



Spring, 2009, Gazette
***The Design Perspectives
on Beading and Jewelry
Making***
at
***Land of Odds,
Be Dazzled Beads, and
The Center for Beadwork & Jewelry Arts***
718 Thompson Lane, #123, Nashville, TN 37204
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www.landofodds.com



Jewelry as Art, and Beadwork as Art, rely on timeless skills of design, and an understanding of jewelry as art, as it is worn. Jewelry design can be playful, as well as instructive, as you can see from our new Blog. And the likes of Laura McCabe and Cynthia Rutledge share their insights with us this year. Dimensional Beading - What a Concept! More beaded art dolls and ugly necklaces test design skills to their limits. We have lots going on at Land of Odds, Be Dazzled Beads, and The Center for Beadwork & Jewelry Arts

LOOK WHAT'S COMING UP:

- New Blog - Blog.Landofodds.com - Learn To Bead...At Land of Odds
- Workshops at CBJA with Laura McCabe
- Workshops at CBJA with Cynthia Rutledge
- EARRINGS, EARRINGS, EARRINGS - A Precious Metal Clay and Wire Wrapping Workshop with Elesá

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- *Other Upcoming Workshops: Dallas Lovett, Marcia DeCoster, Sherry Serafini, Don Norris*
 - *All Dolled Up: Beaded Art Doll Competition*
 - *7th Annual 2009 and 8th Annual 2010 The Ugly Necklace Contests*
 - *Weekly Bead Study - Dimensional Beading*
 - *Jewelry Design Workshop in Tuscany, Italy: Contemporizing Traditional Etruscan Jewelry*
 - *[SPECIALS at www.LandOfOdds.com](http://www.LandOfOdds.com) - [Gemstone strands, \\$5.90 to 12.00 each](#); [Gemstone Chip Strands, \\$1.50 each](#), [Freshwater Pearl Strands, \\$5.50-5.90 each](#)*
 - *Free Instructions For You (.pdf file): [Etruscan Vine Necklace](#)*
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(1)

New Blog - Blog.Landofodds.com - *Learn To Bead...At Land of Odds*



Insight, exploration, elaboration — tools for better jewelry design and smarter business and marketing strategies for handmade products.

This is what this blog is all about.

How-to discussions

Jewelry Artist Contacts

Beadung Supply Resources

Shared Ideas about Design and Marketing of Handmade Jewelry and Beadwork

Whether you are just beginning as a beader/jewelry maker, or have been making jewelry and beading for awhile, we strongly suggest that you take advantage of our Orientation to Beads and Jewelry Findings. Click the link at the top of this blog page.

Also, enjoy fascinating columns by the likes of:

MARJORIE MILLER: "Jewelry Spotter"

Hello, if you don't already know by now, as millions surely already do, my name is Marjorie.

People know me as a bead jewelry designer with an obsessive penchant for gemstones, pearls, more gemstones, more pearls, even more gemstones and even more pearls, and, of course, all the other stuff, like chain, wire, sterling silver, and you know what else, I don't have to tell you. And if you have heard that I spend more time on the internet than God, well, you might be right.

I am always on the lookout for the next great thing in jewelry. It could be yours. (Actually, it should be mine, but you know me....)

I hang out at Land of Odds (www.landofodds.com), and you can reach me there anytime. Point my nose in the right direction — jewelry on-line that people will want to talk about. And, darling, you better believe this is my real nose. The jewelry ain't fake either.

WARREN FELD: "Tips and Tricks"

Occasional insights into beading, jewelry making, and business...

WARREN FELD: "How To Bead A Rogue Elephant"

I don't mean to drag a poor Elephant by its tail, kicking and screaming, into our bead world against its wishes. Nor do I perceive the elephant to be a threat, like you might see an Elephant in the boudoir, or the fine china store. And I don't want you to shut your eyes and pretend not to notice that this Elephant is here, standing shoulder to shoulder with every beader and jewelry maker around.

