

Starry Jewellery Design

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JEWELLERY PRESS KIT - THE POWER OF PASTRY

JEWELLERY CHEF/DESIGNER - FENGHUA YE
COMBO MEAL 1 / CONCEPT - INTERACTIVE PAPER JEWELLERY KIT
COMBO MEAL 2 / PROPOSAL - METAL JEWELLERY

MENU FOR PAPER JEWELLERY FOLDING GUIDE VIDEO

STARTERS

- PAPER RING

- Piece 1 / Easy Level - <https://youtu.be/pWZDXJzl8-0>
- Piece 2 / Normal Level - https://youtu.be/d_ovKH8-jsU
- Piece 3 / Challenge Level - https://youtu.be/_8QkA5hF0hM

MAIN COURSES

- PAPER BRACELET

- Piece 1 / Easy Level - <https://youtu.be/5gCDkhQOaSk>
- Piece 2 / Normal Level - <https://youtu.be/vNbnqJd8ZTg>
- Piece 3 / Challenge Level - <https://youtu.be/wsvmvhdEXNM>

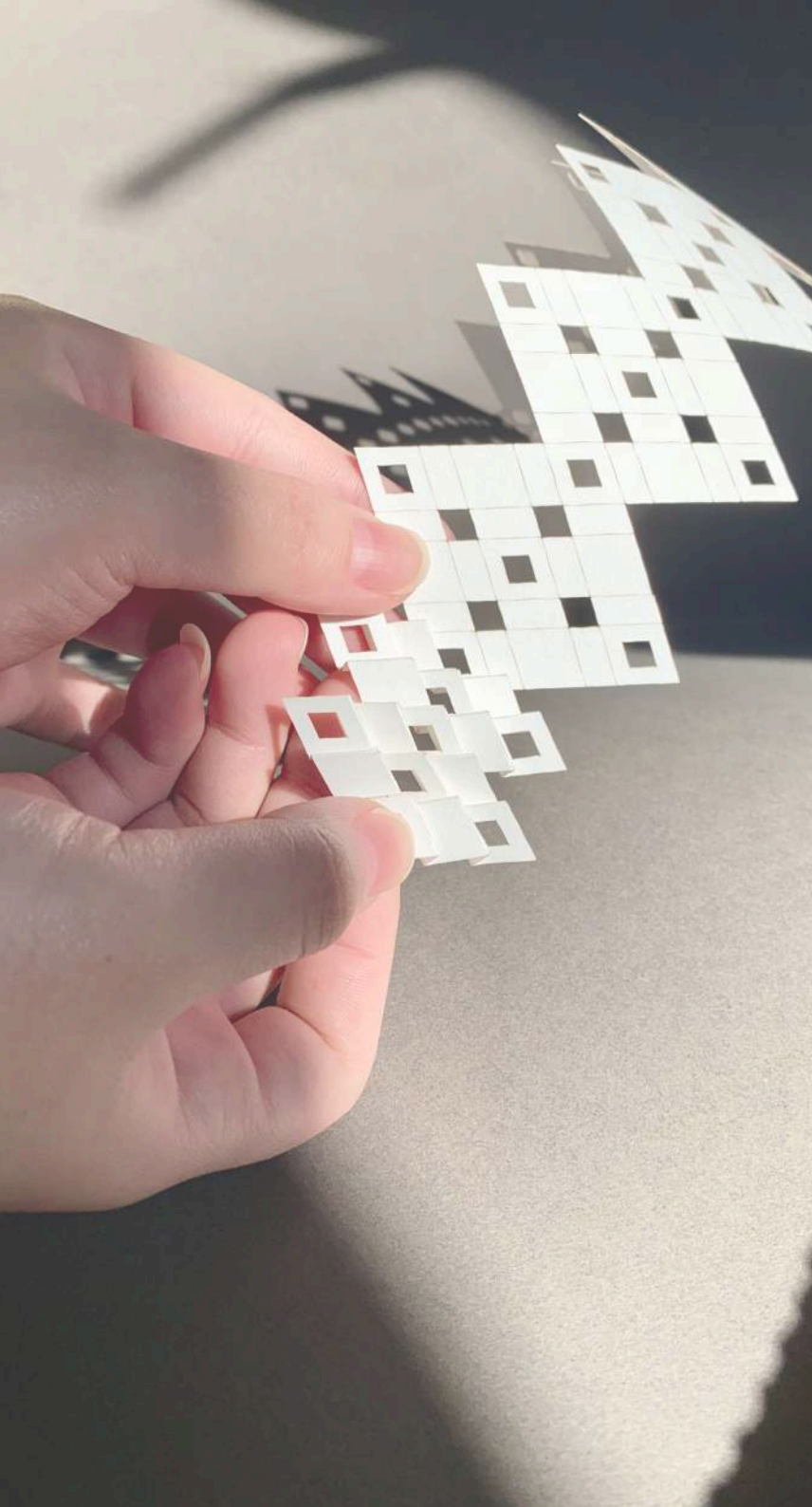
DESSERTS

- PAPER BROOCH

- Piece 1 / Easy Level - <https://youtu.be/bTWAQ3UWx5k>
- Piece 2 / Normal Level - <https://youtu.be/Kr1HN3Jcqhk>
- Piece 3 / Challenge Level - https://youtu.be/_8QkA5hF0hM

NUTRITION FACTS LABEL - DESIGN INSPIRATION



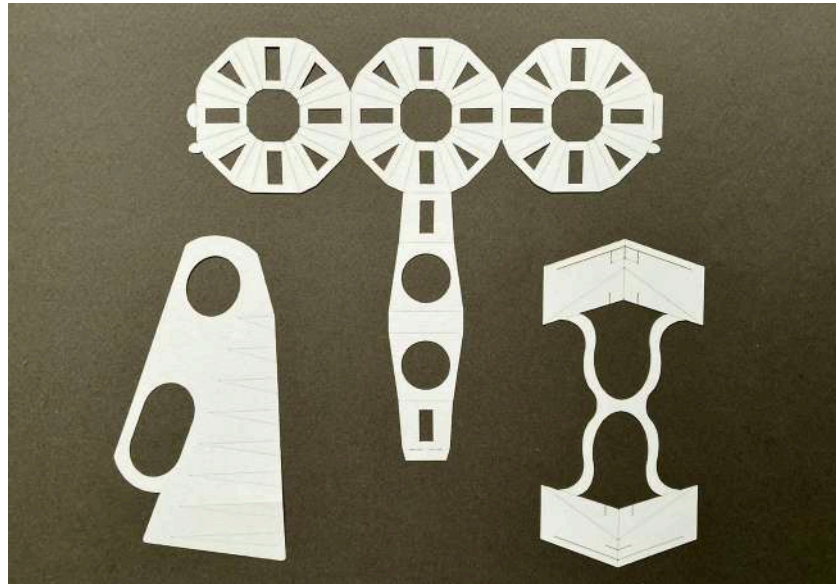
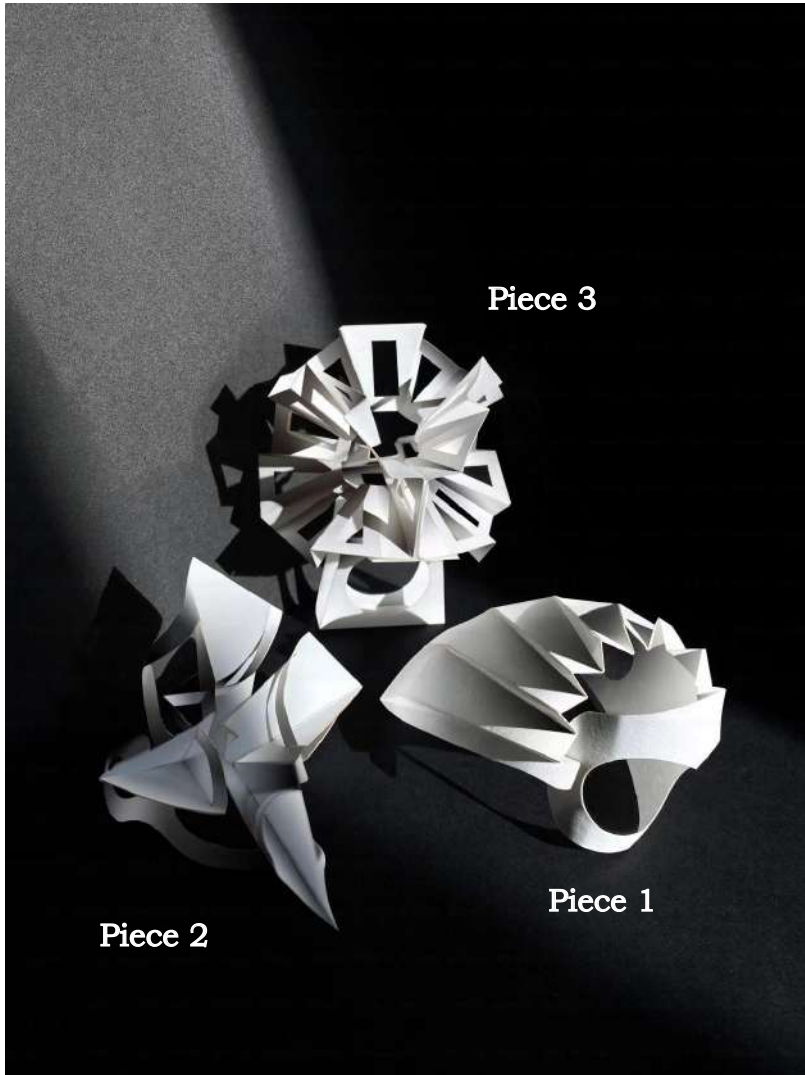


