



Ivona Tamborska
Black Castle Ring

Marija Iva
Black and
white brooch
set with pearls



Austy Lee Art Jewellery
The May Beauties Bangle



Serendipity Jewelry
Flower

Can you tell PJ readers about what it's like to grow up with in a gemstone dealer family? Growing up with a father

who was a gemstone dealer has been an incredibly enriching experience. My sister, Sandrine, and I were exposed to the world of gems and jewelry from a young age, and we loved going to his office with him on weekends and accompanying him to auctions. Even though we had not initially chosen this path (my sister went to hospitality school and wanted to open her own establishment, and I had started studying to become a lawyer), the call of the stones was stronger.

It was only then that I could see for myself and understand the passion and dedication required to succeed in this field. Overall, growing up with a father who is a gemstone dealer instilled in me a love and appreciation for the beauty and complexity of gemstones, as well as strong values that serve as the foundation for my work in the industry today.

As a founder, what do you feel GemGenève brings to the industry?

As I have been told by many in the industry, GemGenève is unique because it is a show for gem dealers, created by gem

dealers. All the exhibitors form a 'GemGenève family' which creates a wonderful positive feeling at the show.

How has GemGenève adapted in recent years to better serve the needs of professionals within the industry?

GemGenève is a relatively new trade show which held its first edition in 2018. It was born precisely from a desire to respond to the needs of industry professionals. As a result, we constantly listen to our exhibitors as well as our visitors. GemGenève is also open to the public, so we bring the consumer into the world of gems, jewelry, and the wider industry.

An example of how we adapt would be the frequency of the editions: we had planned to have only one per year, but after a meeting with our exhibitors and various exchanges with professional visitors, we switched to biannual editions.

This does not mean that it will remain that way. We will adapt to the needs of the industry as we go. As I said before it is like a 'GemGenève family' – we make decisions together and listen to industry professionals to best meet their needs.

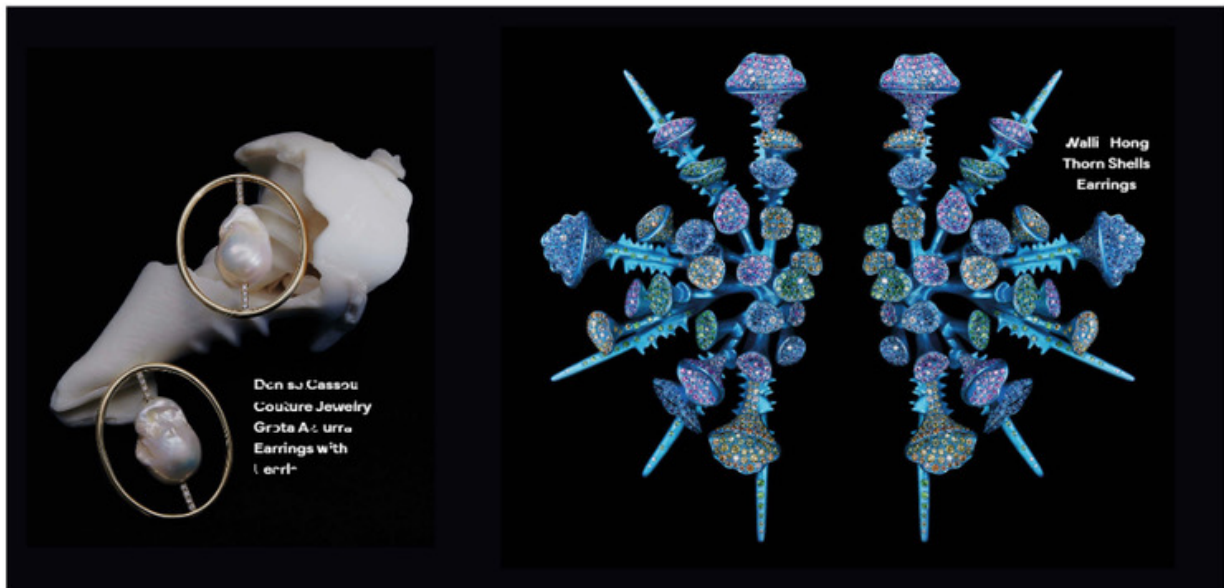
At each edition, we try to offer a different cultural and educational program, promoting jewelry heritage

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The number of talented designers which Nadege Tchah showcased at the 2023 edition of GemGenève in the Emerging Talents and New Designers sections

and expertise – with talks, conferences, roundtables, and more. In doing so, we help our visitors to stay informed about industry trends, deepen their knowledge, or simply discover this fascinating world of ours!

Moreover, we have emphasized the educational aspect of GemGenève with the inclusion of museums at the May 2023 edition – the Geneva Museum of Art and History (MAH) showcased the "Automations and Music" installation. Several schools also took part in the gouache painting GemGenève x Schools x Awards activity, which takes inspiration from a different gemstone at each edition. For 2023, Full



Gemstones provided the peridot as the students' focus.

GemGenève gives the public and students the opportunity to meet with the industry in a more concrete way and, we hope, be inspired and learn something new while also inspiring future careers in the field!

You champion incredible designers within the Emerging Talents segment at GemGenève. What does this commitment to budding creatives mean to you on a personal level?

First of all, the Emerging Talents and other designers just fascinate me because, unfortunately, I am anything but creative!

The 'advantage' that I have is that I am not creative at all! Therefore, I will not choose the Emerging Talents based on the perfection of their pieces. I am looking for creations that have a story and/or evoke an emotion. That is why they are all very different in terms of style. I like to know a little about the designer's story to better understand their creations.

With GemGenève, we wanted to give an opportunity to new talents to be in the heart of the industry, amongst renowned dealers, giving them visibility on an international scale.

Can you share some highlights from the Emerging Talents segment this year?

I am so proud to have welcomed 11 talented designers for 2023. Fred Fa, Aso Leon, Denise Cassou Couture Jewelry, Rites of Passage Art Jewelry by Teresa Escudero, Awoha Tamborska and Wallis Hong were the six designers in the 'Emerging Talents' sector. Meanwhile, Austy Lee Art Jewellery, Marija Iva, A Win Siu, Serendipity Jewelry and Tenzo formed the 'New Designers' category.

Their creations offer a fascinating glimpse into a very different universe of ideas and inspirations, a world of innovation and ingenuity that highlights the individuality of each creator.

My highlights are that they are all very different in style and technique, while

sharing a common focus on the meaning, message, and role of a jewel far beyond the purely ornamental. Above all, the gemstone is, and has always been, a talisman to protect and invoke goodwill in its wearer; a talisman to keep close to us at all times, reminding us to live in a harmony of body, heart and soul.

Which brings me back to the 'GemGenève family' – providing support and exposure within our industry.



Marija Iva
Fruit of the Vine
Sapphire, Tanzanite, Rubellite and diamond ring

