

THE N°1 DESIGN AND ARCHITECTURE MAGAZINE

CURVE®

ART • ARCHITECTURE • DESIGN • LIFESTYLE
www.curve-magazine.com

APR/MAY 2012

ICONIC
REVIVAL
A Spin on
POP Art

ALL YOU
CAN EAT
A Visual Feast

REBIRTH OF
SAATCHI & SAATCHI
THAILAND

Caught
on TAPE
Imaginative
Composite Art

DISCOVER
THE REAL
LEGO LAND

Exclusive
RACHEL KOHLER
Understanding
the Gracious Living



NEW CHARMS by NADA G

From Lebanon



PHOTOS © NADA G

Sometimes the best things in life are unplanned. And this saying holds true in the case of Nada Ghazal. An advertising specialist who was living the jet life, Ghazal decided in 2003 to lock herself up in a derelict apartment in Gemmayzeh, east of Beirut, and start exploring the world of jewelry. And she never looked back. Today, under her brand Nada G, Ghazal runs a full-fledged workshop and two boutiques in Beirut and she is about to take off to the City of Lights, where she is participating in the world's largest jewelry gathering, the Las Vegas Jewelry Show. "Jewelers Circular Keystone (JCK), one of the most respected voices in the jewelry industry, has chosen Nada G amongst thousands of exhibitors to be featured as a Rising Star at the 2012 edition of the show," Ghazal beams.

You can usually find the young designer beaming with energy at her Gemmayzeh studio as she sketches or develops a line of her finely crafted and fully handmade jewelry,

which capitalizes on 18 karate gold, precious stones, diamonds and pearls. Ghazal doesn't follow a clinical process of design or creation. She makes personalized pieces that are emotionally driven items she would only wear herself. And amidst the mushrooming of self-professed jewelry makers or brands, it becomes easy to separate the wheat from the chaff, as Nada G's jewelry has soul and an instantly felt and pulsating identity.

Meanwhile, the element of surprise is another mainstay in the Nada G world – her 2011 collections drew inspiration from imaginative characters that spoke to Ghazal

while pregnant. She breathed life into "Malak", representing power that she expressed through chunky shapes, "Matrix", which stands for order and was translated through perfect lines and gaps, and Aya, which refers to pride, conveyed through elegant curves and elongated shapes. Come June, Ghazal is unveiling a collection that seamlessly fuses all three feisty females. "I am drawn to the beauty and power of the organic and rough shapes; I am very much influenced by order, while pride and elegance are ever so present in my life. So my challenge is to find the balance in the mix," Ghazal explains.

www.nadag.com

