

Myday-Byday

www.mydaybydaydiary.com

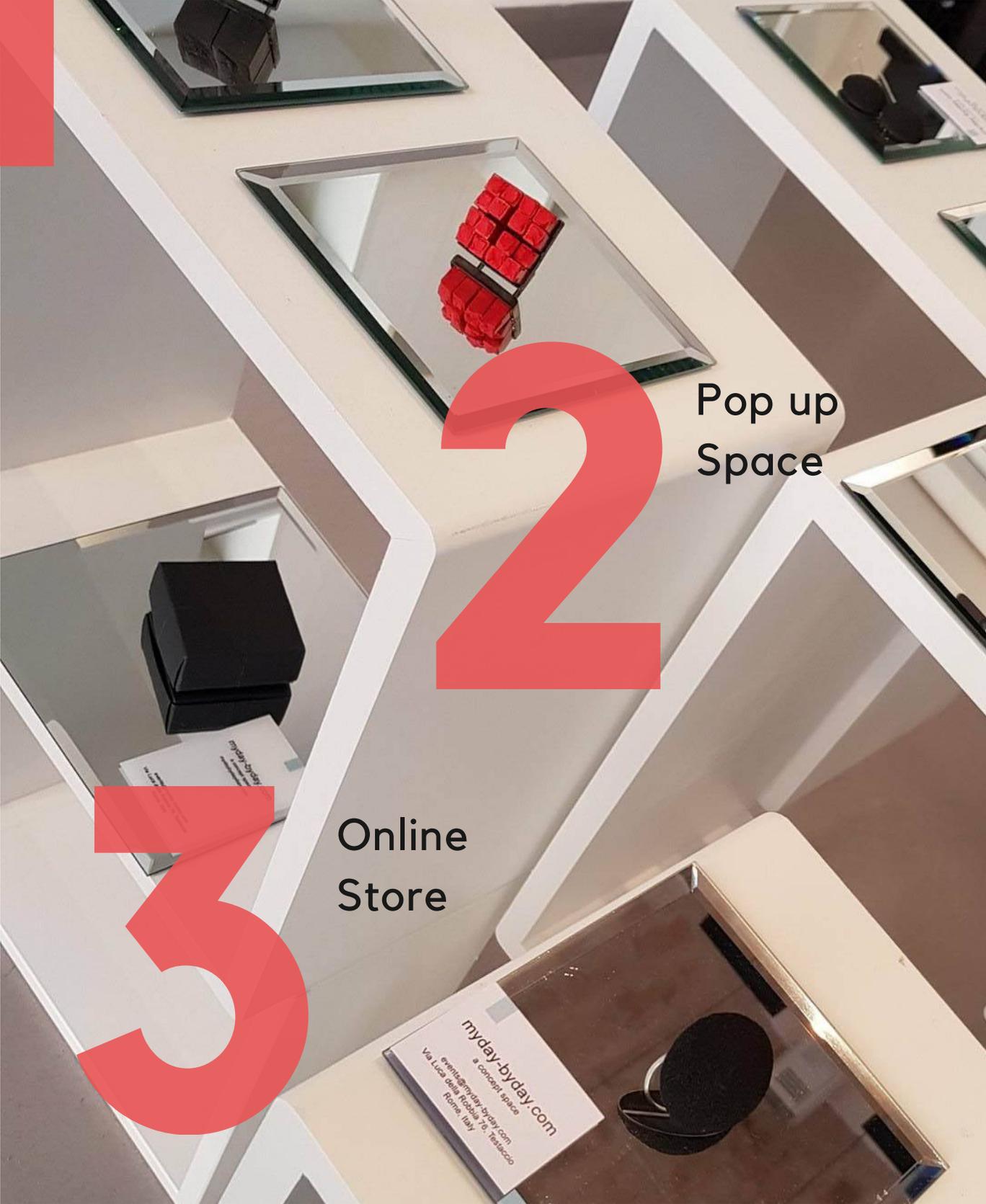


CONTEMPORARY ART JEWELLERY GALLERY IN ROME
events@myday-byday.com

N. 1

1

Contemporary
Art Gallery



2

Pop up
Space

3

Online
Store

myday-byday.com
a concept space
events@myday-byday.com
Via Luca del Riccio 70, Testaccio
Rome, Italy

