

# Bibi van der Velden

wearable works of art

## Historic treasures unveiled in contemporary design

An exciting and globally orientated life defines this 21st century artist. Born in New York into a creative family and then raised in London and The Netherlands, it did not take Bibi van der Velden long to choose a life passionately dedicated to fine arts. Through her mother, accomplished sculptor Michèle Deiters, Bibi at a young age became acquainted with the world of art; her earliest childhood memories are those of freshly cut stone and so she came in touch with that which makes her tick.



During the period between 1998 and 2005 she focused on the craft of sculpting, first at the Florence Academy of Arts (1998), the Gerrit Rietveld Academy in Amsterdam (1999) and finally at the Royal Academy of Arts in The Hague (2000-2005). Simultaneously she enrolled in night classes taught at a Schoonhoven related institute in Amsterdam. Her choices were never coincidental, they illustrate her wish to combine historical techniques and materials with her innovative visions, perseverance, talent and creativity.



In 2006 Bibi van der Velden first launched her creations under the name *Bibi van der Velden, Wearable Works of Art*. This jewelry line consists of unique pieces made of precious stones and antique artifacts manufactured into contemporary jewelry. Because of her upbringing, Bibi van der Velden has a strong urge to include different cultural artifacts into her creations. Materials such as Chinese jade, historic Italian coral and even mammoth ivory found on the Russian tundra's, are brought to life again in the wearable masterpieces. Her jewelry has been shown at luxury exhibitions in London, Paris, Tokyo and Los Angeles and during stirring fashion shows at Amsterdam International Fashion Week. The creations have made their way all over the world and are sold at exclusive high end stores such as Dover Street Market in London, L'Eclaireur in Paris, Estanation in Tokyo and Luisa via Roma in Florence.



### **The road to more... the road to essence...**

In 2005, together with her mother, she opened her gallery and atelier "White Space" in Amsterdam. From then on things evolved rapidly. In 2006 she launched her second jewelry line, Fine Jewelry at Sotheby's Amsterdam, and for the first time she showed at Amsterdam International Fashion Week (which thereafter became an annual event). In 2008 she impressed her audience with her compelling show 'Bedazzling Jewel' in the museum of antiquity in Leiden and later that year also exhibited together with befriended famous Dutch fashion designer Jan Taminiau. In 2009 she launched the 'Mammoth Collection', jewels made of 40.000 year old mammoth tooth dug up in Siberia.

In 2010 she returned to her sculpting roots and on the 1st of October 2010 launched, together with mother Michèle Deiters, the exhibition 'Confronting Time'. A series of sculptures that state her sculptural talent and combine her love for classical art with contemporary insights. With these artworks they manage to capture 'time' in ways not seen before. A combination of craftsmanship with new age multimedia installations that altogether bedazzle the spectator.

2011 is the year of collaboration for Bibi, with a diverse range of projects. In the beginning of the year she started as ambassador of the Solidaridad project 'Op Weg naar Goed Goud', where she traveled through Colombia to collaborate with mineworkers to mine gold in a sustainable way. From the 'Good Gold' they extracted together, she designed a piece of jewelry in which you can find this unique, original and unrefined piece of gold 'Oro Verde'.



In June she was asked to become Creative Director at a Swiss Jewelry house, where they will develop a high end collection, which will also include elements of this unique gold. The launch of this collection will take place in the first quarter of 2012. In July 2011 Bibi designed the Fine Jewelry - Forbidden Fruit Collection 'Steltman by Bibi van der Velden', which will be sold at Steltman. The launch of this collection will be during PAN in November. The collection exists of 18 carat yellow- and white- gold, diamonds and gemstones and the snake will be the central element in this collection.

Besides these projects, she was also asked to collaborate with Dutch couturier Mart Visser in his exclusive exhibition in 'De Nieuwe Kerk' in Amsterdam. Bibi exhibits a special veil, titled 'Till death do us part?', that confronts the visitor with both the beauty of marriage and the impermanence of life. At the end of the year Bibi will also launch the expansion of her own jewelry lines the Mammoth-, Cloud-, and Polky Diamond-collection, and also designed a whole new collection, Memorabilia. The pieces will be presented during the Vendôme Luxury Trade Show, part of fashion week in Paris, where art, fashion and jewelry will meet.



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