



**PROFESSIONAL PROFILE:**

**WARREN FELD**

**Jewelry Designer**

[warren@warrenfeldjewelry.com](mailto:warren@warrenfeldjewelry.com)

**Director, [Center for Beadwork & Jewelry Arts](#)**

For **Warren Feld**, Jewelry Designer, beading and jewelry making endeavors have been wonderful adventures. These adventures, over the past 31 years, have taken Warren from the basics of bead stringing and bead weaving, to wire working and silver smithing, and onward to more complex jewelry designs which build on the strengths of a full range of technical skills and experiences.

He, along with his partner Jayden Alfre Jones, opened a small bead shop in downtown Nashville, Tennessee, about 30 years ago, and called it Land of Odds. Over time, Land of Odds evolved from a bricks and mortar store into a successful internet business – [www.landofodds.com](http://www.landofodds.com) . In the late 1990s, Jayden and Warren opened up another bricks and mortar bead store – [Be Dazzled Beads](#) – in a trendy neighborhood of Nashville called Berry Hill. Together both businesses supply beaders and jewelry artists with all the supplies and parts they need to make beautiful pieces of wearable art.

In 2000, Warren founded The Center For Beadwork & Jewelry Arts (CBJA) - an educational program associated with Be Dazzled Beads in Nashville, for beaders and jewelry makers. The program approaches education from a Design Perspective. There is a strong focus here on skills development. There are requirements for sequencing the student's classes; that is, taking classes in a developmental order. There is a major emphasis on teaching how to make better choices when selecting beads, other parts and stringing materials, and how to bring these altogether into a beautiful, yet functional piece of jewelry.

With Warren's direction, CBJA in conjunction with Land of Odds, has sponsored three international contests:

[The Ugly Necklace Contest – A Jewelry Design Competition with a Twist!](#)

Warren Feld, Jewelry Designer, [www.warrenfeldjewelry.com](http://www.warrenfeldjewelry.com), [warren@warrenfeldjewelry.com](mailto:warren@warrenfeldjewelry.com)  
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[All Dolled Up: Beaded Art Doll Competition](#)  
[The Illustrative Beader: Beaded Tapestry Competition](#)

Warren's commitment and concern for the "teaching of beadwork" resulted from watching and talking, over the years, with customers in the shop, who had taken classes elsewhere, or tried to teach themselves from books. These beaders were not buying parts or using parts to their best advantage. It was obvious that many people had taken classes, but that they weren't necessarily learning something -- at least not learning something that would stick with them, and that they could comfortably apply in other situations. They were memorizing steps, rather than integrating organized processes of thinking, thus designing.

Most classes and books about beading or jewelry making typically come out of the Craft Perspective, where you learn a set of steps and end up with a particular project. But when you leave that class, you haven't learned how to apply those steps to any other situation, and you probably forget how to do the project. At the shop, Warren and his staff do a lot of re-teaching -- putting things learned into a broader context, showing alternative ways of achieving the same ends, explaining how the choice of materials used in a project will affect how it's done, and how durable it will be over time.

Warren leads a group of 4 instructors at CBJA. He teaches many of the bead-stringing, jewelry design as well as business-oriented courses in the CBJA curriculum. He works with people just getting started with beading and jewelry making, as well as with the program's advanced bead study groups. These groups meet bi-weekly to learn, try out and experiment with beading techniques, sometimes exploring issues cross-culturally, and othertimes, examining the works of particular bead- or jewelry artists over the course of their design careers.

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**JEWELRY DESIGN SPECIALTIES:**

Bead Weaving  
Bead Stringing  
Wire Weaving  
Design Theory  
Business of Craft  
Contemporizing Traditional Jewelry  
Vintage Revival Styles  
Art vs. Craft Jewelry Design Applications

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**WARREN SELECTED AS FINALIST , 4th place, for "Canyon Sunrise",  
SWAROVSKI's Be Naturally Inspired Design Contest 2008**



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" [Little Tapestries/Ghindia](#)" — was juried into the book **SHOWCASE 500 BEADED JEWELRY**, Lark Publications. August 2012, listed on Amazon.com at <http://amzn.to/z6tZH2> .