7 artist for 7 days 2017

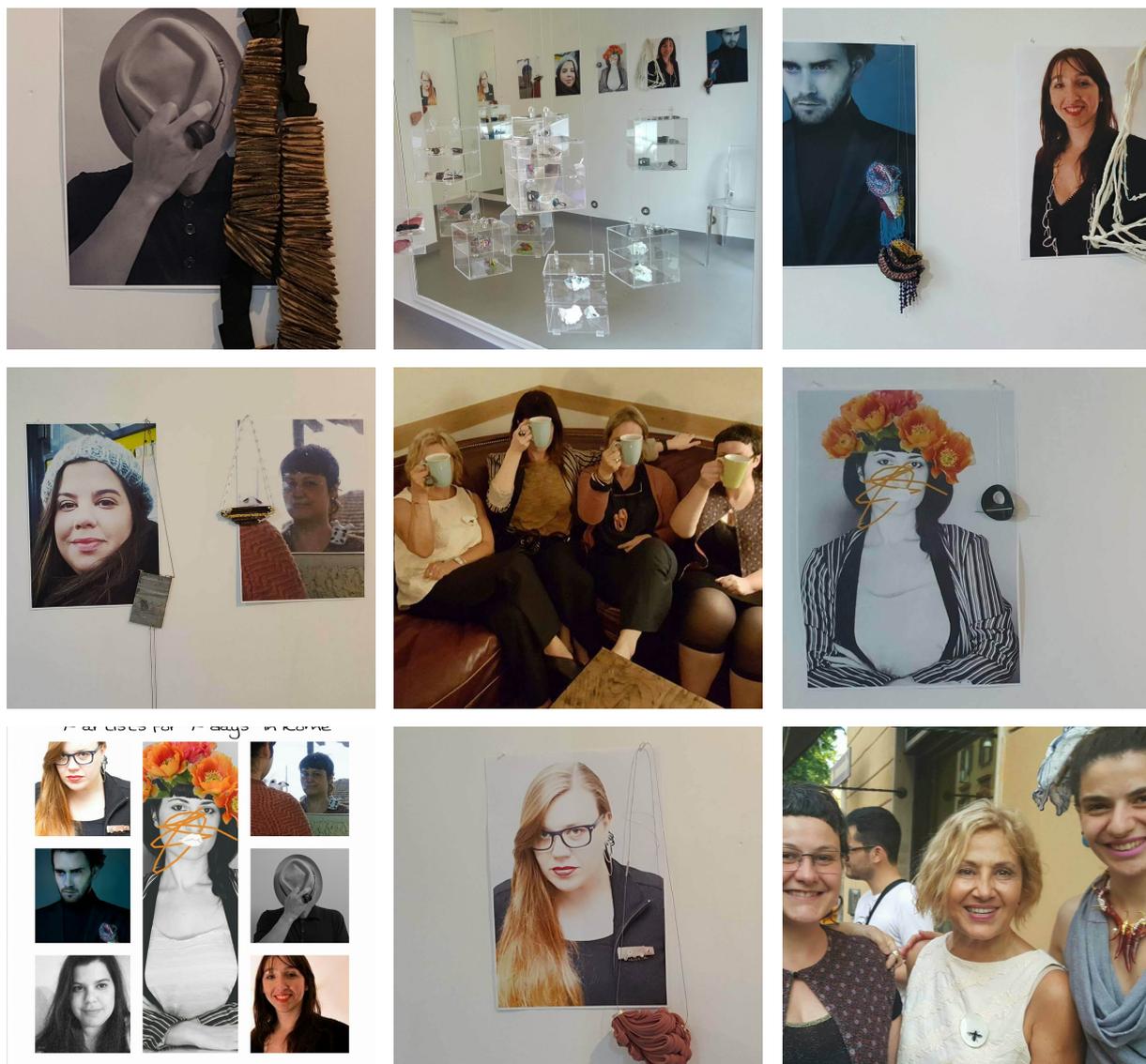
'7 artists for 7 days', coming from different countries around the world, in a close and constant dialogue that tries to interpret the meaning of 'timeless' handcrafted jewelry."



MAURA BIAMONTI-EINAV BENZANO-YOTA VOGLI-NINA LIMA-LISA HABIG
TERESA F FARIS-VALERIA MARTINEZ NAHUEL
Laura Helena Aureli Curator

7 artist for 7 days 2016

"7 International artists for 7 days
working with 7 different materials
are sharing their views and common experiences
on where is contemporary jewelry heading to"



FABRIZIO BONVICINI-SEBASTIEN CARRE'-PATRICIA GALLUCCI-NOY ALON
ANA BARBU UZURA-LAURA FORTE-CHRISTINE JALIO'

Letizia Maggio Curator



Autòr



Ioana Ardelean

"My work represents a way of exploring art and design, and a constant fascination as I like the gestures and the ideas behind the objects: the meaning that becomes palpable reality. I have discovered jewelry from this perspective and the privilege of craftsmanship that involves both the hand and the mind in the process of transforming the material. The aesthetic I am interested in, is not of the composition or of the finishing but of the states of the material, captured in a specific moment of the process - a unique still that I transform in shape and expression.

Every collection I make, is a personal answer to a concept. I have trained a lot in conceptual architecture therefore I find a direct mean of expression in making wearable pieces. The difference of scale (from architecture to jewelry) gives me the privilege of following the process till the end - starting from a philosophical idea to the mental image and finally to the palpable object.

I work a lot with hand-cut elements and sections, reassembling, rebuilding surfaces and structures on which I superimpose a new order, a new rhythm. So the appearance and the textures of the pieces, bear the traces of my hand in the process of making them - my very own signature."

