

ABOUT

STEPHAN SCHUCK is a high-end jeweller based in Switzerland. By virtue of his precision and reliability, his talent and creations quickly gained a solid reputation among enthusiasts and found buyers all over the world.

Beside his own collections he creates bespoke objects and jewellery designs by taking inspiration from his distinguished clientele that requests his exceptional designs. Schuck's excellent eye for details and elegance depicts the power and grace of his creations and his inimitable artistry. All diamonds and materials incorporated into Schuck creations are ethically sourced.

SCHUCK launched a precious jewellery collection "WILD BLOSSOM" that fuses the finest gold alloys with carefully selected diamonds and sapphires. The exclusive jewellery line is available in a limited edition.

www.schuck-juwelier.ch

DESIGN

Stephan Schuck commissioned **STUDIOFORMA** with the design of a jewellery display for the special "WILD BLOSSOM" collection.

The design of the jewellery display takes inspiration from the captivating appearance of a water lily pond. The water lily has been casting spell on humans for thousands of years. Their mysterious beauty rises from the deep, leaves floating serenely on the surface and exquisite blossoms appear as if by magic.

The presentation display strikes a contemporary reinterpretation of the botanical architecture of a water lily pond, where water lilies grow from tubers beneath the water and send up stems with rounded leaves and blossoms floating on the surface.

A pearl-white covering of the busts and display elements let the surface appear soft and suede. The different heights of the stand-up elements for necklaces, rings, earrings and bracelet induce an eye-catching multi-levelness to the display. The centred position of a campaign photo frame on the background perfectly encompasses the presentation of the "WILD BLOSSOM" collection. The edges of the podium, display elements, campaign frame and pedestal are softly round-shaped and enhance the organic and fluid design.

ABOUT STUDIOFORMA

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas worldwide.

In 2015, STUDIOFORMA launched DESIGNLAB the company's creative design studio. Clean and perfect lines are the building blocks of DESIGNLABS sophisticated, futuristic style. The artistic discipline is to create timeless elegance and formal consistency with an understated yet contemporary style aesthetic for brands, products and spaces.

STUDIOFORMA has been named "Best in Europe 2015/16" in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

www.studioforma.ch