



THREE RENOWNED JEWELLERY DESIGNERS SET UP NEW MASTER'S DEGREE PROGRAMME

Gijs Bakker, Ruudt Peters and Ted Noten represent 50 years of contemporary Dutch jewellery design at its very best. Together with art historian and jewellery specialist Liesbeth den Besten they joined forces. With the generous support of their colleagues in PXL-MAD School of Arts Hasselt, they have set up a new masterclass programme: MASieraad Hasselt-Amsterdam. The study programme seeks to upgrade and innovate education and restore the Netherlands' reputation for conceptually driven jewellery design.

The two-year course will result in a master's degree*. Education will take place in Hasselt, where MASieraad operates as part of the PXL-MAD School of Arts. PXL-MAD has state of the art work stations and ample student lodgings. Artists and designers such as Nedda El-Asmar and David Huycke teach jewellery design at PXL-MAD. Special lectures and workshops will be scheduled in Amsterdam, where the four initiators have their studios and connections are easily made with curators, collectors, museums and galleries.

Gijs Bakker, Ruudt Peters, Ted Noten and Liesbeth Den Besten are actively involved as teachers at MASieraad Hasselt-Amsterdam and bring their own expertise to the lecture hall and studio. Bakker focusses on the conceptual approach and the inherent urgency of design. Peters mentors students in their search for a personal visual language by making, discovering and reflecting. And Noten teaches them to invigorate jewellery design with the power to comment on socio-political issues and conventions. Den Besten introduces them to the interdisciplinary study of worldwide jewellery design, its history, meaning and use.

The new programme's name is in Dutch for a reason. The term sieraad implies much more than decorative and monetary value. Sieraad's meaning transcends this, being closer to 'adornment' and expressing value in a less material way. MASieraad cherishes the term sieraad as a badge of honour because of its relevance to contemporary design in the broadest possible sense.

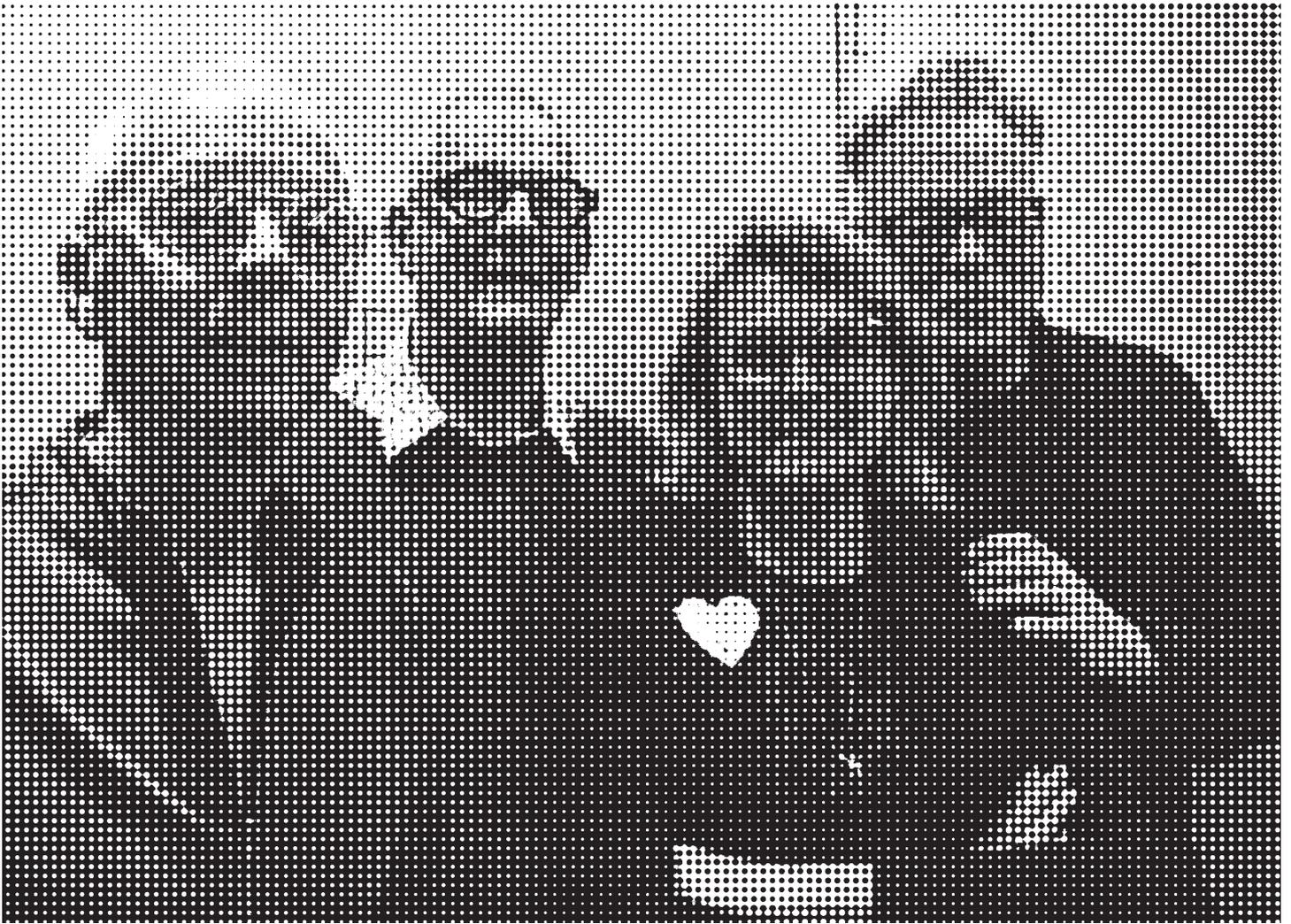
MASieraad takes a broad view of jewellery design and is explicitly open to students with bachelor's degrees in a variety of fields. The first year of the programme has three themes, inspired by topical issues and initiated by Gijs Bakker, Ruudt Peters and Ted Noten. The second year is dedicated to a Master project and thesis.