- Ioana Ardelean

UNDA COLLECTION



SYBILLA COLLECTION

Antonio

Serafino

Annegret

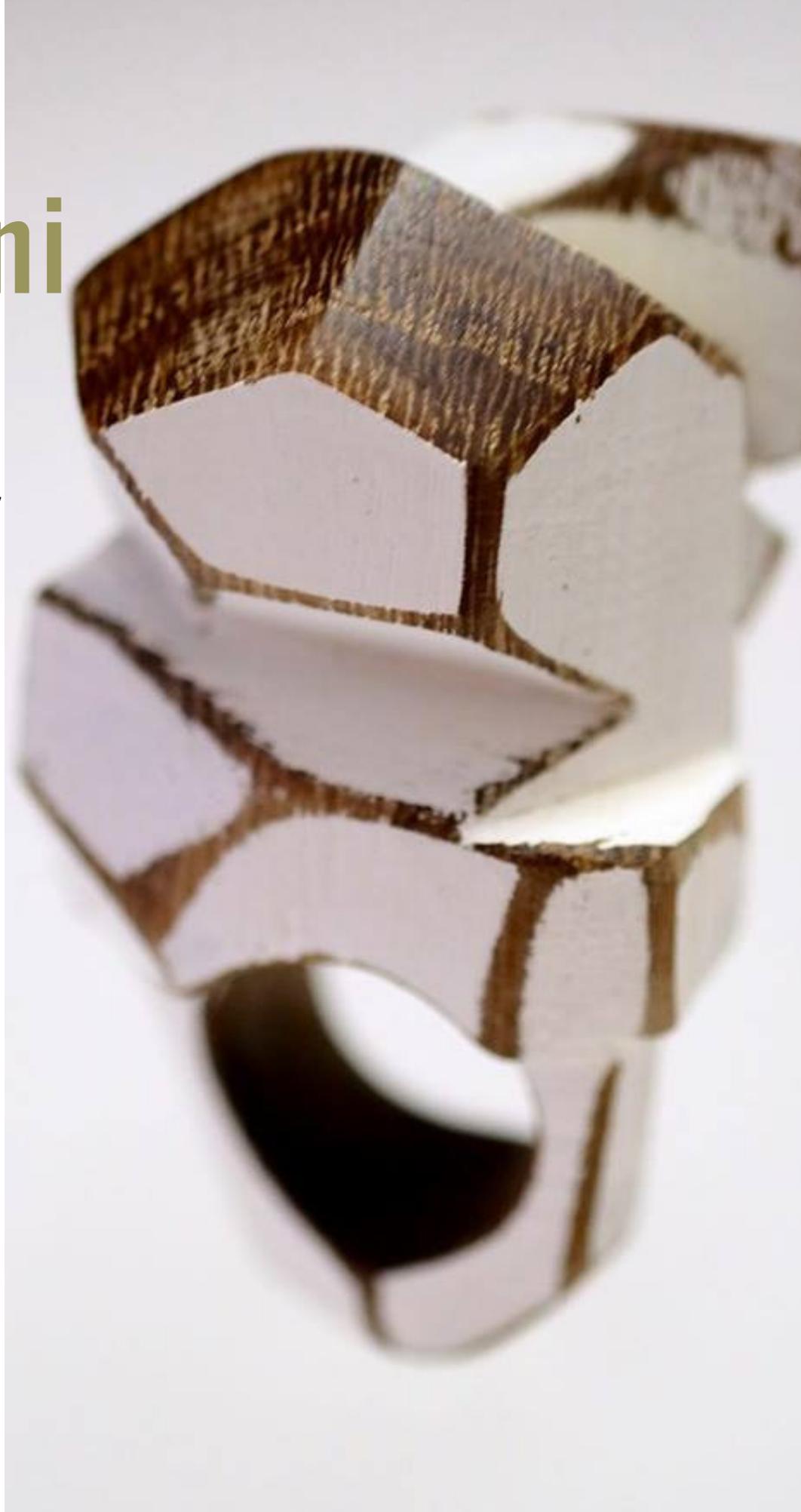
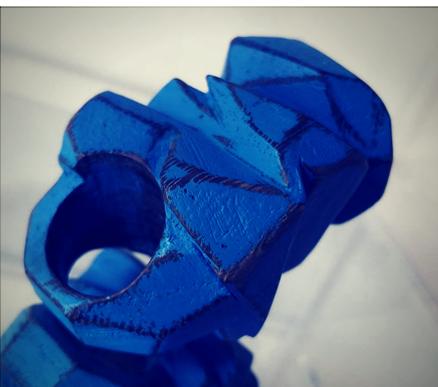
Morf

Fabrizio Bonvicini

Alice in Wonderland

"I work with wood and I carve my own colored toys, memories of my childhood, collection of my dreams, wondering through the forest like "Alice in Wonderland". The objects I carve take life and form only when I am satisfied by the end result. Geometric forms inspire my work and my imagination, that spans in time like traveling through a child eye."

- Fabrizio Bonvicini





RITA SOTO VENTURA

JOYERÍA CONTEMPORÁNEA CHILENA

"En mi trabajo como joyera he explorado y desarrollado constantemente mi identidad en cuanto a lenguaje y materialidad. Un trabajo de resignificación del tejido en crin, modificando proporciones y dimensiones de lo aprendido, explorando la fragilidad y resistencia de la materia prima y los límites de las formas."

- Rita S Ventura



Lodovica Fusco



Maddalena Bearzi



Lucienne Buga

Myday-Byday Promotionship 2017

A new Promotionship service starts at Myday-Byday Gallery in Rome for contemporary Jewellery artists. Apply via email



myday-byday is launching a

new 'Promotionship' service
for contemporary jewelry artists.
If interested and want more info
on how to apply for 2017/2018
please contact us at
mydaybyday@myday-byday.com
Offer expires 30th of July
for this coming year.
Visit our blog at

www.mydaybydaydiary.com



Olga Maria Tsiligkiroglou

"My main goal is to create jewelry that reflects elegance and timeless quality. For me art has no borders and no trends, only inspiration, talent, creativity, enthusiasm, humility and respect. I am fascinated by the stories behind the creation of each jewelry, by the transformation of the materials, when a soulless metal turns into art, when a coral or a pearl continues it's life, this time as part of a jewelry. My inspiration comes not only from objects, nature, humans, but mostly from feelings. Feelings that I try to include in my jewelries."

- OlgaMaria Jewel Inspirations





Ruusa Collection



Ruusa Collection

Saara Ruskola

"I am a jewellery designer from Helsinki, Finland. Creativity has always been a part of me although just a few years ago I've come to realize that it's a much bigger part that I've ever imagined. I have a passion for the combination of different kinds of materials. The jewellery of Ruusa collection are made of recycled bottle caps, silver 925, freshwater pearls and varnish. Some of the jewellery I have painted with colorful metal paint. The thing that makes my products unique are interesting material choices, different kinds of forms and moments of epiphanies, which coalesce in to elegant complexities. My jewellery have the story of their own just like you have.

This makes them more than just beautiful to wear."

-Saara Ruskola



Asami Watanabe

"I express my emotion into my jewelry they are the our family, friend.

