

NIESSING

Press Presentation - **Friday 7 December 2018** from 10 am to 6 pm
With Verena Darlath, Head of Design

Niessing, inventing the Tension Ring® and then...

The NIESSING manufacture was thrown into the limelight nearly 40 years ago when the Tension Ring, The Niessing Ring® was created. This ring, constituting a revolution in the art of setting a diamond that seems floating, has entered museums' collections (the MOMA in New York).

It has become iconic and Niessing Tension® rings are now available in more than 10 shapes. The other highlight of Niessing is its range of precious metal colors. The range of 13 colours is the result of a real work of alchemist starting back in the 80s. With the new-born "Solaris", a gradient of yellow gold to red, Niessing now offers, a full circle. And this range of gold colours is unique in the world.



2 Tension rings « Round » - Niessing colours : Platinum, ivory, spring green, yellow, warm yellow, reddish, red, rosewood, sand grey and grey gold – 2 « Solaris » rings

Niessing, a philosophy more than a style

The Design Team at Niessing is still impressed today with the outstanding architecture and furniture from the Bauhaus school (German Art and Crafts design school 1919-1933). They firmly believe that the values of traditional handcraft and the aesthetic of modernism can build a timeless statement. After 100 years these design classics still have their incredible significance.

They celebrate their heritage, while always focusing on innovations. Niessing jewelry is not about decoration and ornament – it is pure, clear and sensual. They live their origin and use it to create new unexpected visions.

FORM FOLLOWS FUNCTION was the credo of Bauhaus. Niessing's credo is FORM FOLLOWS EMOTION.

A 145 years history...

Since the Niessing Company was founded in 1873, Niessing was ever since placed in the wide and green Münsterland close to the Dutch border, not connected to any jewelry industrial surrounding. They learned to work autonomously and started to develop unique skills with melting gold alloys on their own. Like an alchemist, they have been working until today. In the 80s, the design team started dreaming about a magical colour flow and Niessing IRIS was the first successful result of an empiric process, offering a gradient from solar gold to a moonlight glow...



3 « Flower disc », pendants, Iris

Topia and Mirage, 2 new designs were awarded the « Red dot award »

The awarded jewelry collections like Topia and Mirage just transmit fascination.

Topia is inspired by the vastness of pristine nature, creating an impression that is floral and graphic at the same time. Crystalline landscapes in gold and platinum. A round, flat disk of precious metal is folded by hand, as in the traditional art of paper folding, to produce a slender, three-dimensional form. The pleating starts in the center and slants the disk inward at an angle of 45 degrees.

An intricate pattern of slim, laser-engraved lines provides the folding edges and defines the form and structure of the jewelry.

The Mirage jewelry is inspired by the play of light and shadow, by architectural forms, and by nature—by leafy structures, feathers, dragonfly wings, in an appearance that changes from each perspective. The individual forms with their slender strips overlap and create the illusion of a transparent body.



Large « Topia », pendant, 750‰ yellow gold



Large, oval pendant, "Mirage", 750‰ yellow gold

Niessing, a couple of figures

Niessing is an independent company, present in 23 countries, with more than 15 shops in their own name, in main cities in Germany as well as in Tokyo, Osaka, Singapore, Hong Kong, Sydney and Melbourne and a hundred partners like the Elsa Vanier gallery in Paris or Aaron Faber in New York.

NIESSING UNIVERSE: AN EVENT ON SATURDAY 8 - SUNDAY 9 DECEMBER 2018

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