Project

ARDECO JEWELLERY COLLECTION



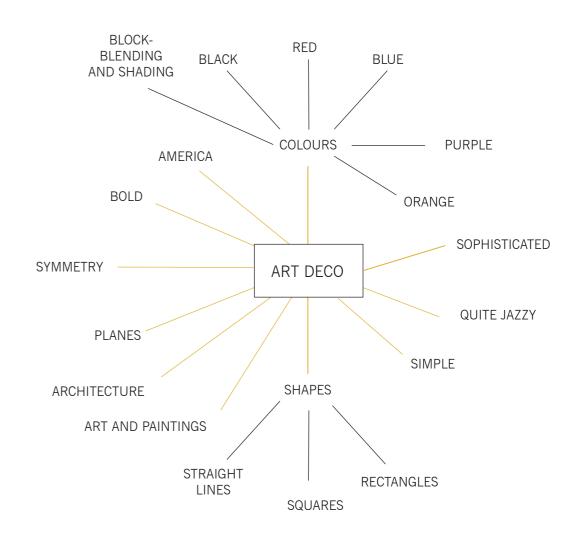
Each piece has its own story to tell. And a new chapter to live.



ABSTRACT

This project is an attempt to design a product range of jewellery inspired by Interior of Chrysler Building and further develop the prototype of the designed range. It includes the various techniques used in developing jewellery like stone setting, enamelling, filing and cutting of metal plate, etc. I have created a story that will govern the product as an evovled form from the chosen theme.

MIND MAPPING ARDECO



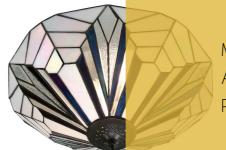








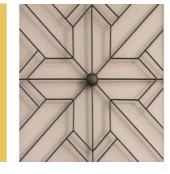














CONCEPT

ART DECO is the concept behind the collection. It is an eclectic style that combines motifs of traditional craftsmanship with imagination and materials typical of the industrial era. Art Déco emphasizes geometric forms: spheres, polygons, rectangles, trapezoids, zigzags, chevrons, and sunburst motifs. Elements are often arranged in symmetrical patterns. Modern materials such as aluminium, stainless steel, Bakelite, chrome, and plastics are frequently used. Stained glass, inlays, and lacquer are also common. Colors tend to be vivid and high contrast.

ABOUT THE COLLECTION

It is a new dimension without any limitations. Bold colors, rays, and other strong geometric patterns are a trademark of Art Deco. It does not limit us to fixed boundaries and deals with Geometrical and symmetric forms. The collection is both sophisticated and frivolous.

INSPIRATION BOARD ARDECO

ARTWORK DESCRIPTION & ANALYSIS:

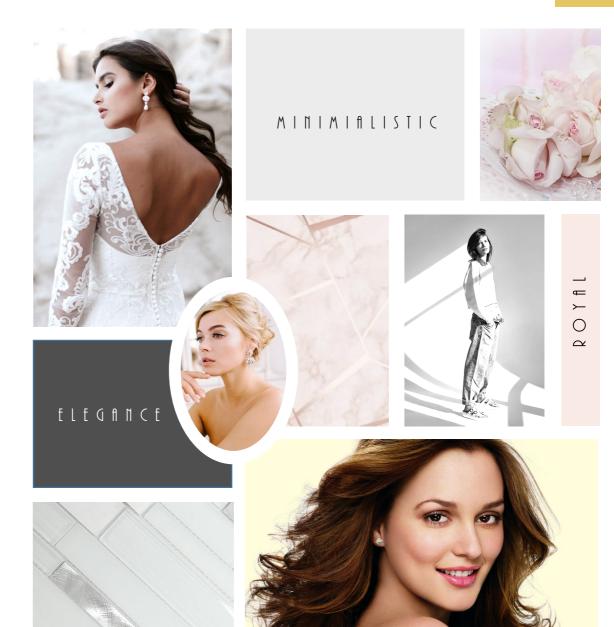
As the skyscraper was financed by Walter P. Chrysler, founder of the automobile company that bears his name, and the architectural details were designed to reference Chrysler products.

The most recognizable aspects of the building are the seven arched crowns at its top, each of which bears a distinctive sunburst pattern. The arches of the shimmering spire evoke spinning chrome hubcaps as well as rising suns, and the slick, geometric quality of the crown reflects the drive toward streamlined, machine-age elegance typical of American Art Deco.

Materials used: Brick Building with Steel Frame and Stainless Steel Crown

CHRYSLER BUILDING
Artist: William Van Alen
Located in 405 Lexington Avenue, Manhattan, New
York 10174.