I always feel their existence near my body and want to make jewelry for our HAPPINESS.

"bloom" is the HAPPINESS flowers." -**Asami Watanabe**



LETIZIA MAGGIO

JEWELRY

"I designed and made my first structured series of fashion jewelry in 2005, and it was quite successful with concept stores in Italy and abroad.

After a three year stop, I got back to jewelry making in 2013 , designing unique pieces and presenting my work to galleries.

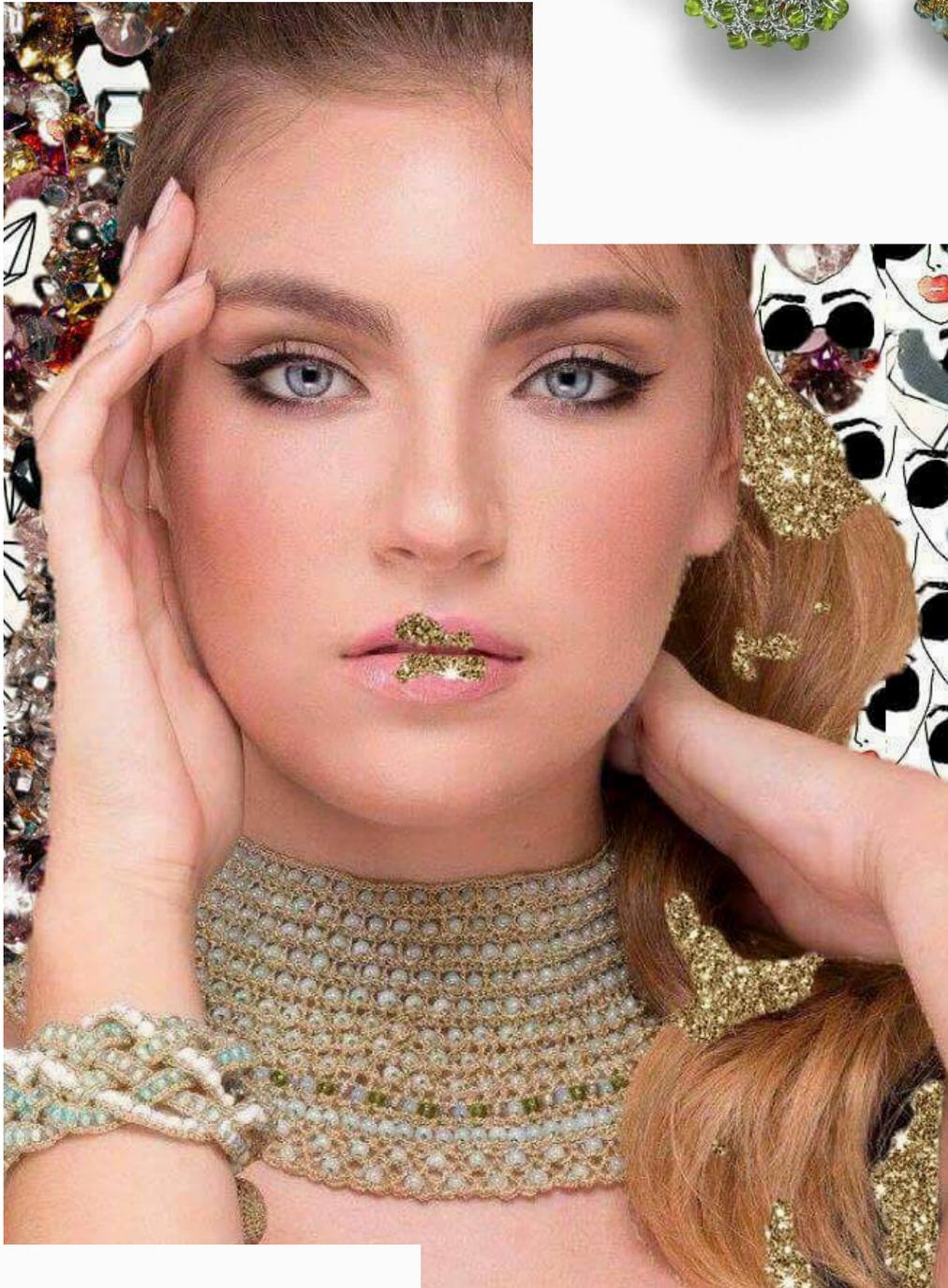
In the last few years my interest has definitely been addressed to porcelain and contemporary art jewelry."

- Letizia Maggio

Chantal Bernsau

Chantal has always been inspired by the different ethnic groups of the world and especially the folklore and traditions of her country of residence, Chile, after living almost all her childhood in France..





Collage by HBT Illustrations | Model Mai Russo



Shenhav Offer Russo

"I am genuinely fascinated by the diverse materials I work with and constantly strive to find those shapes and forms that seamlessly combine and elegantly express their very essence. I love to work with contrasts... to stir excitement and emotion in each unique jewelry piece. Designing with such fine material as delicate threads allows me to express my deep appreciation for perfectionism and grace, with each raw stone adding natural value and balancing out dramatic golden tone"-Shenhav Offer Russo



"My works are a reflection of my search in finding beauty in what is insignificant, what is left unseen. I love finding beauty in what is imperfect and unfinished."