MASieraad builds on the partnership the four initiators forged in 2015 which led to the temporary master's programme Challenging Jewellery at the Sandberg Institute in Amsterdam from 2018–2020. This program was facilitated by BLESS.

PRACTICAL INFORMATION

MASieraad Hasselt-Amsterdam starts in September 2021 and can accommodate 12 students. For more information see: www.masieraad.com.

*MASieraad Hasselt-Amsterdam is an integrated programme of the Master in Visual Arts specialization Jewellery Design, Gold and Silversmithing of PXL-MAD School of Arts and the post-graduate programme MASTudio.



GIJS BAKKER is an all-round designer and one of the pioneers of contemporary jewellery design. He was among the first to make jewellery about individuals and the human body. His international breakthrough came in the 1960s designing aluminium jewellery. • Bakker co-founded Dutch design collective Droog and Chi ha paura...? the foundation for conceptual jewellery design. He has taught for over 40 years and was head of the masters course at the Design Academy Eindhoven.

RUUDT PETERS is a visual artist with a strong focus on jewellery design. His work revolves around themes of alchemy, sexuality, religion and spirituality. His range of expression is extraordinary and he often creates variations within a series of designs. • Peters' work is part of many international museum collections including the Cooper Hewitt Museum in New York and the Victoria & Albert Museum in London. He teaches at the Rietveld Academy (Amsterdam), Ädellab Konstfack (Stockholm) and at Alchimia (Florence).

LIESBETH DEN BESTEN is an art historian specialising in crafts, curator and author of a great many publications on contemporary jewellery design. Her bestselling *On Jewellery*. • A *Compendium of Contemporary Art Jewellery* (Arnoldsche, 2011) is considered a reference work. Den Besten also worked for the Françoise van den Bosch Foundation from 1992–2016 (as its chairperson from 2000 onwards). She is also a member of the Advisory Board of the *Journal of Jewellery Research*.

TED NOTEN's designs act as a critique on contemporary life and the history of jewellery, as well as the wider context of product design. Challenging conventions and processes of habituation, the familiar and the unusual are underlying, recurring themes in his work. • Noten won the Herbert Hoffmann Preis in 1998 and his work has been shown at *Schmuck*, the world's oldest exhibition of contemporary jewellery. He has taught masterclasses at the Design Academy Eindhoven since 2007. In 2012 Noten was elected Dutch artist of the year.



Stovepipe necklace, 1967



Wunstorff' ring, 1994



On Jewellery: A compendium of International Contemporary Art Jewellery, 2011



Super Bitch Bag, 2015