RECIPE - ARTIST STATEMENT

My inspiration is of different kinds of pastry, such as Chinese bao, pie, croissant and so on. They inspired me not only by their basic structure but also from the making process. I was encouraged by homemade pastry, which is an interactive home activity to increase mutual happiness. I designed a collection of interactive paper jewellery kits, which invite audiences to participate in the jewellery making process with design. And, according to the fact that most pastries are made directly by a piece of flat flour dough, these paper pieces of jewellery were simplified so that audiences can fold one paper jewellery directly from a prepared paper piece without needing any glue during the whole making process. It seems like the pastry's structure is only supported by flour itself without anything else. The colour of this paper jewellery collection is blank because I want to leave some space for audiences to design and show their different styles. I also recorded the folding guide video to teach audiences how to make them. It imitated the pastry-making process, and is displayed through the large windows of a bakery, and I am the baker who is making the pastry on the other side of the windows. There is also another collection of steel brooches. These brooches can also be folded directly from etched metal pieces. However, the difference is that they have a more complex structure, which is difficult for audiences to make it by themselves. These two collections are concerned with the pastry. Pastry is not only a food but also a kind of art direction which is easy to be ignored in life. Also, jewellery is not only staying on the level of a static decoration but is also a dynamic object which can tell the story behind it by interactive design.

STARTERS OF COMBO MEAL 1

COLLECTION 1·1 - PAPER RING KIT

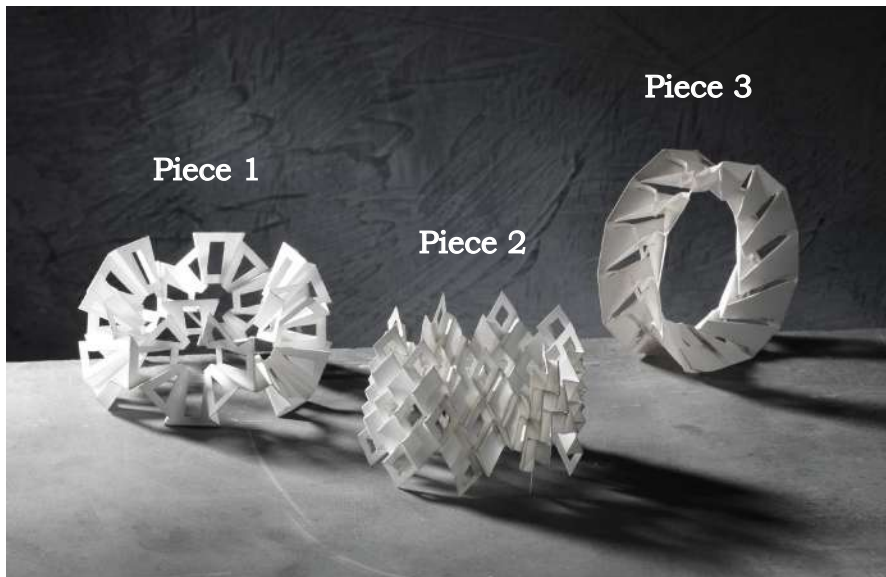
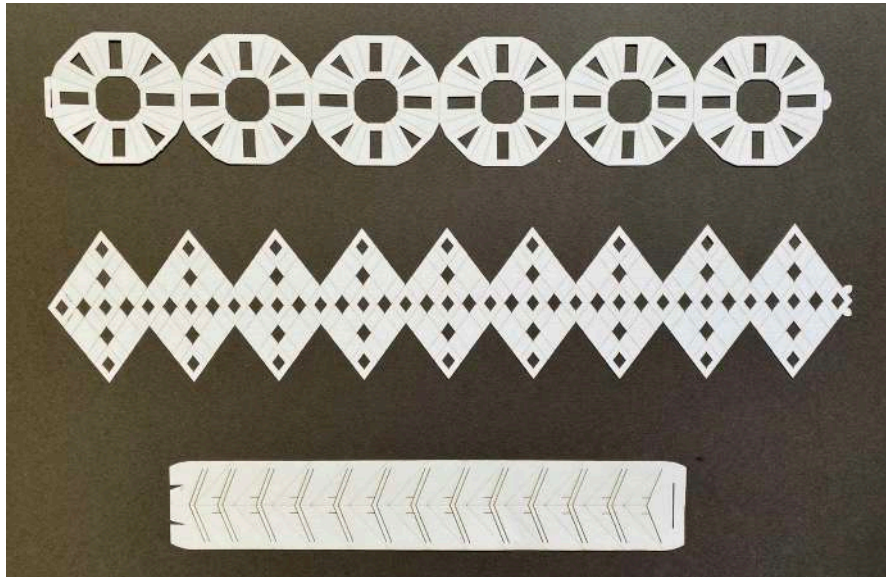