Monica Lecouna

Myday-Byday

TESTIMONIALS

Monika Yzchaki



"Düsseldorf, where my dreams about design an art began The city in western Germany known for its fashion industry and art scene.Streets such as Königsallee and Schadowstrasse are lined with boutique shops, where I strolled as a young girl, full of admiration for the exceptional ideas of the designers and artist with the vision to become one day one of them. Born, brought up, educated, and graduated with a teacher diploma in Germany, I found a new home in Israel more than 30 years ago.I was fascinated by the extremes, contrasts, and warmth of people and weather, brightness of colors, multitude of ancient history and rough landscapes the country offered. Surrounded by these contrasts and extremes and the notion that they can work together, fit in, complete each other,give and change value, I returned to my old dream and started to create. A thought, feelings, something I see can be my next jewellery piece. All the pieces are one-of-a-kind or limited editions. Wearing my jewellery says who you are, makes a statement, and shows your uniqueness, strength, and confidence."

Tehila Designs

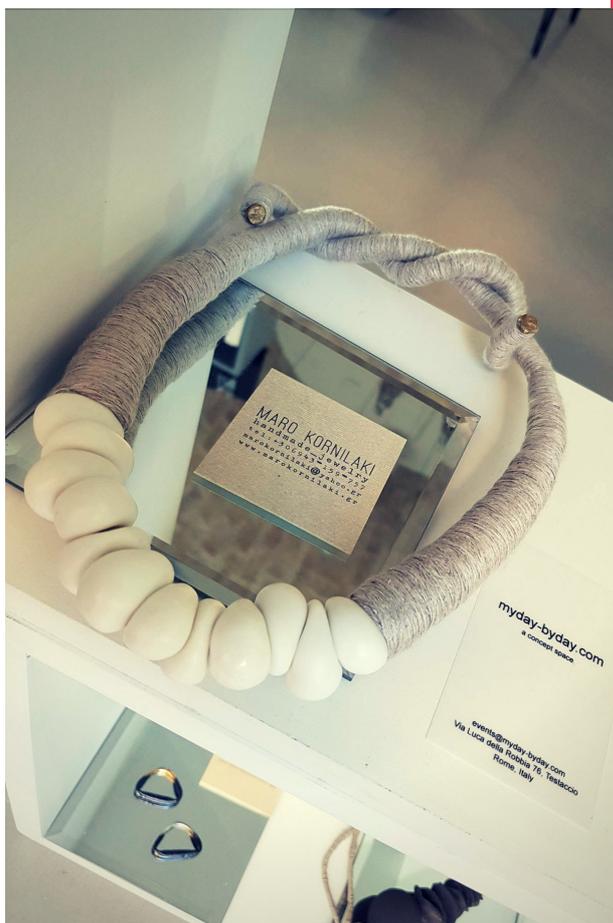
"I design and make handcrafted art jewellery with a story. The pieces are designed to visually demonstrate the different aspects of life that we sometimes have to go through in order to fulfil our purpose. The message behind the designs is to inspire the wearer to think and act positively, and be determined to succeed. It's all about pushing the boundaries regardless of the challenges that may occur, which at one point in time is where I found myself - in a dark place! So far, the three collections being developed includes the foil brunch, the mountain and hidden treasures. Generally speaking the inspiration for the pieces comes from everyday life experience which I use as a message of upliftment for the wearer."



Maro Kornilakh

" My homeland, Crete in Greece, with its rich history and versatile landscape is an infinite source of inspiration encouraging me to experiment with materials and techniques which keep my designs fresh and intriguing.

I use mixed techniques for my creations. Metal, minerals, porcelain, ceramic clay, fibers and other materials have an end result of wearable or non-wearable artistic jewelry "



Roser Martínez diseñadora de joyas y artista multidisciplinar.
Sus joyas y complementos son aplicables al arte, la moda
y la escenografía.

Destaca de su trayectoria artística, su participación en
Q80 Barcelona Fashion, exposiciones en París, Madrid, Roma
y Mónaco, entre otras.

El collar "lila lavanda" de la colección *Naturaleza Emergente*, fue
elegido semifinalista en el prestigioso concurso de Joyería
Enfoja't 2016. Su particular estilo no pasa desapercibido, prueba
de ello es su aparición en el Anuario de Joyería Contemporánea
Internacional dónde ha publicado sus diseños por tercer
año consecutivo.

Una evolución natural de la artista ampurdanesa la lleva a innovar
mezclando materiales y texturas logrando unos diseños
muy originales y atrevidos.

"mi especialidad es materializar emociones y convertir historias
en pequeñas obras de arte"

www.rosemartinez.com



ROSER MARTINEZ

JOYERIA CREATIVA

MYDAY-BYDAY



VINCENT HAWLEY

VHV STUDIO

Andrea Barrera Velasquez



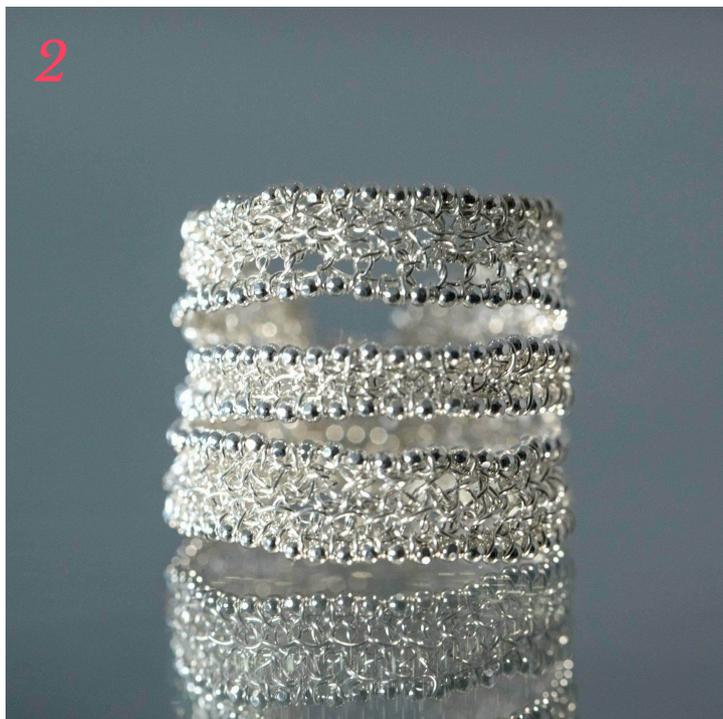
"Siempre he desarrollado mi trabajo concibiendo las piezas con una historia para contar, transmitiendo emociones, ideas, experiencias, sueños y memorias. Me encanta explorar el lado emocional de las joyas, su conexión con los aspectos más íntimos y profundos del ser humano, o simplemente con su faceta infantil y juguetona."

