

JEWELRY

David Yurman celebrates summer, Solari collection on site

June 21, 2019



David Yurman creates illustration for its summer installation. Image credit: David Yurman

By STAFF REPORTS

Jeweler David Yurman is taking over Madison Square Park to engage passersby in a series of interactive summer activations including an art installation.

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Working with artist Jihan Zencirli, known as Geronimo, David Yurman has commissioned an installation to represent its Solari collection. From June 21 to 23, guests can see the piece and participate in interactive experiences as well as giveaways and performances.

Summer solstice

The sculpture is an interactive piece that allows participants to walk through, with various archways that range in height from nine to 18 feet. Spheres three to six feet tall are located around the archways.

David Yurman is selling limited-edition Geronimo bracelets at its flagship store in New York, which come with a complementary print signed by the artist herself.

At the installation, brand ambassadors will be on site giving away branded fans to be redeemed at the David Yurman SoHo store for a prize, as well as tokens for a free custard from the Shake Shack in the park.

A photo booth and a performance from 12-time Guinness World Record hula hooper Marawa Wamp will be a part of the on-site activities.

The Summer Solari celebration is open throughout the weekend, everyday from 8 a.m. to 9 p.m.

[View this post on Instagram](#)

Something big is coming to NYC's #MadisonSquarePark cc: @geronimo #linkinbio

A post shared by David Yurman (@davidyurman) on Jun 20, 2019 at 6:59pm PDT

Instagram post from David Yurman

David Yurman is likely to open the doors of its new flagship store in New York by the end of this year.

The jeweler has commissioned work on a flagship location in between 57th Street and Madison Avenue. The boutique will have a three-level entryway and be sized at more than 5,000 square feet ([see story](#)).

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