- Material:
160gsm Cartridge Paper
- Scale:
 - Piece 1: 5.5cm×3.7cm
 - Piece 2: 4.5cm×4.1cm
 - Piece 3: 4.8cm×4.5cm



MAIN COURSES OF COMBO MEAL 1

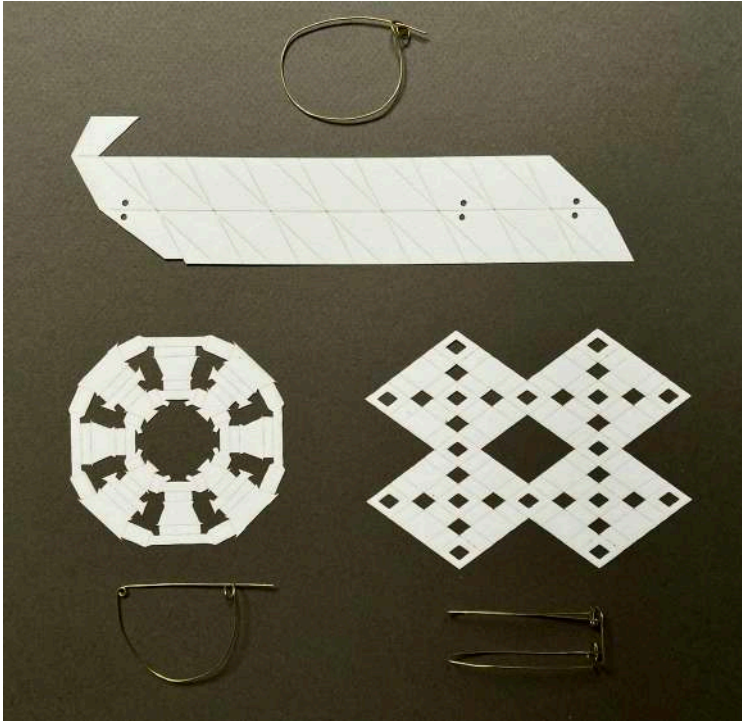
COLLECTION 1.2 - PAPER BRACELET KIT



- Material:
120gsm Cartridge Paper
- Scale:
 - Piece 1: Width 4cm
 - Piece 2: Width 4.8cm
 - Piece 3: Width 3.1cm

