



**The money factor**

Reasons related to content are one thing, but the financial advantages of groups are also convincing. That is particularly noticeable when participating in trade fairs. Instead of small individual stands that run the risk of getting lost in the crowd of better-financed mass producers, the designer groups can plan a more striking display and set a more effective stage for their works. It's not a coincidence that the *Zeitgleich* group was formed at the most recent Tendence. Its 18 designers have very different creative

approaches, but they all want the same thing; to reach a public looking for jewelry that expresses their own values and personality. "We used to have a stand in the basement of the exhibit hall," says Bernd Munsteiner of *Aspects*, "and naturally there wasn't much contact with the public there." But craftspeople who get together and become more noticeable at fairs will also benefit from increased visitor numbers and more intensive contact with customers. "The trade fairs now give us a great deal of support," says Munsteiner with approval.



1

**The Zeitgleich Design Group**

- 1\_ Erich Zimmermann, pendant. Topaz, lemon citrine und smoky quartz, 18 carat white gold or 18 carat pink gold with hand-fashioned chain
- 2\_ Doris Gassmann, rings from the "Artemis" series. Silver, gold-plated detailing, aquamarine, citrine, freshwater pearls
- 3\_ Gitta Pielcke, the "nature" ring series. 18 carat yellow gold / silver with aquamarine, garnet, brilliant-cut natural diamond, and ruby
- 4\_ Marion Knorr, "viva!" rings. Silver, yellow gold, and white gold
- 5\_ Susanna Kuschek, "Mika" chain. Sterling silver, cuttlebone casting method
- 6\_ Titus Carduck, cufflinks, tie clip. Sterling silver
- 7\_ Sandra Marie Michaluk, Shepherd's Ring. Sterling silver with antiqued detailing
- 8\_ Thomas Ehehalt, rings, cufflinks. Sterling silver



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4