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Georg Jensen partakes in tribute to female designers using archival imagery

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Necklace and pendant designed by Vivianna Torun

By STAFF REPORTS

Danish jeweler Georg Jensen's iconic designer Vivianna Torun is among the women being celebrated at The Museum of Art and Design's "Pathmakers" exhibit in New York.

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The exhibit is a tribute to female designers of the 20th century who made an impact by using materials such as clay, fiber and metals in innovative ways. Ms. Torun was one of Georg Jensen's most prolific and well-known designers in the 1950s and 60s, and was the first Swedish female to own her own silversmith workshop.

On the right path

Ms. Torun's work is showcased among more than 100 other pieces created by her 20th century peers such as Ruth Asawa, Edith Heath, Sheila Hicks, Karen Karnes, Dorothy Liebes and Alice Kagawa, among others.

While at Georg Jensen, Ms. Torun designed a bangle watch for the brand in 1962. When the piece went into production five years later, it was created as the jeweler's first ever timepiece.

Her watch design was inspired by a meeting with the Musée des Arts Décoratifs in Paris. The museum had asked Ms. Torun to design an object for an exhibition on antipathy, or “an object of your dislike,” so she created a watch with no numbers, intended to be ornamental, due to her hatred of “the relentless idea of time.”

To lend its support to the exhibit, Georg Jensen recruited jewelry archivist Levi Higgs to photograph a capsule of Ms. Torun’s archival pieces in New York. Shared within in a branded blog post, the archivist captured Ms. Torun’s watches, necklaces and silver objets des arts.



Archival pieces by Vivianna Torun for Georg Jensen

Throughout the luxury space, brands promote the arts through museum exhibitions that connect to either brand heritage or elements of inspiration.

For example, designer Carolina Herrera is honoring the artist who has provided inspirations for fashion by sponsoring the New York Botanical Garden’s Frida Kahlo: Art, Garden & Life exhibit.

Fourteen of Kahlo’s paintings and works will be on display inside the Enid A. Haupt Conservatory, and Carolina Herrera will also continue the theme at the Conservatory Ball this June. Teaming with a world-renowned artist at a prestigious garden will likely only bring positive outcomes for Carolina Herrera ([see story](#)).