



MAK

Press Release

J E X
Jewelry Exhibition
Jewelry by Petra Zimmermann

Opening	Tuesday, 19 February 2013, 7 p.m.
Venue	MAK Study Collection Metal MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	20 February – 20 May 2013
Opening Hours	Tues 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays 6–10 p.m.

With her opulent, glamorous and sensuous creations Petra Zimmermann is adding a new and extravagant note to the stylistic potential of jewelry. She calls her rings and bracelets “Schmuck im Schmuck” (jewelry in jewelry); these consist of early fashion jewelry of the twentieth century, which she has cast into luminously colored plastic forms. Her figurative brooches, based on standardized model beauties cut out from lifestyle magazines, quasi as blueprints of perfect body silhouettes, can be interpreted as “thought impulses” on questions of aesthetics. With around 100 pieces produced between 1997 and 2012, the exhibition *JEX. Jewelry Exhibition. Jewelry by Petra Zimmermann* is mounting the first ever overview of the artist’s oeuvre in jewelry.

Having hovered between design, the applied and visual arts, in 1998 Petra Zimmermann began the series of rings and bracelets which she has continued to work on until today. She fashions a ring form onto the shapes of her favorite “found footage”—bijouterie of the twentieth century—technoid and amorphous, stylistically positioned between floral art nouveau, sculpture and design for ergonomics, and bequeaths it the star status reserved for precious stones or pearls in conventional jewelry design. In its artificial appearance, Zimmermann’s *Autorenschmuck*—jewelry as an individually creative art—accentuates the contrast to the faded glamour of historical fashion jewelry.

Petra Zimmermann has been working since 2002 on a second work strand of mainly figurative brooches. In her early brooches she transports anonymous model portraits into the cast mould with spacious, painterly gestures, whereas, in more recent works,

she integrates the printed templates directly into the plastic material and chooses floral subjects that allow the playful decorative quality of the brooches to take center stage.

A characteristic feature of Zimmermann is the processing of relevant aesthetic and social themes detectable behind the optical opulence of her pieces. The densely compact presentation in *JEX. Jewelry Exhibition. Jewelry by Petra Zimmermann* is a visual expression of this artistic strategy. Whether in her earliest rings or her latest works, she adheres to the allusive confrontation of found material with individually designed plastic forms. But her objects avail of more than just their decorative function; they touch on questions of appeal, value and the best-by date of beauty, also of the legitimation of jewelry as an artistic medium.

The exhibition offers visitors the opportunity to become acquainted with the generally unfamiliar field of contemporary jewelry in a “Reader’s Corner”. Zimmermann selected monographs and exhibition catalogues of international trends in contemporary *Autorenschmuck* from the nineteen-seventies until today that have had a fundamental formative influence on the concept of *Autorenschmuck* and co-determine the discourse in this field.

Petra Zimmermann, born in Graz in 1975, studied sculpture at the Vienna University of Applied Arts. In 2010 she won the Eligius Schmuck-Preis (jewelry prize) of the Federal Land of Salzburg, in 2011 the Cominelli Foundation Award for Contemporary Jewelry. Petra Zimmermann lives and works in Vienna.

Exhibition press photos ready for download at MAK.at/en/press

Press Fact Sheet

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Curator	Elisabeth Schmuttermeier Chief Curator MAK Collection Metal and Wiener Werkstätte Archive
MAK admission	€ 7.90 / concessions € 5.50 / Family Ticket € 11 / Free admission for children and teens up to age 19
Guided tour with the artist	Petra Zimmermann will conduct a guided tour through the exhibition on Tuesday, 19 March 2013 at 6 p.m.
MAK Press and Public Relations	Judith Anna Schwarz-Jungmann (head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuser T +43 1 711 36-233, 229, 212 F +43 1 711 36-227 presse@MAK.at www.MAK.at

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