The Elephant is not a joke. And the fact that it is "Rogue" makes it more important than ever to figure out why it's here, among size #10 English beading needles, and Czech size 11/0 seed beads, and Austrian crystal beads. It seems so worldly, yet other-worldly, our Elephant. It's not our muse. It's not our Cassandra. It has no secret plan or strategy. It does not depend on its size to make its point. It does not hesitate to stomp and chomp and clomp because the beads before it are raku or glass or gemstone or crystal or metal or plastic. But a Rogue Elephant in the middle of our craft room forces upon us a completely different logic, so that we can make sense of it all.

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Workshops at CBJA with Laura McCabe



(4 places remaining)

Friday, 5/1/2009

Geo-Floral Beaded Bead (Registration fee, \$125.00)

Kits available for purchase from instructor – cost \$45.00.

<http://www.landofodds.com/beadschool/workshops/work050109geofloral.htm>

LOOK N' SEE:

www.landofodds.com/beadschool/images/laura-mccabe-geo-floral-beaded-bead.jpg

(4 places remaining)

Saturday/Sunday, 5/2-3/2009

Dahlia Garland Necklace (Registration fee, \$250.00)

Kits available for purchase from instructor – cost \$110.00.

<http://www.landofodds.com/beadschool/workshops/work050209dahlia.htm>

LOOK N' SEE:

www.landofodds.com/beadschool/images/laura-mccabe-dahlia-garland-necklace.jpg

(3)

Workshops at CBJA with Cynthia Rutledge



(12 places remaining)

Friday, 10/9/2009

A Chain Reaction (Registration fee, \$125.00; optional kit, \$70.00 (4 palettes available)

<http://www.landofodds.com/beadschool/workshops/work100909chainreaction.htm>

LOOK N' SEE:

<http://www.cynthiarutledge.net/workshops/b-chain-reaction.htm>

(10 places remaining)

Saturday and Sunday, 10/10-11/2009

Intermezzo Necklace (Registration fee, \$250.00, optional kit, price to be announced (2 palettes to be available)

<http://www.landofodds.com/beadschool/workshops/work101009intermezzo.htm>

LOOK N' SEE:

<http://www.cynthiarutledge.net/workshops/n-intermezzo.htm>

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EARRINGS, EARRINGS, EARRINGS - A Precious Metal Clay and Wire Wrapping Workshop with Elesa Phares

EARRINGS, EARRINGS, EARRINGS

Sat, 6/27, 10am-4pm

Instructor: Elesa Phares

\$130.00 fee plus \$35.00 materials charge (\$165.00 deposit reserves space)

(8 slots available)

This is an all day class. The student will learn a few PMC (precious metal clay) techniques, make a pair of PMC (precious metal clay), earrings and while firing, will learn 2-3 other wire-wrapped earring designs.



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Other Upcoming Workshops: Don Norris, Dallas Lovett, Marcia DeCoster, Sherry Serafini

Silversmithing Workshops with DON NORRIS
at Be Dazzled Beads in Nashville, Tennessee



Fall 2009 Dates To Be Announced, 9am-6pm each day, Beginner Silversmithing Workshop
\$200.00 fee includes instruction, all materials and tools
Emphasis on learning how to solder with a hand held torch, and creating a setting for a stone

Dallas Lovette - April 16-18th, 2010

Workshop topics to be announced



Marcia DeCoster – September 10-12th, 2010

Workshop topics to be announced



Sherry Serafini – August 26-28, 2011

Workshop Topics to be announced



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All Dolled Up: Beaded Art Doll Competition - Deadline 8/31/2009

ALL DOLLED UP: BEADED ART DOLL COMPETITION

Theme: EARTHEN MOTHER

Deadline: August 31, 2009

<http://www.landofodds.com/store/alldolledup.htm>



Create a Beaded Art Doll by manipulating beads and forms into an imaginative tactile and visual 3-dimensional representation of this year's theme:

Earthen Mother .