MOOD BOARD ARDECO

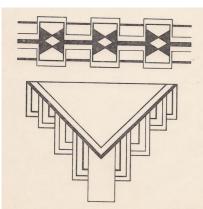




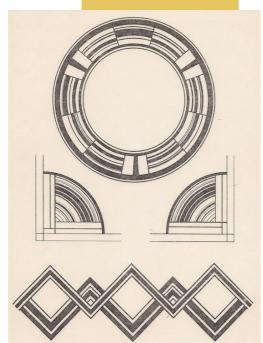
VISUAL RESEARCH ARDECO

MOTIFS

All the motifs are geometric and symmetrical and have been used in various art deco architectures.



MOTIFS







INTERIOR OF CHRYSLER BUILDING



Elevator door



The interiors of the building have Three of the designs which could be characterized as having 'geometric', 'Mexican' and vaguely 'art nouveau' motifs, which reflect the various influences on the design of the entire building.

MATERIAL BOARD ARDECO



CLIENT BOARD ARDECO



Age- 25-30years
Gender- Female
Economic level- Upper middle class
Income level- 40lakhs – 50Lakhs (Rupees)
Occupation – Business women -executives, lawyers, management
Demographics- Lives in big cities townhouses
Lifestyle –Meetings, the school run
Reads broadsheets and country lifestyle magazines
Shops at high end stores- has expensive taste
Enjoys fine dining and dinner parties



MATERIAL EXPLORATION IN DESIGNS FINALISED DESIGNS

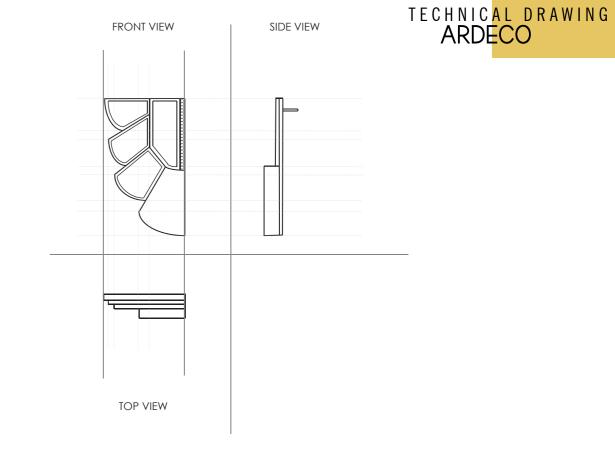
ARDECO

ARDECO

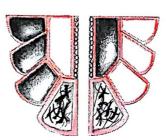
FORM DEVELOPMENT ARDECO

PRODUCTS IN THE RANGE:

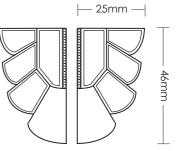
- 1, EARRINGS(2)
- 2. PENDANT
- 3. RING
- 4. EARCUFFS



Scale = 1:1

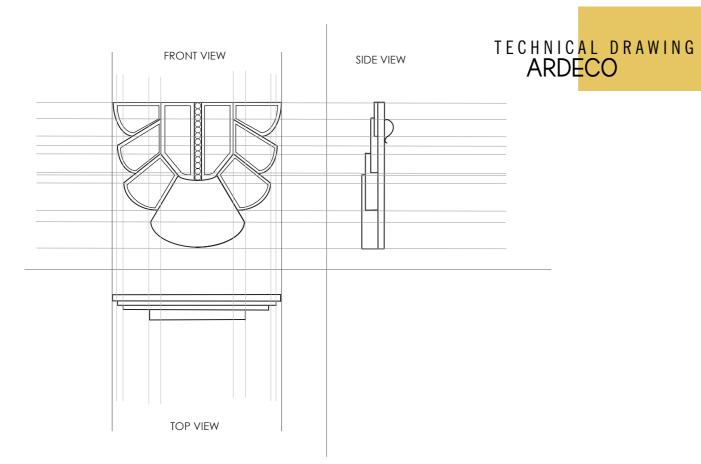


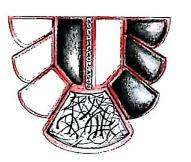




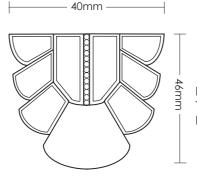
Diamond - 22*2 (0.01carat) Thickness - 3mm Post length - 10mm