DESSERTS OF COMBO MEAL 1

COLLECTION 1.3 - PAPER BROCH KIT

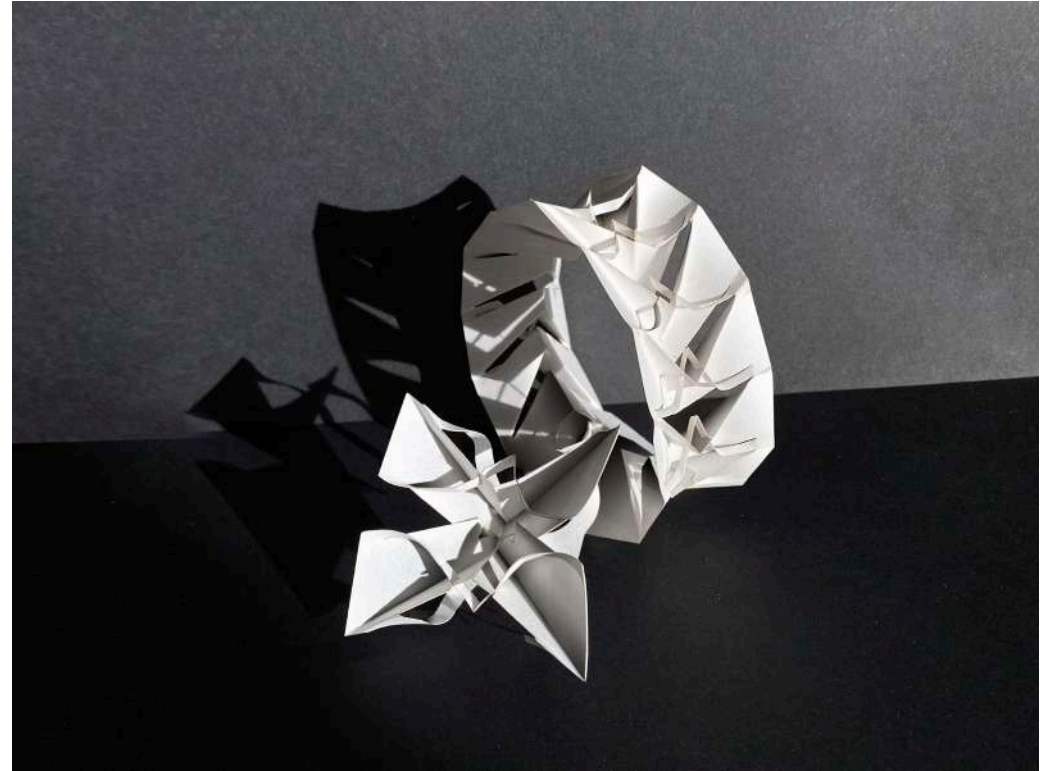
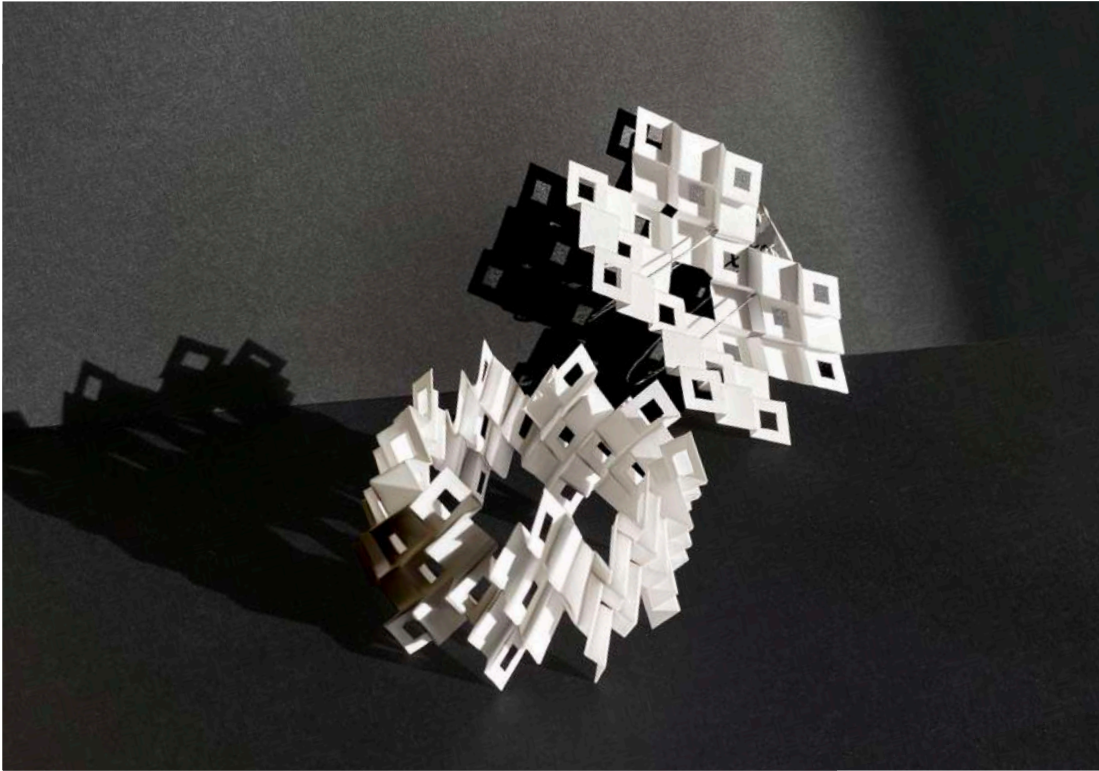


