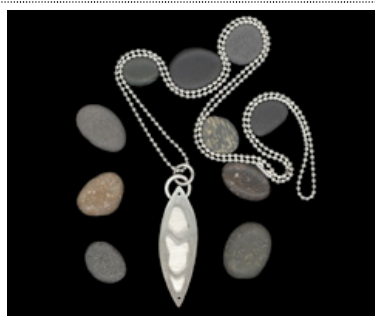




MK WIND JEWELRY

Aesthetic of Minimalism

The journey of MK Wind began with a passion for distinctive body adornment by designer Shelley Koscielniak. Her designs are bold and graphic thriving on the juxtaposition of materials, mixing recycled resin and glass with precious metals, cultured pearls and semi-precious stones. Embracing her many art influences, her color palettes are inspired by the spontaneity and mysticism of Abstract Expressionism. Meticulously crafted sculptures reflect the aesthetic of Minimalism, modern architecture and Asian calligraphy. Shelley graduated with honors from Columbia College Chicago with a BFA in fine arts and furthered her studies at The School of the Art Institute of Chicago. Her ever-changing designs are timeless in structure and form, each piece is created to appeal to the eye as well as the soul.



Jewelry+

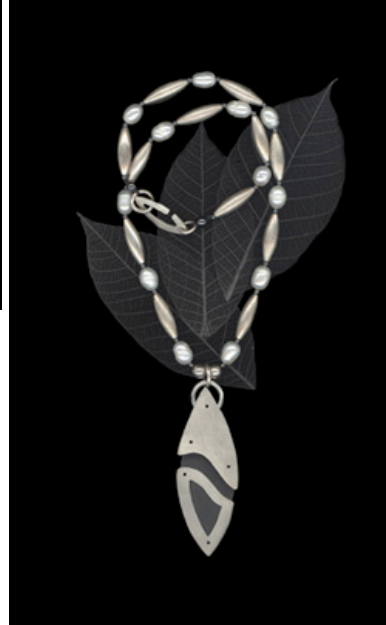
Interview with Shelley Koscielniak of MK Wind Jewelry

From the precious metals to the individually chosen stones, the essence of her jewelry captivates the mind and spirit. With brilliant subtle curves and clean sharp lines, these designs harmonize artistry and nature. Each piece is hand fabricated in her Los Angeles studio. Choose your body embellishment as you would a companion, find comfort and harmony in wearing these pieces.

The journey of MK Wind began with a passion for distinctive body adornment by designer Shelley Koscielniak. Her designs are bold and graphic thriving on the juxtaposition of materials, mixing recycled resin and glass with precious metals, cultured pearls and semi-precious stones. Embracing her many art influences, her colour palettes are inspired by the spontaneity and mysticism of Abstract Expressionism. Meticulously crafted sculptures reflect the aesthetic of Minimalism, modern architecture and Asian calligraphy. Shelley graduated with honors from Columbia College Chicago with a BFA in fine arts and furthered her studies at The School of the Art Institute of Chicago. Her ever-changing designs are timeless in structure and form, each piece is created to appeal to the eye as well as the soul. From the precious metals to the individually chosen stones, the essence of her jewelry captivates the mind and spirit. With brilliant subtle colors and clean sharp lines, these designs harness energy and artistry. Each piece is hand fabricated in her Los Angeles studio. Choose your body embellishment as you would a companion, find comfort and harmony in wearing these pieces.

Q1 Please tell us your background and career.
My background is in metalsmithing and jewelry design, fine arts and photography. I draw upon my Fine Arts degree for my composition skills and use my photographic intuition for the positive and negative imagery in my designs. My years as a fine arts curator have also played a large role in the evolution of my work.

Q2 Why did you become a designer?
I am intrigued by the aesthetic of how a culture implements ornamentation, using embellishments to change a look, an appearance, a perception. I enjoy the nature of metal, pearls, beads and the process of creativity, mixing, blending and the juxtaposition of harmonious and incongruous materials.



Q3 Could you tell us about your brand concept, what's behind it?
My brand concept is minimalism, artistry in subtle form, less is more. I love molding structure with form and creating function between the elements.

Q5 Do you usually wear jewelry? What kind of style do you like?
I am spoiled by being able to create my own jewelry and thus I only wear my own designs. I only wear silver typically with no colour except an accent of clear or black. The style I prefer is uncomplicated and elemental in its design.



Q4 What is your greatest inspiration when you're making pieces?
The line ... its continuity, fluidity of objects as it creates positive and negative spaces. I love metal in its purest form ... the feel, the texture, constructing and creating sculptures.

Q6 Tell us the locations where we can find your jewelry.
My designs can be found in galleries and boutiques in Chicago, New York and California as well as online.



Q7 Who is your favorite designer?
For jewelry, my favorite designer is Elsa Perretti. My favorite clothing designer is Issey Miyake. My favorite architect is Tadao Ando.

Q9 Could you tell us about your next collection? Any future plans?
Currently I am working on a new series of rings and pendants reflecting another aspect of Asian inspiration.

Q8 Who is your dream collaborator?
I would like to collaborate with Issey Miyake for a runway show.

Q10 Do you have anyone, any place, anything that you are strongly inspired by recently?

My studio loft is upstairs from my living space and we have created a large Zen meditation garden. I spend time outside everyday, in the serenity and solitude of this space and the beautiful plants and trees constantly bring inspiration to me.

Q11 What do you see Japanese culture from you?

My work is highly influenced by the aesthetic of Japanese art, calligraphy and all forms of design from clothing to architecture.

Q12 Where do you live?

I live in Los Angeles, California, and this is why I am able to have a flourishing Zen garden.

Q13 Where do you go shopping?

I shop at small boutiques and galleries such as Fred Segal, the shops along Abbot Kinney in Venice and at the stores on Main Street in Santa Monica.

Q14 What is your favorite food? Any good restaurants?

For Asian cuisine in Los Angeles, I enjoy a Zen retreat called Buddha's Belly, it has delicious vegetarian selections. I also enjoy Italian, my favorite Italian restaurant in LA is a little rustic place called Angelini Osteria where they have the best braised baby artichokes I have ever had.



Q15 Any last words?

I constantly search through Japanese disciplines to gather inspiration. From calligraphy to tea service and gardening to fashion and architecture, I search for the little details that spark my imagination. I appreciate the practical yet elaborate, simple strokes creating such artistry. That is what I set out to achieve with my designs.

MK Wind Jewelry

<http://www.mkwind.com>