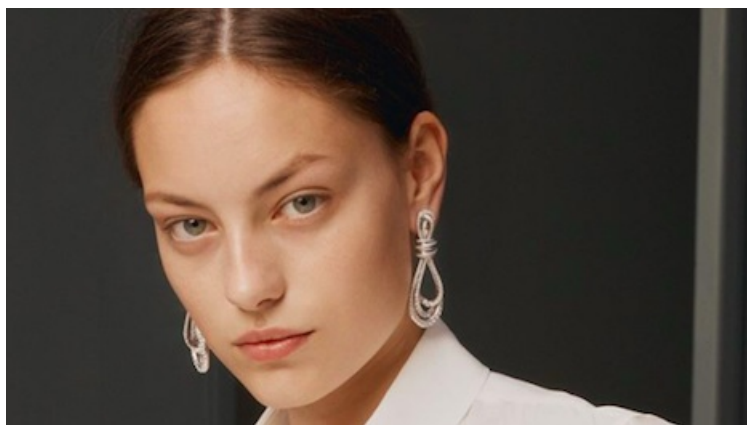


JEWELRY

De Grisogono launches 3-pronged art program

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De Grisogono is launching an art program. Image credit: de Grisogono

By STAFF REPORTS

Swiss jeweler de Grisogono is highlighting the art behind its own creations through a multifaceted initiative.

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The house's "Creativity in Residence" program will include a residency for an artist, a scholarship and a collaboration with a creative in a field outside of jewelry. Initiatives such as this enable brands to highlight their own artistry through outside alliances.

"Art, in its many shapes, is and has always been a central element in the house's inspirations," said Cline Assimon, CEO of de Grisogono, in a statement.

"This program is a striking new way of continuing our legacy of absolute creativity and freedom," she said.

Art initiative

De Grisogono has chosen 27-year-old jewelry designer Emmanuel Tarpin as its first artist in residence. During his year with the brand, Mr. Tarpin will create capsule collections that reflect de Grisogono's codes.

The French-born designer sold his first piece at Christie's in New York. The diamond, aluminum and gold earrings sold for \$25,000 during the auction house's Magnificent Jewels sale in December 2017.

Mr. Tarpin was also named *Town & Country's* designer of the year at the publication's Jewelry Awards.

"There is a real connection between my vision of jewelry and that of de Grisogono," Mr. Tarpin said in a statement. "Through this collaboration, we are building a link between our two universes while sharing our common notion of innovation, and I am thrilled to be part of it."



Emmanuel Tarpin. Image credit: de Grisogono

Along with the residency, de Grisogono's art program includes a collaboration with a modern creative, who will act as a muse for the brand's creative studio.

The jeweler will also be introducing a scholarship in partnership with Geneva-based art and design school HEAD.

Art programs are a means for brands to reinterpret their history and design.

British automaker Rolls-Royce is updating its Art Program format with the creation of two new biennial projects.

Originally launched in 2014, the Rolls-Royce Art Program was designed to connect the brand's clients to the world of contemporary art. Now rebranded as Muse, the program now has a pillar focused on moving image, as Rolls-Royce seeks to play a greater role in the advancement of mediums such as film and animation ([see story](#)).