

My design and motivation for working with 'Clean Gold'

I continue to re evaluate my practice and look for ways to develop my work in an ethical way. This has involved combining recycled and environmentally sustainable materials to create jewellery pieces. I am used to working mainly on one-off, hand produced pieces, so this competition is a new opportunity to learn about and work with companies who promote sustainable and ethical practices. I welcome the opportunity to work in partnership on a production piece; I believe it is important to create and support ethical and sustainable sources for materials—such as gold— used within the jewellery industry. If destroying the environment and human life is a by product of jewellery then surely we have to reconsider our working practices. Jewellery is a fundamental part of our lives and a medium I am fascinated to be working within; however we should remind ourselves that cultural and personal value ultimately outweighs the economic.

My design for the clean gold badge is based on the concept of the pin badge. Badges traditionally denote support for a cause, and this jewellery piece is designed to be worn by people who wish to show their support for clean gold. The target market for my pieces would typically be 25–50 years old; design and socially conscious individuals who wish to demonstrate and display their allegiance to ethical consumerism.



Copyright- Tamsin Leighton-Boyce 2008