MEASUREMENTS OF THE EARRINGS



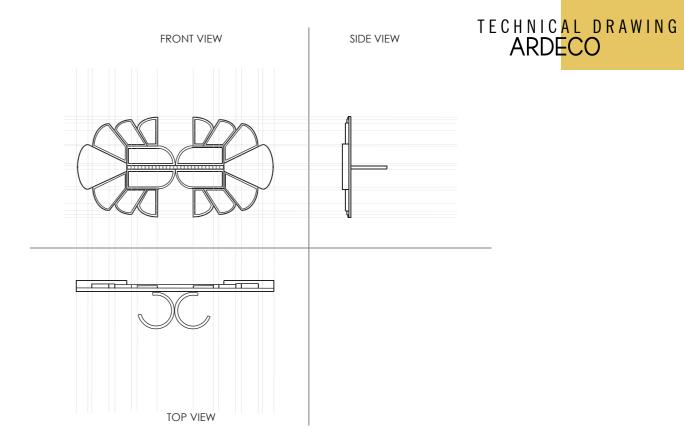


RENDERED PENDANT



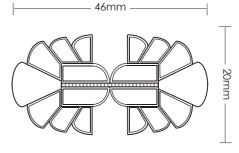
Diamond - 14 (0.03 carat) Thickness - 4mm Loop length - 4-5mm

MEASUREMENT OF THE PENDANT





RENDERED RING

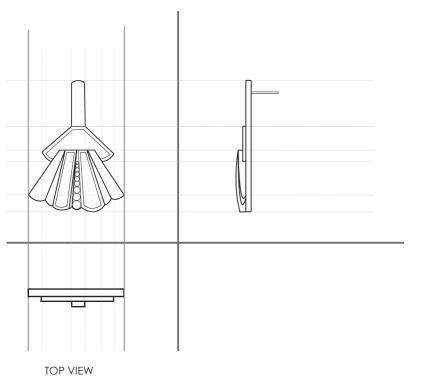


MEASUREMENT OF THE RING

Diamond - 28 (0.01carat) Thickness - 3mm

Ring size - 5/6 (adjustable)

TECHNICAL DRAWING ARDECO

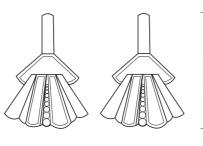


SIDE VIEW



FRONT VIEW

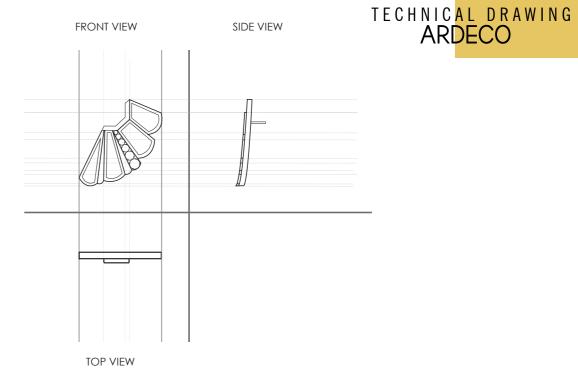
RENDERED EARRING



____25mm____

Diamond - 8*2 (0.01 - 0.05 carat) Thickness - 3mm Post length - 10mm

MEASUREMENT OF THE EARRING

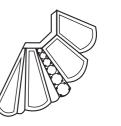






RENDERED EARCUFF





Diamond - 12*2 (0.01 - 0.03 carat) Thickness - 2mm Post length - 7mm

MEASUREMENTS OF THE EARCUFFS

PRODUCTION PROCESS ARDECO

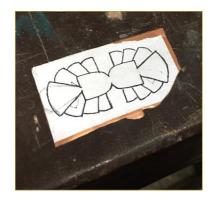
The following steps were performed to achieve the designed jewellery prototype insipired by the Theme -Art Deco.

The stages for develoment of the body of the jewellery piece.



STAGE 1:

Initially, the brass plate is cut into small pieces inorder to paste the paper cut out of the jewellery shape. The metal sheet cutter mavhine is used to do so.



STAGE 2:

Then the design is stuck using fevical or any other adhesive on the metal sheet which is then cut using a fred saw.



STAGE 3:

After cutting the design using fred saw, each piece is placed as per the design and then they are filed and hit from the back of the metal using dapping block and punches, creating a circular void on the back side of the piece inorder to show depth. After this process, all the pieces are soldered together.



STAGE 4:

Then each metal piece placed in the correct position and is soldered to one another using fire torch, pan and Borax.



STAGE 7:

Then the rings are soldered from the back side of the metal plate.



STAGE 5:

The centre of the piece is drilled using a drilling machine so that the white coloured stones can be set in it.



STAGE 8:

The piece is sent for polishing and then the stones are set.



