

An Artificial Intelligence Touch to the Jewelry Show

The Istanbul Jewellery Show, one of the top five jewelry shows in the world, is getting prepared to host its upcoming concurrent event “Art For Jewellery-Inspiration Hub.” This event aims to address the jewelry industry on a multifaceted aspect and connect it with art, with a particular focus on artificial intelligence as an essential component of our lives. To this end, Organized by the Jewelry Brand Consultant Aylin Gözen and Öznur Yakın, with the support of the Jewelry Exporters’ Association and the Istanbul Jewelry Show, Art for Jewellery is bringing together classic cars, iconic designs of a bygone era under “Timeless Elegance – Inspirations from Classics to Artificial Intelligence” in this event co-organized with artificial intelligence.

An all-time precious item from prehistoric ages to the present day, jewelry is addressed on a multifaced basis at the Istanbul Jewelry Show, recognized as one of the world’s top five jewelry trade shows. The upcoming event, sponsored by Elmas Kule and organized by Informa Markets at the Istanbul Expo Center from October 5th and 8th, breathes new life into the industry with the concurrent event, “Art for Jewellery – Inspiration Hub.”

Becomes The Inspiration Hub for the Industry

Art For Jewellery will be hosting its third annual event, serving as an inspiration hub for the industry through the integration of various disciplines. Connecting culture and art with the world of jewelry, leading to innovative outcomes, the theme of this year’s event prioritizes artificial intelligence, which has become an integral part of our daily lives. One of the distinguishing features of this event is its creation by artificial intelligence. The upcoming event is set to unite classic cars as the iconic designs of a bygone age under the theme of “Timeless Elegance – Inspirations from Classics to Artificial Intelligence,” co-organized alongside artificial intelligence.

The theme of this event is to associate the phenomenon of “being iconic” with jewels, using classical car designs and artists in the designs, displays, marketing, and jewelry stories with the assistance of artificial intelligence. Upon entering the venue, visitors are immersed in the history and design of four classic cars that have been expertly maintained and modified over time. The walls reflect the best examples of the works of the prominent artists inspired by these classical cars, highlighting the perfect balance between technology and artistic expression.

Merges Art and Design with an Aesthetic View

This Hub aims to facilitate interaction between designers and artists in Türkiye and worldwide, with a view to contributing to art and artists in the jewelry industry by creating various projects. Through events that blend the aesthetic view of art and design with the authenticity of the artisanship culture, it is aimed to enable the contribution of design, innovations, art, and artists to the jewelry industry with various projects. The event will feature seminars that will broaden the industry's horizons, with speakers ranging from global influencers to esteemed figures within the art and jewelry industry. Additionally, WGSN, the world's number one trend forecasting company, will unveil the new season trends and provide invaluable insights into consumer preferences during the Art for Jewellery event.