mikhail Perkhin. Sales — see the Chanticleer egg.

Varvara Kelkh Chanticleer egg-clock. 1904. Workmaster: Mikhail Perkhin. It has been bought among six eggs of Kelkh in the beginning of 1920-s by Jean Zolotnitsky (shop “À la vielle Russie”, Paris) for the general sum £ 925 (US $3300). In 1928 it has been sold among seven eggs from the collection of Kelkh to the USA for US $10 750. In the collection of Forbes since 1966.

Revolving frame with portrait of the Emperor Nicholas II and British King George V. Besides, there is a photo of sisters: Russian Empress Maria Fedorovna and British Queen Alexandra. Silver, wood, rock crystal, moonstone. Workmaster: G. Armfeldt. 1908–1917. Height 25.4 cm.

Frame with portrait of the Empress Nicholas II. Gold, gilded silver, enamels, brilliants, rock crystal. Workmaster: Mikhail Perkhin. 1899–1903. Height 37.2 cm.


Christ and two Archangels egg. Workmaster: Mikhail Perkhin, before 1899. In the process of preparation for the cancelled auction Sotheby’s (2004). Christopher Forbes supposed that this egg was a surprise of the Renaissance egg (1894). In the collection of Forbes since 1978. Sold at Christie’s (London) in 1984 for £11 650 (US $31 000).

Varvara Kelkh Hen egg. 1898. Workmaster: Mikhail Perkhin. Sales — see the Chanticleer egg.

Varvara Kelkh Chanticleer egg-clock. 1904. Workmaster: Mikhail Perkhin. It has been bought among six eggs of Kelkh in the beginning of 1920-s by Jean Zolotnitsky (shop “À la vielle Russie”, Paris) for the general sum £ 925 (US $3300). In 1928 it has been sold among seven eggs from the collection of Kelkh to the USA for US $10 750. In the collection of Forbes since 1966.

Revolving frame with portrait of the Emperor Nicholas II and British King George V. Besides, there is a photo of sisters: Russian Empress Maria Fedorovna and British Queen Alexandra. Silver, wood, rock crystal, moonstone. Workmaster: G. Armfeldt. 1908–1917. Height 25.4 cm.

Frame with portrait of the Empress Nicholas II. Gold, gilded silver, enamels, brilliants, rock crystal. Workmaster: Mikhail Perkhin. 1899–1903. Height 37.2 cm.
Armchair bonbonniere. Multicoloured gold, enamel, nephrite. Workmaster: G. Wigstrom, 1908–1917. Inventory № 22841. In 1915 from London this object was taken to Siam, perhaps, to be shown to the Siamese king. The price according insurance evaluation was 1350 roubles. In April 1919 this bonbonniere was among the property of the F. Fabergé shop in Moscow arrested by Che-Ka. Price in 1919 — 6500 roubles.


Coronation snuff-box. Workmaster A. Holstrom. 1896. Inventory № 1067. Presented at the coronation in May 1896 to the military ministers of the Imperial Russian Empire. Price was 1300 roubles (US $650).

Duchess Marlboro egg-clock. 1902. Workmaster: Mikhail Perkhin. In 1926 it has been bought from the Marlboro family by the singer Hanna Walski. Bought by Forbes at the auction Sothby’s Park Bernet (New York) in 1965 for US $50,000.


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RUTA

Russian Company Ruta for already 10 years is the major supplier of jewellery tools and equipment, displays and packaging at the Russian market. Over it’s work the company has established strong business relations with such world-known producers as Yassi, Otec, F.O.V, Dauser, Keri, Foredon, Maillefer, Castaldo, Valherbe, Proxxon, Dedeco, Presi- dium, R&P, Leg Or, Elmia and many others.

The number of our constant customers at the Russian market is over 5,000 jewellery companies.

Being guided by the experience and requirements of suppliers and customers and attentively tracing the trends of foreign mar- kets development we successfully improve the main directions of our commercial activity: jewellery tools and equipment, displays and packaging, we constantly broaden the assortment of the offered goods and services.

