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Kris Van Assche*

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EXCLUSIVE INTERVIEW

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*A Leading figure in the
Autism Awareness Movement*

Nada G

Introduces a&e to her world

As a young girl, travelling with her family, Nada was introduced to new cultures and places that fascinated her. When walking in new cities, Nada would stare endlessly at window displays. It wasn't just the designs that captured Nada's eyes, it was more the behind the scene work, time and energy that fashioned these that fascinated her. In the early eighties, Nada was sent to a boarding school in the UK to escape the Lebanese civil war. The fragility of being away from family, gave Nada an inner strength and shaped her personality, a combination, which comes across in her designs. It was there that she learned to express her feelings and emotions on canvas and it was there that she was encouraged to pursue a career in art. After working for nearly 10 years in advertising and after winning multiple regional and international advertising awards, Nada knew that it was time for her to create her own brand.

At the age of 30, Nada moved back to Lebanon and started weaving her first jewellery pieces with 18k golden strings and precious stones in her apartment. A year later, in December 2003, she showcased her first collection with 25 hand-made pieces. In less than a year after her acclaimed success, Nada established Nada G™ brand and opened her first boutique and workshop Nada G™ in October 2004 and in December 2010 Nada G™ opened its 2nd and flagship boutique in Beirut Souks, Beirut Central District, Lebanon.

When did you discover your talent in jewellery designing?

My fondest memory is sitting by the fireplace watching my grandmother's delicate fingers weave pieces of art using a string and her trusted crochet needle. I could sit for hours examining and looking at every detail and never tire. I was fascinated with the intricate details of the pieces she created. I clearly recall the euphoric feeling I had the first time she held my hand and gently pressed my finger against that needle as she carefully guided me to tie my first knot. I knew back then and at the early age of 6 that I wanted to be an artist and an artisan.

What's the first project you remember crafting?

Rings I made out of wires and beads at the age of six.



"I aspire to emotionally connect to women around the world through my fine jewellery collections"



What's the best advice you've ever received?

It's actually an advice I have always heard from my parents, which is: "Put your heart into it, and you will succeed".

As a designer, where do you draw your inspiration from?

My designs are a true reflection of my emotional sense, surroundings and what invariably moves me, materialized with the glow of gold and the luring energy of a gem.

What makes your designs so unique?

Going against established norms, the pieces I design exhibit fragility in their coarseness, docility in their textures, and vibrancy in their candid statements. Each piece of jewellery echoes a different sense of emotion, mirroring not only an adornment of the senses, but more so celebrating what they evoke to be a woman. I believe every piece we create has a soul! >



What aspects are you most interested in exploring these days in terms of design?

It is very challenging to create something unseen and unexpected, and that's what I always aspire to explore.

You combine materials that are very different from one another, with a style that has become richer with time. Where did you start from and where do you want to go today with this investigation of contrasts?

I originally started with handmade, customized jewellery made of 18k golden wires and precious stone. Few years later my instinct led me to smoothly shift into fine jewellery with an edge, believing that this is where the trend will go. As for now, I would like to continue by lifting the level of our creations even further, in terms of design, material and quality.

With what materials and techniques are you experimenting now?

I'm experimenting with different unused textures and looking into pieces that could be worn in unconventional ways.

Do you follow a defined path when you experiment or are you more instinctual?

I would say both, but more instinctual. Sometimes pieces are created without me knowing how I got there.

And who are your pieces addressed to?

I aspire to emotionally connect to women around the world through my fine jewellery collections. I would rather not select women I address, but let them select Nada G. After all, the best part about being a jeweler, is translating my emotions into timeless jewellery pieces that awaken emotions in others.



How has the use of jewellery changed today?

In the old days women used to wear jewellery occasionally, but today jewellery is a prominent item in every women's life. Specially that I believe jewellery can set your whole look. Even men tend to accessories their look with jewellery these days. 🐦