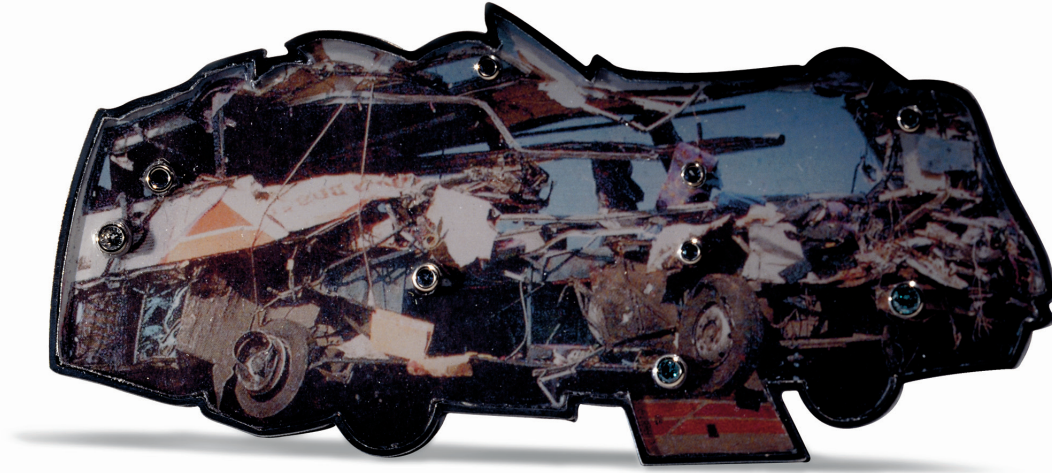


‘DESIGN MIAMI/ 2012’  
GIJS BAKKER



Gijs Bakker, 2000, 'Bus Crash' brooch, nr 2/5,  
silver, white gold, diamond, sapphire, color photo, plexiglass

The gallery is very pleased to inform you that we are now representing the work from Gijs Bakker. The jewelry work from Gijs Bakker is the perfect example of how jewelry can be art, design and jewel at the same time.

There are many examples of successful crossovers, artists having moved from art to jewelry or from design to jewelry, but not many have successfully moved from jewelry to design. His first piece of jewelry dates back from 1958. At that time The Netherlands were at the core of a new movement of jewelry whereby the intrinsic value of jewelry was rejected but concept and inventiveness with materials was central. Reinvention of jewelry shows up in his work as soon as 1964.

Gijs Bakker. Is it design?

His jewelry has always been a research into materials and shapes in relation to the body. This groundbreaking vision led him to be appointed as head designer, design consultant or teacher in industrial design for various companies and institutions, while developing and pursuing his independent jewelry work.

His attention turned to a variety of objects ranging from chairs, sofas and city furniture to coffee sets, lights, cutlery, watches, glasses and pens to name but a few. A daily environment filled with new visions and technologies undoubtedly created an overflow from the design world into his jewelry. Likewise, his closeness to jewelry has played a role into his vision of design, both being disciplines of interaction with the human being.

Gijs Bakker. Is it jewelry?

What makes a piece to be qualified as a "jewel"? Every woman will give a different answer. A statement is always at the center in Gijs' jewelry, either as a criticism of mainstream jewelry or as a message bringing to light lesser beautified aspects of daily life.

However, he remains within some framework, for the pieces to be accepted as jewelry and wearable. Lightweight, durable, qualitative, compact, or adorned with just the right dash of gold or stones. Never purely to add value or create superfluous.

Gijs Bakker. Is it Art?

His pieces do not need to be worn to exist. A deadly bus crash, various athletes at the height of their effort, expensive vintage cars, intellectual and cultural symbols juxtaposed with mass culture personifications: in his work the message is always brought forward with a surprisingly minimal effort.

We look forward to show you some examples of these very rare pieces at Design Miami. We will be presenting an overview of some remaining pieces from iconic periods of work, each belonging to a different facet of Gijs Bakker's work.

We herewith wish to express our gratitude to Mrs. Helen Drutt for her dedication to jewelry and achievements with the work of Gijs Bakker in particular in the USA.

For more information do not hesitate to [contact us at info@carolinevanhoek.be](mailto:info@carolinevanhoek.be)