- **Andrea Barrera Velasquez**

1



2



3



1. Kairi Sirendi

2. Diane Krausz

3. Fruzsi Fekete



Autor

INTERNATIONAL CONTEMPORARY JEWELRY FAIR

Noelia Macchi

JOYAS SINGULARES

MYDAY-BYDAY



francescamazzotta
JEWELRY

in

myday-byday

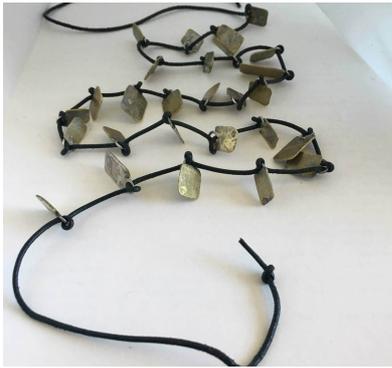
a concept space



11-12-13
Novembre
2016

via Luca della Robbia, 76 Testaccio- Rome -Italy
events@myday-byday.com

ARTISTS THAT STOPPED BY



SVETA TARNAWSKA - LUCILLA GIOVANNINETTI- RAIMON ALZAMORA - JOAYS
AREA - IDILI JOIES - SILVIA CASAS - IRENE CARRERA - FRANCINE SCHLOETH
Myday-Byday Gallery

Mia Maljojoki



Linda Ezerman

SELECTED *at*

Autor

INTERNATIONAL CONTEMPORARY JEWELRY FAIR

13-14 MAY Bucharest, Romania



Tal Barash Efraim

Earth without art is just eh!



" I am thinking about the present-day Western people and their connection with nature. How natural the contact is? Is it romanticized, magical, run by economical efficiency or totally gone? Are we still part of the nature? And what is the relationship between spirituality and nature contact? We have always been dependent on nature that is providing us the essentials of life. But is the aim for a never-ending growth and progress made us think everything here is only for us?"