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Workshop Travel Enrichment Cruises  
Celebrity Cruise Lines  
Begin 10/2018

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Instructor, Bead & Button Conference, June 2019  
Taught three bead weaving classes:  
ColorBlock Bracelet  
Japanese Garden Bracelet  
Etruscan Square Stitch Bracelet

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Instructor, [CraftArtEdu.com](http://CraftArtEdu.com)

Tutorials:

[PRICING AND SELLING YOUR JEWELRY  
SO YOU WANT TO DO CRAFT SHOWS...](#)  
[PEARL KNOTTING WARREN'S WAY](#)  
[TUXEDO PARK BRACELET](#)

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Member, [Nashville Fashion Group](#)

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"The Ugly Necklace Contest," in **The Beader's Guide To Jewelry Design**, Margie Deeb, 2014

"Gwynian Ropes Bracelet", **Perlen Posie**, No. 21, 2014.

[JEWELRY DESIGN: A MANAGED PROCESS](#), Klimt02, 2/5/18

JEWELRY DESIGN COMPOSITION: Playing With Building Blocks Called Design  
Elements

Art Jewelry Forum, 2018

CONTEMPORARY JEWELRY IS NOT A LOOK...IT'S A WAY OF THINKING

Art Jewelry Forum, 2018

JEWELRY DESIGN PRINCIPLES: COMPOSING, CONSTRUCTING, MANIPULATION

Art Jewelry Forum, 2018

THE GOAL-ORIENTED DESIGNER: THE PATH TO RESONANCE

Art Jewelry Forum, 2018

POINT, LINE, PLANE, SHAPE, FORM, THEME: Creating Something Out Of Nothing

Art Jewelry Forum, 2018

ARCHITECTURAL BASICS OF JEWELRY DESIGN: Building In The Necessary Support and Structure

Art Jewelry Forum, 2018

GUEST FACULTY, JEWELRY TELEVISION (JTV.com), November, 2018

Discussed 3 projects:

STREETSCAPE:BARCELONA BRACELET

MOTHER'S CELEBRATION BRACELET

PETERSBURG CHAIN ROPE BRACELET

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*In this 2-part podcast,  
I talk about SO YOU WANT TO BE A JEWELRY DESIGNER.*



PART 1: <https://tinyurl.com/3ntyafxp>  
PART 2: <https://tinyurl.com/32rk8xj4>

**What you'll learn in these episodes:**

- Why designing a bracelet is the same as designing a bridge
- Why jewelry has its own design language, separate from the language of fine art or craft
- How Warren learned about the engineering of jewelry making by doing repairs
- Why the architecture of a piece of jewelry is as important as its visual design

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- Warren's tips for creating beaded jewelry that will withstand the stress of movement

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#### SOCIAL MOVEMENT GALLERY (1987 – 1991)

When I was Director of the Tennessee Primary Care Association, I established and directed a program called the SOCIAL MOVEMENT GALLERY. In the TPCA offices, I created an art gallery space. SMG showcased political and social art, beginning with its opening exhibit from Amnesty international, and subsequent juried exhibits about access to prenatal care, treating mental health needs of homeless, services for the elderly, Vietnam Veterans, rights of women. For each exhibit, we partnered with health and social service organizations to expand program awareness and access. Formed nonprofit board, administered calls for art with juried selection, managed all gallery operations from hanging art to managing sales, directed extensive marketing programs and partnerships.

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Author of these books:

SO YOU WANT TO BE A JEWELRY DESIGNER  
CONQUERING THE CREATIVE MARKETPLACE  
PEARL KNOTTING...WARREN'S WAY  
SO YOU WANT TO DO CRAFT SHOWS  
BASICS OF BEAD STRINGING AND ATTACHING CLASPS

Author of over 250 articles.