

Welcome to our new Weekly Newsletter.

Each Friday we plan to bring you a newsletter that hopefully will inspire you to create new and wonderful jewelry. We'll also address questions from our members that we think will interest everyone. So if you have a question that you would like addressed, please email it to me at jim.mcintosh@macjewels.com. Along with an interesting topic, at the end of our newsletter we'll provide you with special discounts that are only available to our readers.

This weeks topics is –

“Creating New Designs”

As artists, we're all eager to come up with something new and interesting that our customers will pick up and decide that they can't live without it. If you look at other art mediums, painters are always coming up with new and interesting techniques that set them apart from other painters. They still use paint, however, they have just found new ways to blend it. That's what wire artists really need to do. As wire artists, we need to find new and interesting ways to use wire, blending it into unique designs.

Here are a few suggestions that can help get your juices flowing to come up with some new and interesting designs.

1. Read. Read what? Anything that has jewelry in it: Catalogs, magazines, books on antique jewelry, etc. I love to go to a bookstore and thumb through fashion magazines. What I look for are the fashion ads. I look at the jewelry the models are wearing.

What are you looking for? Look at the shape of the jewelry. Look at the materials that they have used in the piece. Have a look at the size of the piece. All of these will help you understand what consumers will be buying.

I always take my sketch book with me when I visit the bookstore or the library. If an idea strikes me I want to be ready to jot it down on paper.

2. Doodle. Take out a piece of paper and start drawing shapes. Start with the shape of the stone. Then build a frame work around the stone. Don't concern yourself with logic. The piece that you are drawing might not be possible in wire work (Yet), however, it will challenge you.

I don't know how many piece of mine actually came from drawing that I thought would be impossible to produce. Some of my more interesting designs came from something that I thought was impossible, but with a little more doodling I figured it out.

3. Don't be afraid to experiment. When an idea strikes you, try to produce it. I have wasted a lot of metal on experiments, but when an idea pans out it usually translates into a popular design.

Take the Solitaire Ring that I have recently designed. It took me four attempts to finally come up with a design that worked. I wasted at least an ounce and a half of 16 gauge wire. I was frustrated and angry that I couldn't get it right. Once I worked out all of the details, I came up with something that I could be proud of.

These are only a few suggestions that I have found that help me design new pieces. If you have a suggestions that you would like to share with your fellow readers, please email it to me at jim.mcintosh@macjewels.com.

Until next week....Remember - Practice, Practice, Practice!

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