SHOWS: GENEVA, SWITZERLAND (MAY 9 & 10, 2018) (GEMGENEVE – ACCESS ALL)

**B-ROLL**

1. VARIOUS OF ENTRY

2. VARIOUS OF THE SHOW

3. VARIOUS OF THE EXHIBITORS AND STONES

4. OFFICIAL OPENING CEREMONY

5. CUTTING OF THE RIBBON

**INTERVIEW FOUNDERS**

6. SOUNDBITE (English) THOMAS FAERBER, CO-FOUNDER, SAYING:

“We decided that we will try and make a show by being exhibitors, which we are here at GemGeneve, but at the same time organising that show because we feel that we know the needs of our industry which is basically traders stone cutters jewellery manufacturers and antique jewellery dealers.”

7. SOUNDBITE (English) THOMAS FAERBER, CO-FOUNDER, SAYING:

 “We will be very happy if our exhibitors are happy, this is maybe a little bit contrary to the other fairs, other fairs are more happy to sell many many square meters that’s there business . Our business it is not so much to sell square meters it is to make our exhibitors happy. And I think our exhibitors will be happy if we get activity if we get the trade from the world over to come here. It wills tart slowly, it is the first year so we have to look at it long term. But that will not be the main reason, the main reason is not to do a huge amount of business it is to make the people aware , trade aware of that we are here.”

8. SOUNDBITE (English) THOMAS FAERBER, CO-FOUNDER, SAYING:

 “I think we are now in the phase of really after dramatic raise of price, we are now in a phase of consolidation but the business is stable. And I don’t see any serious reason on the horizon why it should change.”

9. SOUNDBITE (English) RONNY TOTAH, CO-FOUNDER, SAYING:

“Because we are not professionals in organising we had to get a help of people around us, it was a family but everybody around us also helped us. Because they saw that we are not used to doing this, trying to do something new, they put their heart, they tried to help someone who didn’t know how to do this kind of show.”

10. SOUNDBITE (English) RONNY TOTAH, CO-FOUNDER, SAYING:

“We want to make it more attractive to the public and try to make the victors happy to be here and coming back.”

11. SOUNDBITE (English) RONNY TOTAH, CO-FOUNDER, SAYING:

“So Geneva seems to be very obvious and we needed in Europe a show of not too big, but that could attract intimate exhibitors, medium size, family owned and Geneva for this seemed great.”

**DESIGNERS SHOWCASE**

12. SOUNDBITE (English) VIEVIENNE BECKER, JEWELLERY HISTORIAN, SAYING:

“Thomas and Ronny really felt like they wanted to help young designers that was very much part of their original mission to nurture creativity. So GemGeneve was not purely commercial enterprise. That it was also educational that it was here for exchanges of ideas. And they wanted to show creativity and originality that it is in our industry today.”

13. SOUNDBITE (English) VIEVIENNE BECKER, JEWELLERY HISTORIAN, SAYING:

 “I’m always trying to test myself to look at contemporary jewellery I feel will become an antique jewellery. Tis is also very important for GemGeneve that brings it all together , all the elements , the gemstones, the antique jewellery, the modern jewellery. And it was an important importunity for the 9 designers to exhibit in a show that they would have an opportunity to do so. “

14. SOUNDBITE (English) VIEVIENNE BECKER, JEWELLERY HISTORIAN, SAYING:

 “Nine designers in my showcase are all working towards new modernism, new modernity, real modernity in jewellery design and you’ll se that several have rejected the usual themes and the usual objects of inspiration and they are trying to capture the world around them in jewellery and that is really important. The pieces, the historical jewels that have done that are the one that became the classic of the future, because they were able to carry that moment in time through the decades.”

**STYLE OF JOLIE – ROBERT PROCOP**

15. SOUNDBITE (English) ROBERT PROCOP, JEWELLERY DESIGNER, SAYING:

“Well Angelina and I make a collection that is to her style. And 100% goes to charity to build schools in conflict areas.”

16. SOUNDBITE (English) ROBERT PROCOP, JEWELLERY DESIGNER, SAYING:

 “We’re still in the process, we’re still making it as we speak, so we’re making pieces that .. she’s one of the designer of the family, very creative and quite a young lady, she is quite a creative mind.”

17. SOUNDBITE (English) ROBERT PROCOP, JEWELLERY DESIGNER, SAYING:

 “She is very creative, I follow her style her design, we pick a stones together and colours and the way it is manufactured. She follows it from the very start to the very end.”

18. SOUNDBITE (English) ROBERT PROCOP, JEWELLERY DESIGNER, SAYING:

 “We give a 100% profits to the charity so we take those founds to build schools in the conflict zone areas , Afghanistan , Cambodia and Pakistan.”

19. VARIOUS OF THE STYLE OF JOLIE STAND

STORY:

 GemGenève, the new Geneva International Gem and Jewellery show,

organised by industry experts for both dealers and collectors, opened its doors on Thursday May 10 at Palexpo.

 Created by founders Thomas Faerber and Ronny Totah, who both own gem and jeweller firms aligned with their families, GemGenève focuses on medium to small-size firms who feel often squeezed out the prime positions at fairs and lost among the big names. Both of them are also among 150 exhibitors at the event.

 The show hopes to differentiate itself from other fairs by opening the doors not only to traders but also to the public, something this secretive world of gem and jewellery industry rarely offers.

 The founders focused this event on small, family-owned antique jewelry dealers, gem merchants, and pearl specialists, but they have also thought about new emerging talents by creating Contemporary Designer Showcase, a special section that entails just nine designers, all sourced by Vivienne Becker, a noted jewellery historian, journalist, and author.

 The work of these up-and-coming designers is intended to highlight the creativity and originality that keeps the jewellery world vibrant and alive.

 One of the designers taking part in the Contemporary Designer Show is Robert Procop known by insiders and red carpet VIPs for his head-turning statement jewels but also as the jewellery design partner of American actress Angelina Jolie.

 The two are creating high jewellery pieces using statement gemstones under the Style of Jolie brand, created in 2012. It’s a charitable undertaking where all proceeds from the sales are used to build schools for girls in impoverished countries through the Education Partnerships for Children of Conflicts, co-founded by Jolie.

 In Geneva he is presenting a new collection of the Style of Jolie, but moreover, as a world exclusive, he is revealing the Zahara limited edition series, created by Procop and Angelina Jolie in collaboration with Jolie’s daughter, Zahara Jolie-Pitt.

For more press information: https://www.dropbox.com/sh/yhev1xpo44rv7nx/AABOqASiIQ\_TcS5bsCjEQZMGa?dl=0