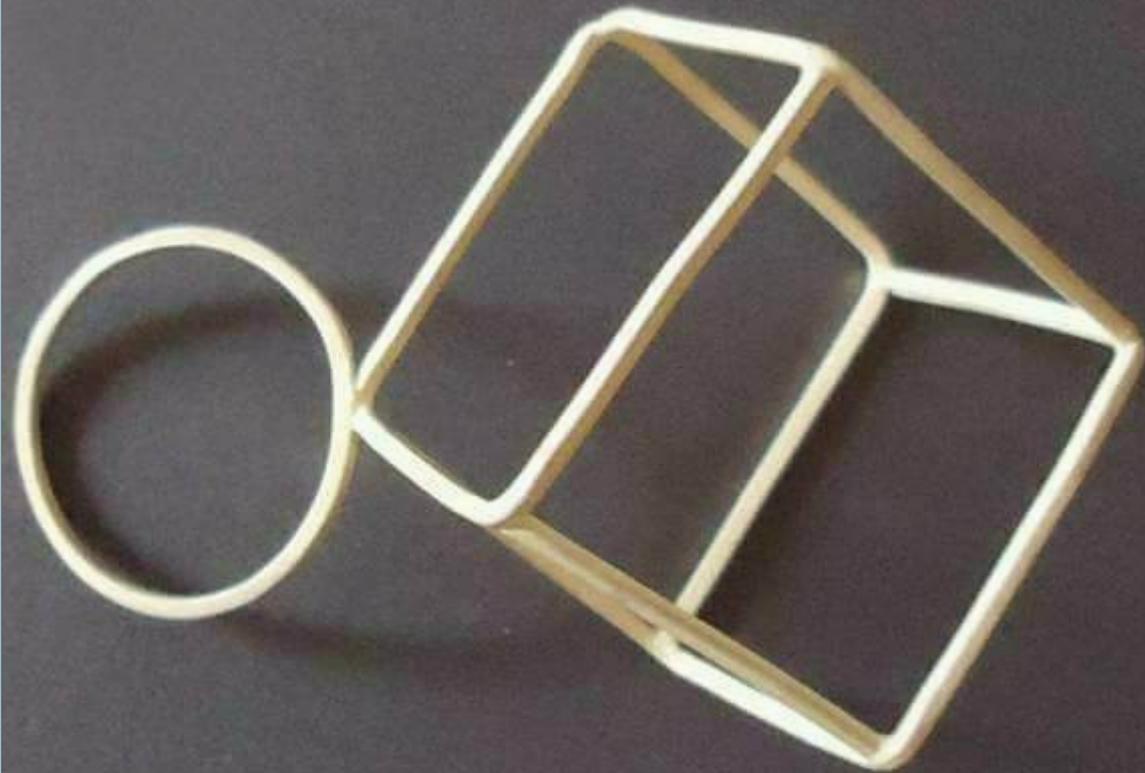


-Tiina Rajakallio

LAURA FORTE



MARIA EUGENIA RAMOS



LAURA FORTE



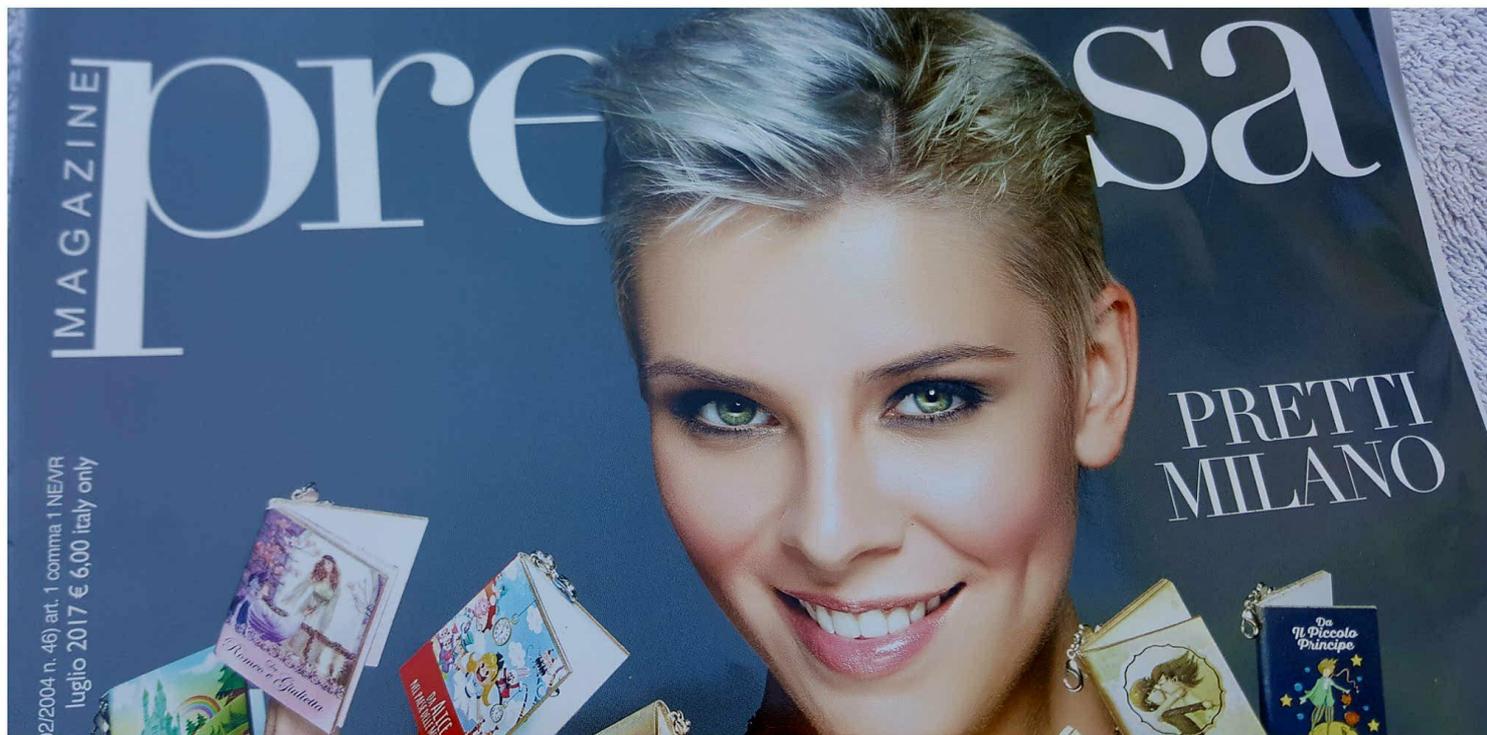
MYDAY-BYDAY

CHRISTOPHER EARL MILBOURNE



NICOLE POLENTAS

MYDAY-BYDAY



Myday-byday

VIAGGIO TRA I GIOIELLI CONTEMPORANEI

Si è svolta in giugno la seconda edizione di "7 artists for 7 days", la mostra dedicata al gioiello contemporaneo presso il myday-byday space del quartiere Testaccio di Roma.

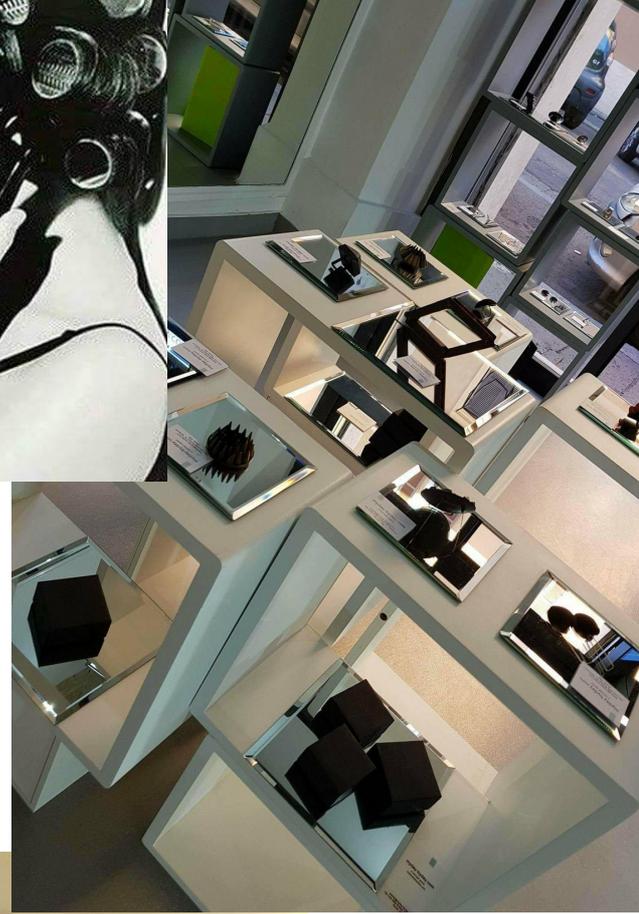
Un dialogo estemporaneo di bijoux in un'esposizione curata da Laura Helena Aureli. Hanno partecipato dall'Austria Elisabeth Habig, da Israele Einav Benzano, dal Brasile Nina Lima, dall'Italia Maura Biamonti, dagli Usa Teresa Faris, dal Cile Valeria Martinez e dalla Grecia Yiota Vogli: sette luoghi distanti riuniti sotto l'egida della passione per il gioiello.

