

HIDDEN GEMS

Van Cleef & Arpels teams up with Tashkeel and Design Days Dubai for the second year running to unearth regional talent.

METAMORPHOSE, THE ART and design initiative founded by luxury jewellery House Van Cleef & Arpels (VCA) with Tashkeel and Design Days Dubai (DDD), returns in 2014 to afford regional artists a chance to reveal their talent. Finalists will be selected by a jury consisting of members from VCA, Tashkeel and Cyril Zammit, DDD Fair Director. The theme to be explored this year reflects the House's know-how and is inspired by Franco Cologni's book *In Praise of Hands: The Art of Fine Jewellery* at VCA, which is also the inspiration for the jeweller's exhibition at DDD 2014.

The competition invites participants to present the progress of their work by documenting its process and techniques. The winner and two runner-ups will have their works exhibited at the jewellers' dedicated space at the design fair (17–21 March 2014) and the winner will be rewarded a trip to L'Ecole Van Cleef & Arpels in Paris where he/she will attend a one-week course and visit the House's workshops. A call to artists will go out on 26 November and the deadline to submit works is on 31 January 2014. [ed](#)

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Nicolas Bos, President and CEO of VCA, with last year's *Metamorphose* winner Salem Al-Mansoori. Image courtesy VCA.