BRANCH NETWORK

To date Ruta has a well-developed network of branch offices covering the entire territory of Russia. This is one of the important competitive advantages of our company over other companies working only in Moscow and Saint Petersburg. Branch offices and network of branded shops “Ruta. Everything for Jewellery” are situated in major cities of Russia: Moscow, Saint Petersburg, Kazan, Krasno- yarsk, etc. The network of affiliates and shops allows promoting foreign and Russian brands effectively over the entire territory of RF.

We can be proud it is our company to intro- duce the newest world technologies in jewel- lery production to numerous customers.

EXHIBITIONS

Our company regularly participates in all the main Russian jewellery exhibitions. We have accumulated a rich experience in exhibiting the offered products. Our booth attracts a great number of visitors; the majority of them become our constant clients.

INTERNET-SITE

Our Internet-site contains complete infor- mation about products and services, techni- cal and reference information for everyone in- volved in jewellery production and sale. There is a complete product Internet-catalogue at customers’ disposal. Visitors can order every- thing they need via the Internet-catalogue. At the contest of Internet-sites that took place at the international exhibition “Juvelir-2003” in Moscow our site won the first prize in nomination “The Best Internet-Site Contents”.

TECHNICAL SUPPORT

Sale of modern high-technology equipment can’t do without proper technical support. Our specialists are regularly trained at the plants of our suppliers. Our technicians help customers not only to install the equipment but advise them on further equipment use and consumables selection as well. There is a system of after-sale service.

We cooperate with well-known Russian jewellery magazines to inform broad audience about the offered services and new technolo- gies of jewellery production.

Jewellery Technologies

B R A N C H  N E T W O R K

Jewellery Art & Business

Specifics of Russian Market of Jewelleries with Coloured Stones

Mikhail Chizhov,
head of the gemological department, JSV “Russkie Samotsvety”

Russian market of jewelleries with coloured stones is characterized with some specific features.

1. According the Russian law, some coloured stones (ruby, sapphire, emerald and alexan- drite) are classified to a separate group — precious stones with special demands on extrac- tion, processing, usage, customs procedures and trade rules. In particular, their circulation among NATURAL persons is prohibited both in raw and faceted forms.

2. Demand of existing law are hindering the development of market relations in the work with precious stones, as well as in trade of je- wellery articles with such stones.

Jewellery community has been promoting liberalization of laws on precious stones for many years, but results are still insignificant.

2. Proper base of raw coloured stones is rather limited that’s why a significant part of faceted material comes through import.

2. After the break down of the USSR almost no deposits of coloured stones left in Russia except those of amber and some gemstones.

Existing formations are not large; they can’t provide necessary volumes of stones for jew-ellery enterprises. In this situation, overwhelm- ing majority of stones come through import, including ruby, sapphire, emerald, tourmaline, garnets, topaz, chrysoprase, amethyst, pearl, opal and others. The scarcity of proper base puts frames on the volumes and assortment of used stones.

3. Import of stones is connected with rather complicated customs procedures and very high custom duties. Usually high custom duties are established to protect inner manufacturers but in the situation of absence of proper resources of ruby, sapphire and emerald it seems puzzling.

High custom duties restrain the growth of usage of these stones by jewellery enterprises and create the basement for the “black mar- ket”. It is known that significant part of ru- bies, sapphires and emeralds comes to Russia round any custom barriers.

4. Assortment of coloured stones used in je- wellery articles is not broad. It is connected with a number of reasons: almost complete absence of coloured stones before “perestroi- ka” because of the absence of import; domi- nation of synthetic and cultivated stones in jewellery articles; absence of the culture of stones and propaganda of stones. Only recent years a certain interest to coloured stones and articles with them appeared in Russia. In the promotion of knowledge numerous exhibitions- fairs of stones and jewelleries in different parts of the country are playing the main role. Be- side blue topaz and amethyst, coloured tour- malines, coloured gemets and even tanzanite are in trade more and more often. In mass ar- ticles well-known stones are dominating, and in adornments of individual creation they be- gin to use noble opal from Australia and pink spinel from Vietnam and rosy rhodolites from Tanzania and emeralds from Zambia.