"Il gioiello esprime ed incarna percezioni ed una forte attrazione visiva - ha commentato Laura Helena Aureli -. Un viaggio di 7 giorni, una collezione di emozioni che si estende nel tempo per attirare lo spettatore e fargli esplorare il nonsense di qualsiasi tipo di confine nella comprensione odierna del gioiello contemporaneo".

@ preziosamagazine

MYDAY-BYDAY

Photo Gallery



Laura Helena Aureli

Interview with
Creative Director
&
Owner of Myday-Byday

What product and service do you provide?

I provide services for art related events, marketing, media, communication, sale, rent. myday-byday is a space dealing with high-end contemporary jewelry, sculpture, painting, clothing, accessories and much more.

How long have you been in business?

I have been in business many years prior to this new activity, which I started just 6 months ago. Before this new adventure, I've worked for Donna Karan Co. in New York and later for DK in Milan.

What is the ownership structure of your business?

This is my business, I just started it myself. Right now I am the sole owner and I hired three people to work for me.

How did you choose the name for your business?

The name of my business is myday-byday. I've chosen this name because I wanted to give the feeling of 'time passing by', a time that has to be 'one's own time'. My customers should have the feeling of their 'own time' passing by in my space. This is in fact a new concept which I have developed myself for the type of new business that I have created.

Who are your direct competitors?

My direct competitors could be considered other art spaces, or temporary/pop-up stores in town, but really I don't have any competitors at this time. I feel, you have competitors when you are dealing with someone doing the same thing you are, but as I said before, this is an entirely new concept.

I have personalized it and made it unique so, for the time being, I don't have any.

What was the most difficult aspect of opening your business?

The most difficult aspect of starting this new business was keeping up with all the media and social networks out there. In fact, you must know how to use a lot of media nowadays. The industry is growing fast, no one waits for you to learn anything and you must hit the market in a new way, which means being highly prepared and fast in learning all you need. You can't miss the chance and there is no time for mistakes. Rushing and being ready for the pace of today's media is ... 'a must'.

What is the biggest day-to-day challenge in your business activity?

The biggest day-to-day challenge is that I am not so young anymore. I did it and now I won't turn back. I love what I am doing, so I can only move forward. But sometimes the most challenging fact is that I get tired and by the end of the day I feel exhausted. I do all the work myself so that I get things done fast and on time.

That, I have to say, is the greatest lesson I've learned working in New York. You can't wait for anything to get done by itself. You have to get it done fast, on time or maybe even sooner than what you thought you had to. A great life lesson to pass on. Looking back, I can now appreciate those years while working for my first job in the fashion industry. It was tough, but enlightening.

What is the biggest reward in having your own business activity?

The biggest reward is that by the end of the day I feel extremely happy and realized. As said before, I am not so young anymore (I'm in my 50's) and I have proved to myself that if I want, I can. I feel proud and fulfilled. Doing business in 2016 is extremely competitive and what you have to cope with is hundreds of times heavier than what the market was before. Technology has certainly helped us, but in a way we are overwhelmed by it. Sometimes, I feel I can't keep up with it myself.

Where do you see yourself in the near future?

I believe I will keep improving in new ways my concept, to make it stronger and make it work even better than before. I would like it to be flexible, productive and reliable for all my future clients.

Can you give us three words to help young adults to start a new business nowadays?

Hardworking, Committed and the third word is : 'being earlier than On Time'.

DON'T QUIT YOUR DAY DREAM

myday-byday

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00153 Rome Italy

"7 Artist for 7 Days" 2016

"7 Artist for 7 Days" 2017

Maura Biamonti

Einav Benzano

Vota Vogli

Nina Lima

Lisa Habig

Teresa F Faris

Valeria Martinez Nahuel

Fabrizio Bonvicini

Sebastian Carré

Patricia Gallucci

Noy Alon

Ana Babu Uzura

Laura Forte

Christine Jaliò'

Ioana Ardelean

Antonio Serafino

Annegrette Morf

Rita Soto Ventura

Lodovica Fusco

Maddalena Bearzi

Lucienne Buga

Olga Maria Tsiligkiroglou

Saara Ruskola

Asami Watanabe

Letizia Maggio

Chantal Bernsau

Shenhav Offer Russo

Andrea Barrera Velasquez

Maria Eugenia Ramos

Christopher Earl Milbourne

Nicole Polentas

IN THIS ISSUE

Preziosa Magazine

Monica Lecouna

Monika Yzchaki

Tehila Designs

Maro Kornilakh

Roser Martinez

Vincent Hawley

Kairi Sirendi

Diane Krausz

Fruzsí Fekete

Noelia Macchi

Francesca Mazzotta

Sveta Taranawska

Lucilla Giovannetti

Raimon Alzamora

Joyas Area

Idili Joies

Silvia Casas

Irene Carrera

Francine Schloeth

Mia Maljojoki

Linda Ezerman

Tal Barash Efraim

Tiina Rajakallio

Interview with

Creative Director &

Owner of

Myday-Byday

2015

Road to Art

2018

Contemporary Art Jewelry
Gallery



a concept space by

Laura Helena Aureli

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00135, Roma, Italia

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