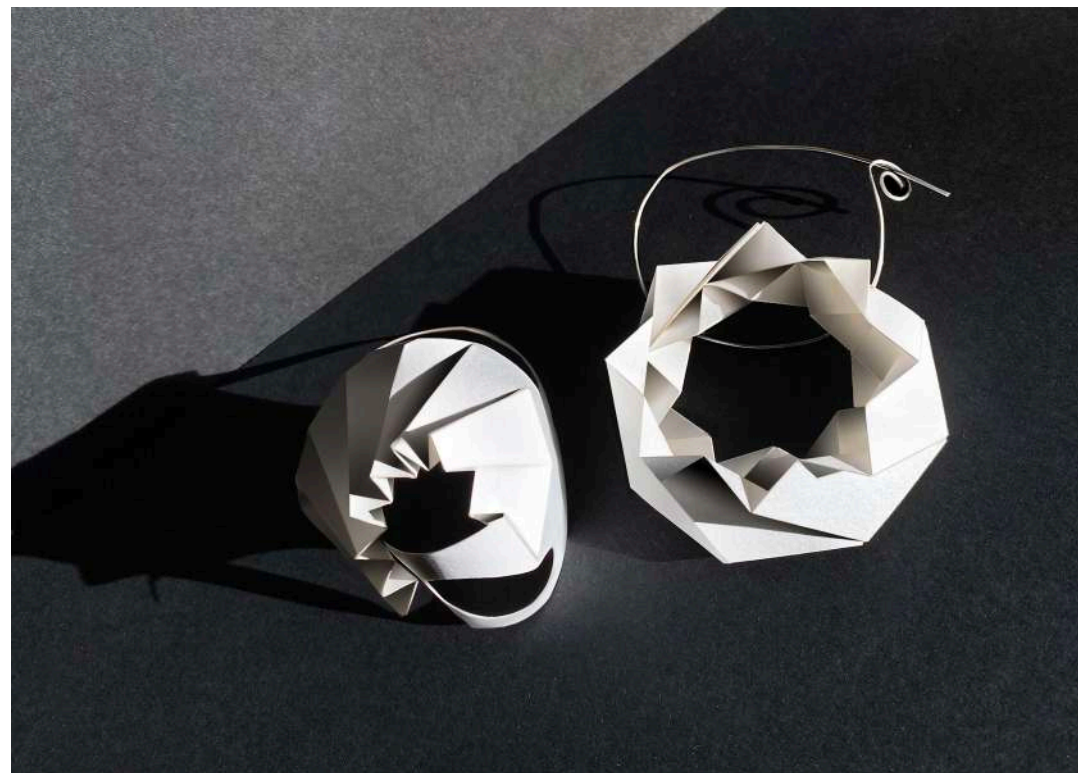
Paper Brooch Kit includes the engraved paper pieces and prepared steel brooch pins.



- Material: 140gsm Cartridge Paper
- Scale:
 - Piece 1: 9.4cm×5.8cm
 - Piece 2: 5.05cm×5.05cm
 - Piece 3: 6.3cm×6.3cm

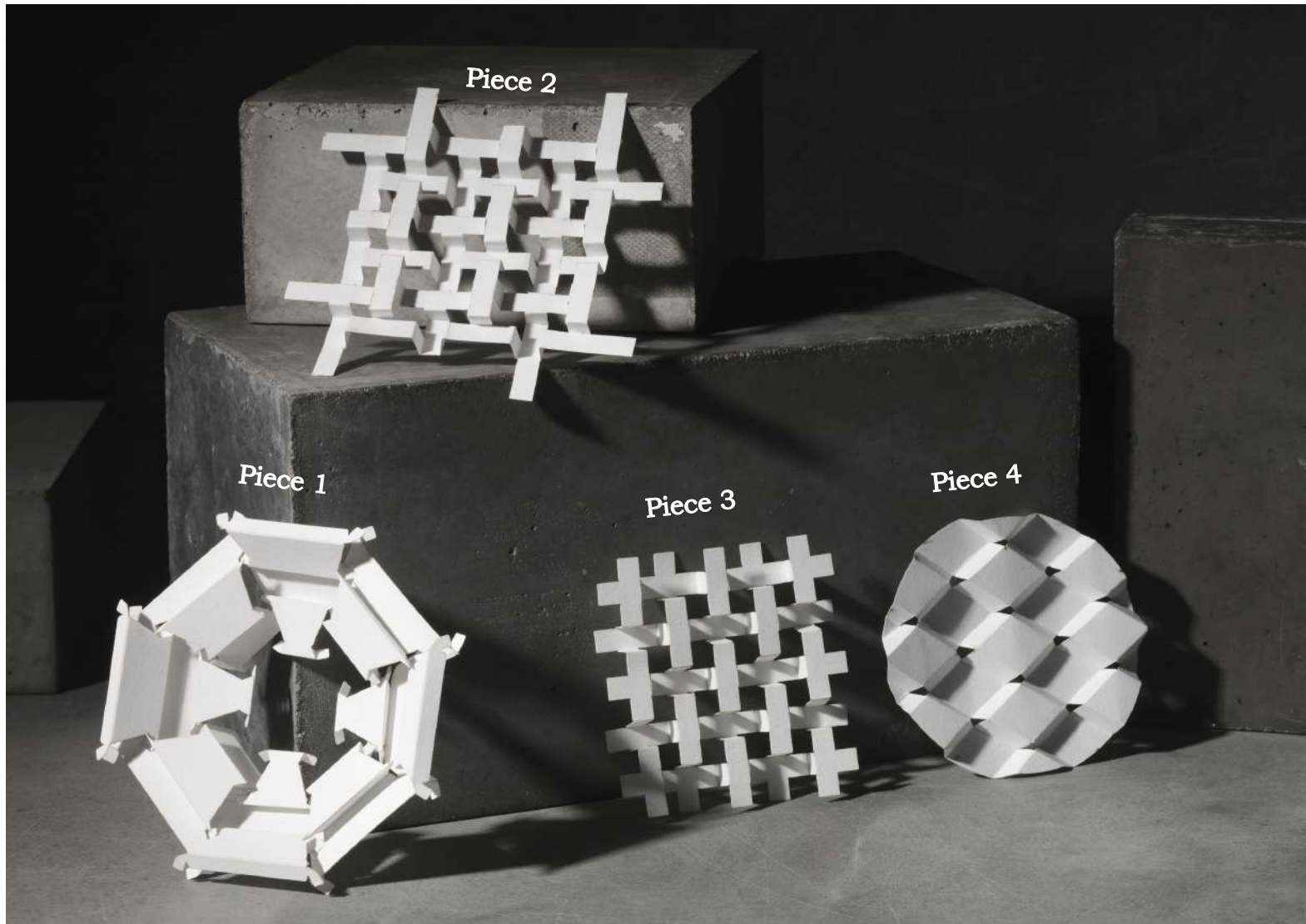
FOOD PAIRING OF COMBO MEAL 1
PAPER JEWELLERY MIXED DISPLAY (SHOW AS A SET OF JEWELLERY)