5. Broadcasting of the assortment of used coloured stones is limited significantly with low level of income of population; it leads to usage of small and low-qualified non-expensi- ve stones. Articles with coloured stones the price of which is about hundreds of US dollars are almost out of demand.

6. There are no legislative documents on coloured stones, especially on the group of precious stones. There is no common approach to quality and colour indexes. The absence of criteria of separation on sort signs makes the work of jeweller manufacturers and salesper- sons difficult.

Tendencies of recent years show slow but constant growth of material level of life of the population and the growth of knowledge on stones, which is a sake prerequisite to signifi- cant developing of sales of articles with col-oured stones, as well as to broadening of their assortment and quality indexes.
Gemological Equipment

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Types of alloys MAGIC for gold

<table>
<thead>
<tr>
<th>Alloy Code</th>
<th>Colour</th>
<th>Hallmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>414 R</td>
<td>MAGIC red</td>
<td>14-car. gold (585 hallmark)</td>
</tr>
<tr>
<td>414 WPd</td>
<td>MAGIC white</td>
<td>14-car. gold (585 hallmark)</td>
</tr>
<tr>
<td>N8 14</td>
<td>NICKEL white</td>
<td>14-car. gold (585 hallmark)</td>
</tr>
<tr>
<td>WG2014</td>
<td>WHITE white</td>
<td>14-car. gold (585 hallmark)</td>
</tr>
<tr>
<td>418 R</td>
<td>MAGIC red</td>
<td>18-car. gold (750 hallmark)</td>
</tr>
<tr>
<td>418 WPd</td>
<td>MAGIC white</td>
<td>18-car. gold (750 hallmark)</td>
</tr>
<tr>
<td>N8 18</td>
<td>NICKEL white</td>
<td>18-car. gold (750 hallmark)</td>
</tr>
<tr>
<td>WG2018</td>
<td>WHITE white</td>
<td>18-car. gold (750 hallmark)</td>
</tr>
</tbody>
</table>

Types of alloy MAGIC for silver

<table>
<thead>
<tr>
<th>Alloy Code</th>
<th>Colour</th>
<th>Hallmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>4AG</td>
<td>MAGIC white</td>
<td>925 standard silver</td>
</tr>
<tr>
<td>5AG</td>
<td>MAGIC white RP</td>
<td>casting with stones</td>
</tr>
</tbody>
</table>

Melt with alloys for silver don’t darken for 4 years

The firm “CLAD” from St. Petersburg has been working at the Russian market of jewellery technologies for ten years by now.

It’s happened so, that neither Soviet nor Russian industry couldn’t take a niche at the market of jewellery instruments, equipment and materials. Meanwhile, modest attempts were made. Naturally, foreign manufacturers used the first chance to fly into the market and take all the vacant places. Our task was to help jewellery manufacturers to understand who is who.

The firm “CLAD” opened such companies as Bullnheimer & Co (Germany), Dalloz Industrie Lapidaire S.a. (France), Otec Prachtsfinish (Germany) for the Russian market. Now we keep successful cooperation with Mr. Ernest Becker and his firm AGS ALPHA GUSS METALLE from Pforzheim. Working off the technologies of jewellery casting with MAGIC alloys produced by AGS ALPHA GUSS is a perspective and rapidly developing trend in Russia.

Many people in Russia understand cheap doesn’t mean good but there should be some limitations in the growth of prices. For us the balance between price and quality is not just a word. Russian jewellery manufacturers know that modern jewellery industry — it is balanced technological process first of all, where there are no unimportant details and secondary segments. Economical expediency and finally the financial success of production depend on this balance.

We are ready to take part in modernization of existing enterprises as well as in creating of new high-technological ones.

Our main strategy is not only in finding a new firm, articles or technologies and selling them, but also in after-selling informational, consulting and practical support of sold goods.
International Jewellery Symposium in Saint Petersburg — a new stage, new ideas, new regime

On July 5—9, 2004, during five days, St. Petersburg will traditionally become a capital of the world jewellery technology hospitably opening doors of the hotel “Pulkovskaya” for participants of the III International Jewellery Symposium. Three years ago the Symposium was created as a technological forum which is held mainly for Russian jewellers — a place where foreign companies and research centres would inform visitors with the newest technological ideas in scientific and technological reports free of advertising. Experience of previous two years, comments and reviews in world mass-media, advisers and wishes of participants of the Symposium, foreign authors of reports and manufacturers’ equipment as well as other interested persons and companies, led to serious transformations of the conception of this event and its status.

