

Van Cleef & Arpels: Timeless Beauty



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Since opening its first boutique on the Place Vendôme in Paris in 1906, Van Cleef & Arpels has played a pioneering role in the development of the art of jewelry design. Now, on the occasion of a major exhibition at the Museum of Contemporary Art in Shanghai, *The Art of Beauty* explores the history and the accomplishments of the firm through more than 400 of its most celebrated works. Loaned from the Van Cleef & Arpels museum and private collections worldwide, these works include classic timepieces, jewels, fashion accessories and objets d'art; the volume places particular emphasis on Van Cleef & Arpels' Chinese inspirations. Among the many milestones of jewelry they have produced are the first watch with a leather strap (1923); the famous "Mystery Setting" technique, a paving procedure that uses no visible claws to contain the stone; the Zip necklace, which opens and closes like a zip (1950); and more recently, the Lotus "Between-the-Finger" ring (2001). Van Cleef & Arpels' highly demanding gemmologists select only the most exceptional stones for the firm's magnificent creations. With 280 full-color reproductions, *The Art of Beauty* celebrates Van Cleef & Arpels' unrivalled excellence and its quest for perfect beauty.

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Myrtle Hamer:

Spent a free time and energy to be fun activity to perform! A lot of people spent their spare time with their family, or their friends. Usually they carrying out activity like watching television, going to beach, or picnic inside park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Could be reading a book could be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to test look for book, may be the book untitled Van Cleef & Arpels: Timeless Beauty can be great book to read. May be it is usually best activity to you.

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