



## **MEDIA RELEASE**

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## **JAA International Jewellery Fair takes inspiration from Australian Natural Wonders**

The **JAA International Jewellery Fair** is packed with an amazing array of offerings; two exhibitors have an interesting take on how they use Australia's beauty to create using very different styles and techniques.

### ***From the Great Barrier Reef***

Dr William Kovel is passionate about the Ocean. When he is scuba diving he is thinking of how he will create jewellery that will help save the world. Using that inspiration, he creates beautiful pieces which reflect the ocean and the coral reefs of the world. His latest collection is influenced by our own Great Barrier Reef.

Within in it, he has created and designed a stunning collection of colourful fish, sea turtles, giant clams and dolphins. The combination of colourful natural gemstones such as ruby's fancy sapphires, tsavorites and mother of pearl brings out the natural reflections of the reef inhabitants.

"I want to let everyone know about the beauty and majesty of the oceans, from the whales to the tiny crabs and in particular call attention to the plight of the coral reefs", Dr Kovel explains.

He has gone from tuna fisherman and scuba diver to public artist and naturalist educator now to creating beautiful jewellery that 'comes to life'. He backs his commitment to saving the oceans of the world with five percent of his profits going to local projects that promote life in the oceans.

### ***From the outback***

Jenador Gem Opal Pictures emerges in stark contrast from its humble beginnings on the harsh opal fields of Australia. In the early 1970's when Jennifer Benaim's father took her and five siblings to the outback to mine for opals.

During this period the opal fields were extremely harsh and unforgiving, it was not an unusual phenomenon to witness a family with absolutely nothing left, perhaps not even enough food for the evening meal, and then become millionaires overnight, such was the way of life.

Despite the hardship and because of this pioneering spirit, Jennifer and her father developed the concept of designing and creating the largest known works of gem opal pictures in the world.

This tradition continues as Jennifer is assisted in the design of each piece by her son, Douglas.

She will have a number of pieces on display including one of the Sydney Harbour Bridge and Opera House. It is a huge 102cm x 51cm in size.

The **JAA International Jewellery Fair** is the only truly world class jewellery event in Australia: it delivers a comprehensive mix of education, business strategy and inspiring jewellery design that reflects global and regional market needs.

For visitor or exhibition information visit [www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au) or call +61 2 9452 7575.

**Where & When:** **JAA International Jewellery Fair Sydney (IJF)**  
**Sydney Exhibition Centre, Darling Harbour**  
**August 30 – September 1, 2009**

**Information & Registration:** Call + 61 2 9452 7575 or visit [www.internationaljewelleryfair.com.au](http://www.internationaljewelleryfair.com.au)

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## MEDIA ENQUIRIES

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