Just in 2002, at the I Symposium in St. Petersburg there were very serious Russian reports — not only foreign ones; and in 2003 common visitors from the CIS countries appeared at the forum. General amount of visitors from the former USSR was about a third in 2003; the status of the event became close to that one of the most serious and famous forum in the world — the Santa Fe Symposium (the USA), which has been being held for 14 years. Inspired with the success of the Symposium in St. Petersburg, several organizations, among which there were the World Gold Council, the Santa Fe Symposium, the Research institute of noble metals — FEZOLGOLD and Lager, decided to create a similar event in Italy — Jewellery Technological Forum (JTF), which would take place for the first time on June 18—19, 2004. We have reasons to be proud: the International Jewellery Symposium in St. Petersburg is not the only one now but the oldest and the most respected in Europe. Organizers of JTF informed the organizational committee of the St. Petersburg JS, that among the obligation demands to reports they had included a point on the rule not to perform the same report at any other public jewellery event or seminar. Exclusion is made for the SFS (Santa Fe Symposium) and IJS only. Some of our authors of reports of 2003 have received invitations to make their reports in other countries. So, a report by A.B. Kolomeisky and S.Yu. Kazantsev on physical-chemical aspects of tempering of casting basis will be performed at the Santa Fe Symposium in May (www.santale symposium.org) — with a reference to the place of the first publication, and a report by Inna Dragunova on casting from stones that is point of view of professional stone-cutter is included into a program of JTF (www.jtf.it).

They quote us, our reports in some areas of jewellery technology were evaluated as revolutionary ones; they refer to our reports; they arrange business and scientific meetings at our symposium; they write about us in foreign trade jewellery publications. In the list of the most important events of the jewellery world in 2004 prepared by the magazine “Jewelry News Asia” they name only two symposiums: SFS and IJS. Our Symposium became a really international event of high status, where foreign guests don’t feel themselves as occasional visitors and where participants don’t feel themselves as people of the second class. All of them are taking equal part in the work of the Symposium as authors of reports, visitors or creators of expositions of equipment, as well as sponsors; many of them are leading discussions with authors of reports and making notes on the important information. Participants have possibility to make acquaintance with each other, to discuss technological problems and aspects of their business during breaks and in evenings (according their own desire), to take part in a cultural program. Two official languages of the Symposium are Russian and English; constant synchronous interpretation makes the work easier.

Experience of previous actions has shown a number of problems, which we tried to solve transforming the regime of the Symposium in 2004. Such problems are typical for all the similar events. Jewellery technology is a rather broad circle of questions and themes and each of them can be very important for specialists in specific areas but absolutely out of interest for all the others. For example, in 2003, when the quantity of participants of the Symposium was 147 persons, in the hall for 500 places there were not so many visitors. Particularly, during one of serious reports on laser welding of jewelry articles, for instance, there were 37 visitors; it confused both the author of the report and organizers. However, with the average cost of a laser station in 30—40 thousand dollars, it is clear that a real quantity of interested person (those who are going to buy a laser for welding or has such equipment at his production line) is corresponding to such level. There is a problem of choosing of themes interesting for the most part of participants, as well as a problem of organization of the event giving the possibility to lead parallel discussions on special themes, which are important for a limited circle of participants.

There are problems of another type. Strict demands on the absence of advertising in reports, prohibition on describing specific brands of equipment in reports sometimes led to the situation, when companies seriously interested in the participation in the Symposium couldn’t prepare such reports and had to refuse from taking part in the event. It’s obvious, that a good engineer is not necessary good in making a report. It is easier for some people to perform ready-made equipment, especially in work, than to try to prepare some non-commercial presentation overcoming (or trying to go round) serious obstacles, which the organizational committee builds against hidden advertising. Attempts to correct reports in the process of the Symposium led to serious decreasing of the quality of some presentation.

