



## • CRAFT/PROFESSION

Yovenn ROCH is a craft jewellery designer. He creates, fashions and repairs jewels made from precious metals (gold, silver, platinum) set with precious and semi-precious stones, diamonds or cultured pearls from Tahiti, China or Japan.

Yovenn works with traditional craft techniques; he uses tools and expert know-how to melt and fashion primary raw materials (a nugget of precious metal) into unique items of jewellery. For example, a floral design pendant will need eight hours' work: melting silver in grain form, using a die to obtain silver wire with the required gauge, making a silver sheet and tracing the floral motifs before using a jeweller's saw to cut out each motif by hand. Several stages are needed to make a single flower: cutting out two patterns, filing and sanding, assembling and soldering the two parts together, soldering a wire stem in the centre to mount a cultured pearl, and finally polishing to a shiny, bright finish. "Each step of the process needs great patience and technical skill!"

## • BACKGROUND

Yovenn has always been fascinated by jewellery design and studied for a jeweller's CAP diploma at the Saumur Jewellery Institute. Passionate about his work, he loves the artistic aspect of his craft and the technical skill and ingenuity required to overcome the physical constraints

imposed by working with metal and precious stones.

Another bonus of his craft: making his customers happy by creating jewellery designs they have always dreamed of, and giving them his best advice.

## • INSPIRATION AND ART/DESIGNS

Yovenn's designs reflect what inspires him at any given time and he creates both pieces with a contemporary feel and pieces drawn from nature, such as flower and plant-themed designs. Textured effects are one of his passions, creating scored, chased, satin or hammered surfaces and random relief effects.

"What's most important to me is to achieve the greatest possible finesse and delicacy in terms of precision and curves so that the jewellery I create has a quality that appears both natural and sophisticated" explains Yovenn.