And then writing a Short Story (between 1000-2000 words) about your Beaded Art Doll, what it represents, and how it was created, starting with the sentence:

**"The mirror reflects more than my hands can feel.
Lines, edges, shadings, a weariness under the eyes, an awkward stance.
Yet, not reflected is a certain vibrancy --
a compassion and wisdom and wonder so many people rely on.
Only you, my beaded art doll,
capture the fullness of me as I age in place .
You embody changes I want to make, so I aptly name you..."**



The Fourth Bi-Annual 2009 **ALL DOLLED UP: BEADED ART DOLL COMPETITION** is offering a first prize of a \$1000.00 shopping spree on the Land of Odds web-site (www.landofodds.com), and a Runner-Up prize of a \$400.00 shopping spree on the web-site.

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7th Annual 2009 and 8th Annual 2010 The Ugly Necklace Contests

Seventh Annual, 2009, The UGLY NECKLACE CONTEST

-- A Jewelry Design Contest With A Twist

Deadline: March 15th, 2009

On-Line Voting to began towards the end of May 2009.

Eighth Annual, 2010, The Ugly Necklace Contest begins September 2010.

Entries Due March 15, 2010.

<http://www.landofodds.com/store/uglynecklace.htm>



**FIRST PRIZE: a \$992.93 shopping spree
on the Land of Odds web-site (www.landofodds.com)**

**RUNNER-UP PRIZE: a \$399.07 shopping spree
on the web-site.**

*Now open to both US and International submissions as well.
There are talented Ugly-Necklace Jewelry Designers everywhere!*

Yes, an UGLY Necklace Contest. Here's your opportunity to show your design skills, your visual acumen, your senses and sensibilities. Can you put together a well-designed and functional, yet UGLY, necklace? The Seventh Annual The Ugly Necklace Contests for 2009 and Eighth Annual 2010 are offering a first prize of a \$992.93 shopping spree on the Land of Odds web-site (www.landofodds.com), and a Runner-Up prize of a \$399.07 shopping spree on the web-site.

We need photos!

Ugly Necklaces. You've seen them! Perhaps you've even worn them. Perhaps you've been reluctant to tell someone that they were wearing an Ugly Necklace. Perhaps you've hidden some of your own-designed Ugly Necklaces somewhere in your bead room or closet. Perhaps someone you loved gave you a very Ugly Necklace. Now's your chance to make something truly Ugly, and have great fun with it. And even win a prize!

It's Not Easy To Do Ugly!

Your mind and eye won't let you go there. As research into color and design has shown, your eye and brain compensate for imbalances in color or in the positioning of pieces and objects -- they try to correct and harmonize them. You are pre-wired to subconsciously avoid anything that is disorienting, disturbing or distracting.

Because of this, any jewelry designer who attempts to achieve "Ugly," has to have enough control and discipline to override, perhaps overcome, intuitive, internally integrated principles of good design. Thus, the best jewelry designers will be those artists who can design the Ugliest Necklaces. We invite all those jewelry designers out there to give it a try.

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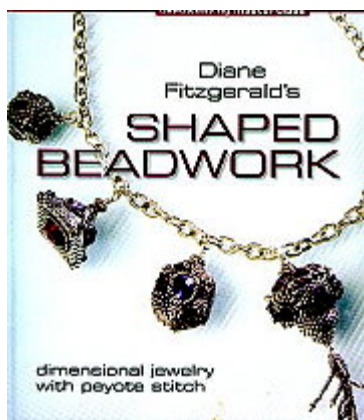
Weekly Bead Study - Dimensional Beading

CENTER FOR BEADWORK & JEWELRY ARTS
BEAD STUDY

DIMENSIONAL BEADING

We began our new study topic on Dimensional Beading. With this topic, we will be using Diane Fitzgerald's new book – Shaped Beadwork – as our study guide. We will stick with this topic for several months. The general outline of our studies will be as follows:

- (1) MAKING BASIC POLYGONS
- (2) DONUT POLYGONS
- (3) 3-DIMENSIONAL SHAPES
- (4) "SHAPE" AND "DIMENSIONALITY" AS DESIGN ELEMENTS
- (5) EXPLORATION OF GEOMETRICS FROM OTHER ARTISTS, including Jean Powers, Judy Walker, Gwen Fisher, Julia Pretl, and Glenda Payseno



Our first discussion session began with Basic Triangles and Basic Squares. We worked out the instructions in Diane's book for each of the basic polygon shapes.