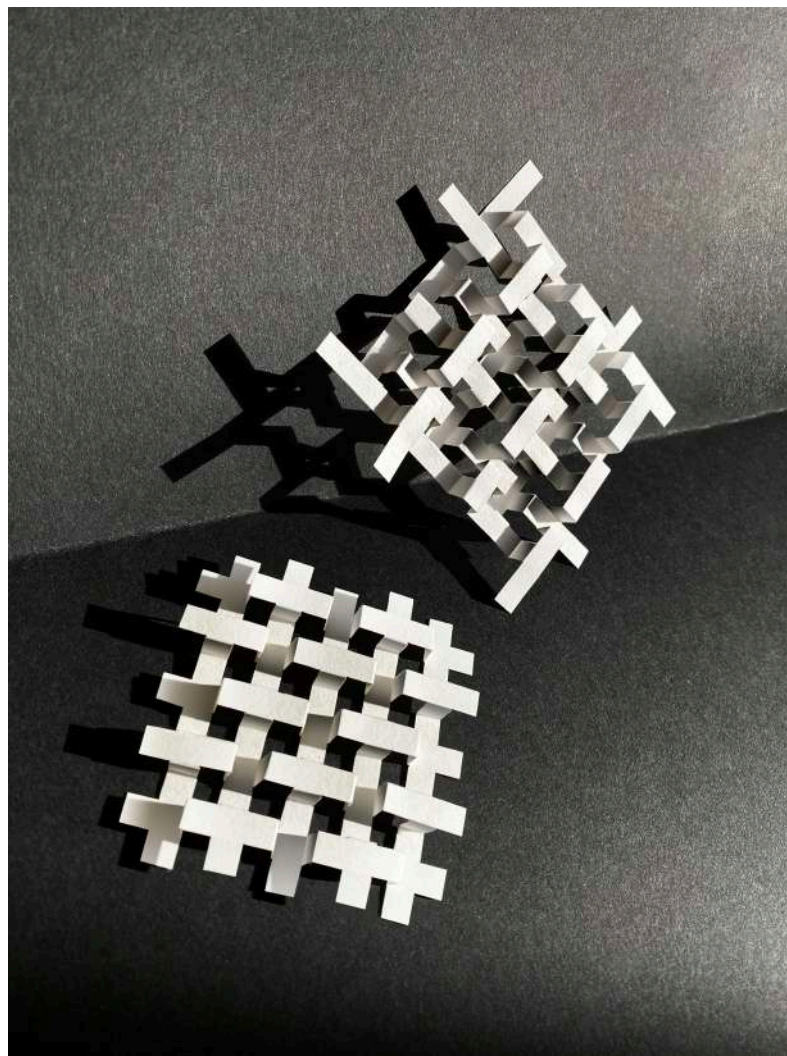


COMBO MEAL 2

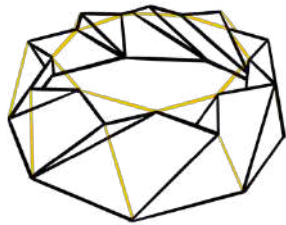
COLLECTION 2 - STEEL BROOCHES



- Material:
0.25mm thickness
stainless steel
- Scale:
 - Piece 1: 7.5cm ×7.5cm
 - Piece 2: 7.6cm×7.6cm
 - Piece 3: 5.4cm×5.4cm
 - Piece 4: 6.6cm×5.9cm



