

FACETS

OF JEWELS BY DESIGN

a periodic newsletter for clients of Llyn L. Strelau JEWELS BY DESIGN Ltd.

JEWELS BY DESIGN has always been at the forefront of current technology where it can be used to enhance the creative process of jewellery design. Our interactive computer-based jewellery portfolio is an example of our innovation.

One of the most exciting advances in the jewellery world is *Computer-Aided Design Computer-Aided Manufacturing (CAD-CAM)*. Previously limited to the high-tech industrial and aerospace fields, this process is now available to the creative jewellery designer.

By investing in the 3-dimensional CAD program called MATRIX, Jewels By Design has crossed this new frontier of the jewellery industry. Using MATRIX we can create a virtual 3-D model of a jewellery design. This model is dimensionally accurate and can be rotated and viewed

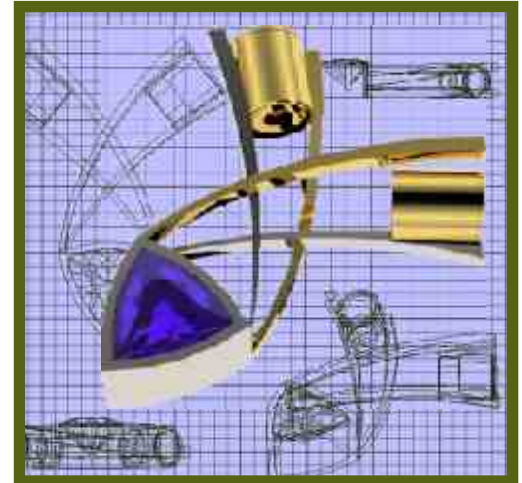


Rendered image of Diamond Rings

from every angle. The image can be rendered to show the colours and reflections of the precious metal and gemstones with

amazing realism. MATRIX means that you, our clients will now be able to see your dreamed-of jewellery take shape in front of your eyes. The ability to change any detail of the design *before* we are committed to precious metal gives new freedom to the art of jewellery design. With this kind of power we can create sophisticated designs impossible by any other means.

The art of 3-D CAD modeling is not, however, limited to just drawing a pretty picture. The true magic of MATRIX technology is the next step: CAM. We can send the



Wireframe and rendered model of Tanzanite pendant

digital file of our perfected virtual jewellery design to a computer-aided milling machine (CAM) or a Rapid Prototype Machine. The machine will create an exact 3-dimensional wax model of the piece that we drew in MATRIX. The model is then cast and hand-finished by one of our skilled craftsmen. The machine can never replace the skilled hands of a master goldsmith, rather it is a tool that gives new precision, freedom and scope to the process of design.

We invite you to visit Jewels By Design to view a demonstration of MATRIX, the latest addition to our creative environment for the finest in jewellery design.



Llyn during his MATRIX training course in Davenport, Iowa

**Please join us for the Calgary Premier
of fine Gemstones from Gustav Caesar
November 12 & 13, 10:00 am 9:00 pm**

Hard to believe that we have been in our new home for over one year. 2002 marks our 18th year of operation! Our faithful clients are following us and I am very pleased by the number of new clients discovering our little gem on the edge of downtown. I hope to see you on November 12 or 13 during the exhibition of German-cut gemstones. We will also have many new and exciting pieces filling the showcases as we prepare for the holiday season. Orders for custom designs are already coming in speak to us soon about your special gift ideas.

As owner of Jewels By Design I have the opportunity to meet most of you. Many of you have met Bayot Heer who has contributed his keen design sense and superb craftsmanship since 1996. Completing the team in our workshop are three new members. From Quebec, via British Columbia, we have been joined by Daniel Gourd, a goldsmith with over 30 years of bench and retail experience. Jaime

Enriquez comes to us from Torreon in central Mexico, where he was employed by one of that city's top goldsmiths. The most recent addition to our staff is Lorrin Hanson who translated his talent for carving in wood to working with wax and precious metals. I am fortunate to have a team with such varied and complimentary abilities that is multi-lingual in German, French and Spanish as well!

SPECIAL EXHIBIT!

GUSTAV CAESAR November 12 & 13

Jewels By Design is thrilled to present the Calgary premier of fine gemstones from the firm of **Gustav Caesar** of Idar-Oberstein, Germany. We welcome Paul-Otto Caesar, the fifth generation of this family company founded in 1840.



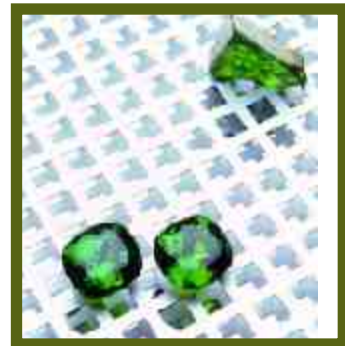
Whimsical gemstone ladybugs

Gustav Caesar's three master lapidaries specialize in cutting fine single stones, pairs and sets of gemstones into traditional and innovative shapes. Their supply of rough gemstones comes from Pakistan, Afghanistan, Nigeria, Mali, Tanzania and Brazil. Paul-Otto will bring examples of: Aquamarines, pink and green Tourmalines, fancy Beryls, Rubelites, Peridots, Mali Garnets, Mandarin Garnets, Rhodolites, Tanzanites, Amethysts and Citrines.



Citrine, Tourmaline, Tanzanite

In addition to traditional faceted and cabochon gemstones **Gustav Caesar** also employs an engraver who makes beautiful three-dimensional carvings of animals and fruits as well as relief style carvings perfect for brooches and pins. Come to our exhibition and prepare to be dazzled!



Green Tourmaline

IN THE LOUPE

Blake Dennill of *Alberta Gemological Services*

GARNET



APPEARANCE: Colour range from intense red, through orange and yellow to an intense green. There is also a colour-change Garnet which has a colour shift from purplish-red to bluish-green depending on the light that you view it in..

TREATMENTS: According to the Gemological Institute of America, there are no commonly used enhancements for Garnet.

DURABILITY: When cleaning Garnets, use warm soapy water rather than an ultrasonic cleaner or steamer. Garnets have a hardness of 6.5-7.5 (resistance to scratching) and fair to good toughness (resistance to cracking or chipping).

HISTORY: Garnet is really the name for a group or family of minerals for which there are six members. Because of their high refractive index (the speed at which light bends within the stone), the Garnet colours are very intense and can rival more expensive gems of similar shades. Garnets, with their rainbow of bright colours, can be set together in a single piece of jewellery such as a tennis bracelet to create an exciting work of art. While red Garnets are the traditional birth stone for January you may also choose one of the many other colour forms to suite your personal taste.

MARKET: The world treasure-house of Garnet production is Africa but the gem is also found in North and South America and Europe. This vast availability allows everyone to own one of the most intensely coloured

gemstones in the world for a relatively modest cost. Gem cutters of the world use Garnet to create visual masterpieces that are suitable for a wide range of fine jewellery.



Brooch with a rainbow of ten pear-shaped garnets above a slice of specular hematite.

Some asked me where the rubies grew; and nothing did I say, but with my finger pointed to the lips of Julia. Some ask d how Pearls do grow, and where? Then spake I to my girl to part her lips; and show d them there the quarrelets of Pearl.

Robert Herrick, (1591-1674)