You can follow our bi-weekly discussion notes on-line on our blog:

<http://blog.landofodds.com/class-notes/bead-study/>

We began discussion "shape" and "dimension" as design elements. What happens when you use delicas vs. seed beads, or glossy beads vs. matte beads. The math underlying defining shapes so that you can bead them. Nymo vs. FireLine. 1-thread vs. 2-threads weaving. How to best hold the pieces while you are working them. Different dimensional beadweaving strategies by different bead artists. And more and more....

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Jewelry Design Workshop in Tuscany, Italy: Contemporizing Traditional Etruscan Jewelry

Contemporizing Traditional Etruscan Jewelry

Instructor: Warren Feld (www.warrenfeldjewelry.com)

Next workshop:

5/22-5/29, 2010, Cortona, Italy

<http://www.landofodds.com/store/toscananarrativesynopsis.htm>

A learning vacation with the escorted travel company Toscana Americana



How do you keep beadwork and jewelry design essential and alive?

In this week-long series of workshops, for both Beginner as well as more Intermediate level beaders or jewelry makers alike, we will be examining traditional Etruscan jewelry, and how we can understand it from the vantage point of good jewelry design principles.

We will learn and practice some basic techniques of bead stringing and bead weaving. We will learn to use hard wire to make simple and coiled loops, as well.

Then we will do some thinking, planning and experimenting with these techniques and principles in order to create contemporary interpretations of two or three Etruscan pieces of jewelry to see what we can achieve.



A variation on Warren's Etruscan Collar (piece at the left) won 4th place in Swarovski's Create Your Own Style Contest in October 2008. Warren was lucky to be able to attend the awards ceremony in New York. Here's an image of this Contemporized Etruscan piece done with Austrian Crystals. More information on his website: (www.warrenfeldjewelry.com)



Ask about early enrollment discounts for 2010: Infotuscany@aol.com

[Gemstone Chip Strands, \\$1.50 each;](#)

[Freshwater Pearl Strands, \\$5.50-5.90 each](#)

Lots of Close-Out specials on gemstones and pearls!!!

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Free Instructions For You (.pdf file): Etruscan Vine Necklace

Free Instructions: Etruscan Vine Necklace



Learn to make a necklace that combines some bead stringing with bead-weaving (netting) techniques. Also learn to attach a clasp, using needle and thread, and adding an extender chain.

Beginner Level/Intermediate Level, Bead Stringing, Bead Weaving

SHOP

OnLine: Land of Odds - The South's Most Unusual Shop

<http://www.landofodds.com>

InNashville: Be Dazzled Beads

<http://www.bedazzledbeads.com>

LEARN

School: Center for Beadwork & Jewelry Arts

<http://www.landofodds.com/beadschool> (curriculum)

<http://groups.yahoo.com/group/beadschool> (course schedule and happenings)

[Learn To Bead... At Land of Odds Blog](#)

VIEW

Fine Arts Jewelry Gallery: Open Window Gallery

<http://www.landofodds.com/store/openwindowgallery.htm>

Address: 718 Thompson Lane, Ste 123, Nashville, TN 37204

Phone: 615-292-0610

Fax: 615-460-7001

Email: oddsian@landofodds.com

Web: <http://www.landofodds.com>

Other Programs at Land of Odds:

The Ugly Necklace Contest

- A Jewelry Design Competition With A Twist

<http://www.landofodds.com/store/uglynecklace.htm>

All Dolled Up: Beaded Art Doll Competition

<http://www.landofodds.com/store/alldolledup.htm>

Jewelry Design Workshops in Cortona, Italy

Toscana Americana

<http://www.landofodds.com/store/toscananarrativesynopsis.htm>

Warren Feld, Jewelry Designer

<http://www.warrenfeldjewelry.com>

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email notifications at:

<http://groups.yahoo.com/group/landofodds>

To remove your name from our mailing list, reply to this email, and type: UNSUBSCRIBE in the subject line.

To add your name to our mailing list, reply to this email, and type: ADD GAZETTE in the subject line.

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