STAGE 6:

After drilling the holes, the inner part of the piece is cut using fred saw and then filed using filers and sandpaper.



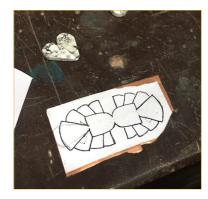
STAGE 9:

After the first polish, the piece is sent to get rose gold rodium polish on it and then black enamel is done.

PRODUCTION PROCESS ARDECO

The following steps were performed to achieve the designed jewellery prototype insipired by the Theme -Art Deco.

The stages for setting the marble in the jewellery piece.



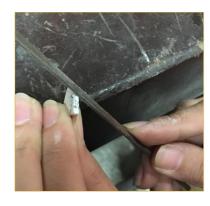
STAGE 1:

Initially, the small marble (stone similar to marble) pieces are collected and placed together on the design sheet.



STAGE 2:

Then the two marble pieces are stuck together using flex inorder to get the desired size of the marble piece in the jewellery.



STAGE 3:

After sticking the design, the piece is cut using fred saw and then filed using filers and sandpaper to get proper finished edges.



STAGE 4:

These are the filed and the non filed pieces which will be used in the jewellery.



STAGE 5:

Then the wire frame of the marble is developed using flattened wires and it is soldered using pan.



STAGE 6:

The final soldered wire frame and the marble in proper shape which can be then stuck on the main body of the ring.



STAGE 7:

Marble properly set in the metal frame which will be stuck on the main body.



FINAL JEWELLERY PROTOTYPE



COSTING OF THE PRODUCT:

Approximately all the products range between Rs. 25,000 to 65,000.

Product Profit Margin - 25% (included in the labour cost)

		Weight(ct/gm	No. of			
Product	GH-SI)	pieces	Size	Rate	Total
EARRING	Round	0.22	22	0.01	42000	9240
8 9 9 9	Marble	5 gms	2		100	500
	Gold					
	weight(18kt)	10			2550	25500
	Labour	10			750	7500
	Total price					42740

Product	GH-SI	Weight(ct/gm)	No. of pieces	Size	Rate	Total
PENDANT	Round	0.42	14	0.03	42000	17640
	Marble	10 gms	1		100	1000
	Gold weight(18kt)	12			2550	30600
TANK TO	Labour	12			750	9000
CACARE	Total price					58240



COSTING OF THE PRODUCT:

Approximately all the products range between Rs. 25,000 to 65,000.

Product Profit Margin - 25% (included in the labour cost)

		Weight(ct/gm	No. of			
Product	GH-SI)	pieces	Size	Rate	Total
RING	Round	0.28	28	0.01	42000	11760
	Marble	5 gms	2		100	500
	Gold					
	weight(18kt)	8			2550	20400
	Labour	8			750	6000
Rose gold.	Total price					38660

			Weight(ct/gm	No. of			
	Product	GH-SI)	pieces	Size	Rate	Total
	EARRING	Round	0.24	8	0.03	42000	10080
-		Marble	1 gms	4		100	400
		Gold					
		weight(18kt)	6			2550	15300
		Labour	6			750	4500
		Total price					30280



COSTING OF THE PRODUCT:

Approximately all the products range between Rs. 25,000 to 65,000.

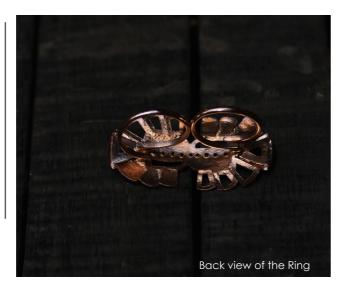
Product Profit Margin - 25% (included in the labour cost)

			Weight(ct/gm	No. of			
Proc	duct	GH-SI)	pieces	Size	Rate	Total
EAR	CUFF	Round	0.24	24	0.01	42000	10080
4		Marble	0.25 gms	4		100	100
		Gold					
		weight(18kt)	4			2550	10200
		Labour	4			750	3000
		Total price					23380

VISUAL DISPLAY ARDECO

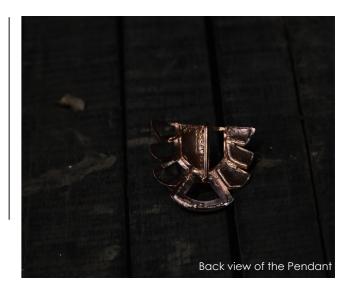


PROTOTYPE PHOTOSHOOT ARDECO



PRODUCT 1 - RING





PRODUCT 2 - PENDANT



PROTOTYPE PHOTOSHOOT ARDECO



PRODUCT 3 - EARRING