FOOD DELIVERY CONTACT - BUSINESS CARD



Starry Jewellery Design



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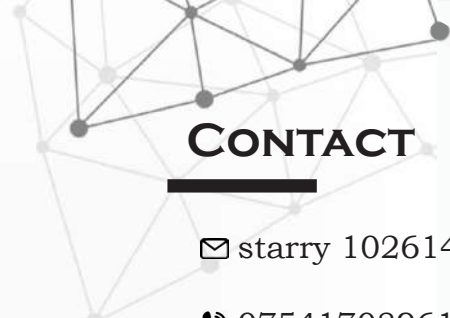
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EDUCATION

- 2016-2019 BA (Hons) Degree, Contemporary Design Crafts (Jewellery), University of Hertfordshire, UK
- 2019-2020 MFA Jewellery, Edinburgh College of Art. UK

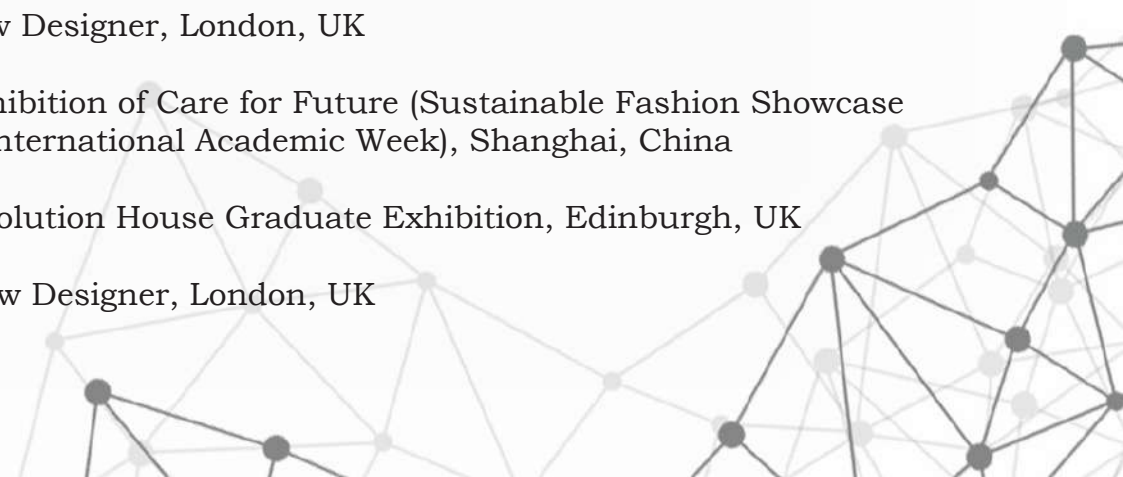
EXPERIENCE

- August. 2017 - Market Survey, Japan Jewellery Fair 2017, Tokyo, Japan
- July. 2018 - Market Investigation, Art & Antique Fair, Birmingham, UK
- August. 2019 - The Production Line of Jewellery Training Workshop, Guangdong, China

SKILLS

- Jewellery techniques with diversified materials
- Wide knowledge of gemstones and antique jewellerys
- Creative paper jewellery folding skill
- I.T - Indesign, Illustrator, Photoshop, Word, Powerpoint
- CAD design - Shapr3D and 3D printing
- Good photography
- Good communication and interpretation skills in Chinese & English
- Independent design & Team collaboration

EXHIBITIONS

- 2019 - Art and Design Building Graduate Exhibition, Hertfordshire, UK
 - 2019 - New Designer, London, UK
 - 2020 - Exhibition of Care for Future (Sustainable Fashion Showcase & International Academic Week), Shanghai, China
 - 2021 - Evolution House Graduate Exhibition, Edinburgh, UK
 - 2021 - New Designer, London, UK
- 

CV - FENGHUA YE
Jewellery. Artist



**THANK YOU FOR VISITING MY
MAGICAL JEWELLERY BAKERY.**

**I'M THE JEWELLERY BAKER
TO WELCOME YOUR VISIT AGAIN.**

