

## ART OF JEWELLERY MAKING

Fascinating display: a unique Wellendorff creation winds its way through a 19-metre-long display case in the Pforzheim Jewellery Museum – likely the longest gold rope in the world.

# The great Wellendorff exhibition

Entitled “The Secret of Luxury”, the special exhibition on Wellendorff’s art of jewellery making was held for the first time at the unique Jewellery Museum in Pforzheim. We spoke to museum director Cornelia Holzach about the extraordinary exhibition and Wellendorff’s excellent craftsmanship.

Magic formula: in the SPECIAL DATE DUALIS necklace, a customer’s wife’s birthday was represented using a binary code in brilliant- and baguette-cut diamonds.



**Ms Holzach, why did you decide to showcase pieces of jewellery from the traditional Pforzheim company Wellendorff in your museum?**

**Cornelia Holzach:** Pforzheim has a very long jewellery tradition. One of the most prominent examples is the Wellendorff manufactory, which has grown into a globally active luxury brand over the course of its history. As a jewellery museum, we are also committed to local traditions. It was, therefore, a no-brainer to introduce Wellendorff to our internationally renowned museum.

**The special exhibition was given the title “The Secret of Luxury”. Has the secret of Wellendorff jewellery been revealed?**

The crucial thing about a secret is that it is secret. We wanted to get to the bottom of the mystery, but – and this may sound disappointing to some – it will never be fully revealed. But this is precisely what makes a piece of Wellendorff jewellery so mysterious and attractive. Each visitor to our exhibition was able to approach and delve into the mystery in their own way.

**As a jewellery expert and personally, what do you find special and distinctive about Wellendorff jewellery?**

Wellendorff manages to combine high-precision technology with sophisticated aesthetics in a harmonious and unique way. As a trained goldsmith, I have always been interested in this combination. Wellendorff has developed it

further over the last few decades, creating one highlight after another.

**What is particularly special about Wellendorff’s work?**

That they attempt the impossible. The iconic designs are based on outstanding goldsmithing boasting patented innovations, exquisite materials, passion and uncompromising quality. It’s not just what you can see that matters, but also what you can feel, namely this silky flexibility. Wellendorff manages to fulfil the wishes of discerning, international customers and, by pushing the boundaries of what is possible, shows what luxury is and can be.

**How did you display the Wellendorff jewellery? Did you explore new and special forms of display?**

What was truly unique was the world’s longest rope, which snaked its way through a 19-metre-long display case – a technical masterpiece with a high aesthetic impact. Another special feature was that we were able to exhibit some pieces of jewellery from Wellendorff customers who had chosen them and told their own stories.

This resulted in a very personal perspective of these unique pieces, giving visitors an intimate insight into how they are particularly cherished. An exclusive highlight was the complete collection of the Rings of the Year that a collector had made available to us. To my knowledge, it is the only complete collection of these rings – and

A collector’s complete Wellendorff Ring of the Year collection was shown to the public for the first time.







Eye-catching and enticing: the poster for the Wellendorff exhibition at the Pforzheim Jewellery Museum, the world's only public museum dedicated exclusively to jewellery and its more than 5,000-year-old history. Right: Claudia Wellendorff (left) explains the special features of a piece of jewellery to visitors.

was therefore a unique opportunity to look back at every Ring of the Year.

**Did the exhibition also tell the story of the Wellendorff family and the values of their work?**

Yes, it did. It was important to us that we not only exhibit the jewellery, but also delve into the history of the manufactory and what is important to each family member. The central focus was on the consistently high standards of quality, expressed through the Wellendorff motto "From love. The best".

**Surely it was also about not only showing jewellery, but feeling it, developing a feeling for it?**

That's right. We tried to represent the sensory experience, which is a very important component of Wellendorff jewellery, on different levels. An exciting example of this was a special safe that allowed visitors to feel a piece of jewellery.

**Natural evolutionary processes also featured in the exhibition. What did that mean exactly?**

We wanted to link the evolutionary processes of nature with those of product development. Both processes require time to mature and constant optimisation. Knowledge and experience are passed on and developed through generations. And this is the only way the Wellendorff manufactory is able to produce precious pieces of exceptional suppleness.

**Your museum was chosen as an 'inhalatorium' for Ornamenta. So did the nearby Black Forest and its fresh air also play a key role in the Wellendorff exhibition?**

Our presentation subtly addressed the 'inhalatorium' theme and thereby underlined the company's location in Pforzheim and the Northern Black Forest. Quiet sounds of nature alternated with sounds from the manufactory and put visitors in the mood for a unique atmosphere. We wanted them to immerse themselves in the Wellendorff world with all their senses, to breathe in the spirit and feel the secret of luxury.



Experience it as if you were there: our video about the Wellendorff exhibition – simply scan the QR code!

Photography: Gordon Koelme

# The Wellendorff Book

A declaration of love for family spirit and creativity – and a tribute to over 130 years of passion.



A valuable handbook: Hanspeter Wellendorff published the first Wellendorff book for the exhibition.

The simple cover makes a statement: "Wellendorff THE JEWELLERY" is written in fine golden letters on a velvety-smooth light brown background. Inside, the book exclusively presents the fine art and the successful history of the jewellery manufactory – with a lavish layout and polished texts, it is easy to flick through and makes you want to read. Hanspeter Wellendorff and his wife Eva decided to publish the Wellendorff Book especially for the Wellendorff exhibition "The Secret of Luxury – Jewellery Art by Wellendorff" at the Pforzheim Jewellery Museum. Across 132 25 x 29 cm pages, it introduces the family and offers a journey through time to the important

milestones in the company's history. It talks about love as the driving force behind all creations and about the precision of goldsmiths.

It explores ground-breaking innovations, special colour effects created through cold enamel and all the special creations, including unique pieces, anniversary rings and the Jewellery Piece of the Year. The Wellendorff book, which is published in German and English, can be purchased from the museum or the Wellendorff specialist on Tel. +49 170 - 297 45 35 or [experte@wellendorff.com](mailto:experte@wellendorff.com).

Photo: Sebastian Seibel