

JEWELRY

‘Van Cleef & Arpels: Time, Nature, Love’ exhibition lands in Seoul

November 27, 2023



“Van Cleef & Arpels: Time, Nature, Love” remains on view at Seoul, South Korea’s D Museum through April 14, 2024. Image credit: Van Cleef & Arpels

By LUXURY DAILY NEWS SERVICE

South Korea is the latest country to host a heritage showcase from French jeweler Van Cleef & Arpels.

Placing hundreds of 20th-century designs on display, the brand’s traveling exhibition continues to help tell its story, now taking to a new city following visits to China and Saudi Arabia. “Van Cleef & Arpels: Time, Nature, Love” will remain at Seoul’s D Museum through April 14, 2024.

“The ability to focus on selected crafts, applying a consistent approach to its style and incorporating innovations without submitting unduly to the prevailing spirit of the times, is a true strength for the maison,” said Nicolas Bos, CEO of **Van Cleef & Arpels**, in a statement.

“We sought to transmit this spirit through the Van Cleef & Arpels: Time, Nature, Love’ exhibition.”

Timely display

Guided by the three themes listed in its title, “Van Cleef & Arpels: Time, Nature, Love” loops in the label’s extensive archive of jewelry, watches and precious objects.

The house’s sketches and historic documents are also among the more than 300 creations currently on view, the exhibition at large featuring curation from Italian scholar Alba Cappellieri, president of the Milano Fashion Institute.

Step inside the “Van Cleef & Arpels: Time, Nature, Love” exhibition presenting more than 300 creations alongside more than 90 archival documents at The D Museum, in Seoul until April 14, 2024. [#VanClefArpels](#) [#VCAexhibition](#) [#VCATimeNatureLove](#) <https://t.co/KMETxve8xr> pic.twitter.com/ExMmJWBhg4

Van Cleef & Arpels (@vancleefarpels) **November 20, 2023**

The professional, who additionally serves as Milan Polytechnic University’s professor of jewelry design, first examines Van Cleef & Arpels’ relationship with an age-old concept, taking notes from Italian writer Italo Calvino’s *Six Memos for the Next Millennium*.

The "Time" assortment incorporates items emblematic of the period at hand, additionally highlighting the intersection of the craft with artistic disciplines such as fashion, dance and architecture.

Establishing space for high jewelry expressions related to fauna, botany and flora is "Nature," for which the brand's Bird of Paradise clip, crafted of yellow gold, platinum, rubies, sapphires and diamonds and created in 1942, and other such luxuries are cornerstones.



Each display is emboldened with lights and colors. Image credit: Van Cleef & Arpels

The exhibition's final act, "Love," celebrates the "symbolic power of precious gifts," noting that the maison itself is deeply rooted in the value, founded in 1906 following the nuptials of Alfred Van Cleef and Estelle Arpels.

The high jeweler's universe is long-running, having made the rounds in various regions for a few years before debuting in Seoul on Nov. 18 ([see story](#)).