There is one more problem, rather obvious. With the generally non-commercial character of the Symposium (by the way the idea was supported by foreign manufacturers and Russian distributors with enthusiasm), there is a large part of potential visitors, who could come to commercial presentations as well, especially if they are added with demonstration of working equipment. Such possibility could obviously attract practical workers, technologists for the Symposium; they are ready not to analyze, say, a theory of crystalization of melts in details, but they would like to observe the work of a specific casting equipment producing jewellery forms using a new non-oxidizing alloy with high plasticity of metal. Naturally, in this situation when a possibility of presence of any commercial presentation in a day of non-commercial reports would be excluded; we should separate these spheress completely.

To determine themes which are of special importance for our visitors, we gave questionnaires to the participants of the Symposium 2003; answers were systematized and placed on the site of the symposium (www.js-symp osium.ru).

Questioning on the themes of the Symposium will take place till the end of May 2004 — we are sure the opinion of our potential visitors will be the main criteria for choosing of reports. Potential authors of reports receive these often mentioned themes first of all. Besides, there are, obviously, several themes still merely discussed at the Symposium because of their narrow specialization, for example:

• Specifics of design, final polishing and general organization of production in manufacturing of palladium and platinum articles.
• Stages of chain-binding production (constant casting, rolling and wire-draw ing, restoration annealing, chain-binding
Ardos is an Official Distributor of Leading World Companies in Russia.


Technical equipment, setting of diamond site, welding of end elements and others).

- Enamels (work with hot and cold enamels, technique of painting on enamelled, problems of stability of colours in hot enamel, gilding and others).
- 3D modeling of jewellery articles (specifics of different program support, problems of depicting of 3D model in different file formats, systems of fast prototyping, following transformation of prototype to a ready article and others).

Possibly, this list should include some other themes.

To avoid such problems in future and to give a new impulse to the Symposium, we had to transform all the regime of the event.

So, the International Jewellery Symposium 2004 in St. Petersburg will take place during five days. The first, the third and the fifth days of the Symposium will be as always the days of non-commercial, practical and researching reports devoted to the main themes, which are of interest for all the participants. The second and the fourth days of the Symposium will differ radically from them because in these days, in the atrium of the hotel “Pulkovskaya” (360 sq.m of space) there will be an exhibition — demonstration of technological equipment, setting of diamond site, welding of end elements and others). The second and the forth days of the Symposium will differ radically from them because in these days, in the atrium of the hotel “Pulkovskaya” (360 sq.m of space) there will be an exhibition — demonstration of technological equipment. In these two days there will be specialized seminars (including commercial ones held by specific firms for advertising and performing of their products), as well as non-commercial specialized reports and round table meetings for specialists interested in serious discussion on specific narrow themes.

Events attracting the major part of the audience will take place, perhaps, in a large conference-hall of the Symposium. For small, specialized seminars we rent halls of less size in the hotel “Pulkovskaya”. We suppose the participants of the Symposium to check events of the second and the forth days, which are of interest for them and which they would like to attend, in special questionnaires just in the first day of the Symposium. It will help organizers to provide proper spaces and to avoid as much as possible problems with those, who would like to attend different actions.

Now, beside a complete package of participation there will be another category of work for those participants, who will be able to pay less entrance fee for the opening ceremony of the Symposium, exhibitions with demonstrations of equipment, commercial seminars, the closing ceremony and a banquet.

Finally, for participants, who won’t be able to attend all the five days of the Symposium on objective reasons, we will try to organize all the serious questions according the themes: for example, A Day of palladium, A Day of jewellery casting, A Day of 3D modeling and so on.

To summarize we should say some words to avoid such problems in future and to give a new impulse to the Symposium. We believe in those who will use it.
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Paradox cross made in the traditions of iconographic crosses, where the image of the Savior is added with relieve images of Godmother, angels, apostles and saints.

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Military cross made as an image of the glory of the Church Militant leading the spiritual war “against world rulers of this world, against the evil spirits under the skies.”

The image of marine cross is based on the ancient tradition of the Church: water and connected ideas has been serving as symbolic explanation of the theory of salvation since the first Christian ages.

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