

Georg Jensen has a long history of producing innovative artist-designed jewellery and it looks as striking today as it did in the 1960s and '70s. *Imogen Adams* asked *Jacquie Gray*, founder of Scandinavian jewellery store Grasilver (grasilver.com) to share her expertise on buying.

Buyer's Guide

Georg Jensen





Georg Jensen is a brand that, rather uniquely, manages to be simultaneously recognisable and yet exclusive. The jewellery produced by the company over its illustrious history is designed by artists and craftsmen to create an unusual while still classic aesthetic. Despite the disparate designers who have conceived of the pieces, the entire archive of jewellery, both past and contemporary, hangs together as a whole, due to the overarching design mission of the company and the unifying force of exceptional design. All of the products, be them Arne Jacobsen's famous steel matt cutlery or Nanna Ditzel's multi-layered necklaces, are characterised by a fluidity and ingenuity.

Georg Jensen was established in Copenhagen in 1904 and made jewellery from the start. The jewellery from the 1960s and '70s was created by designers such as Henning Koppel, Bent Gabrielsen, Vivianna Torun Bülow-Hübe and Nanna Ditzel. These high quality items are designed with amazing attention to detail, characterised by simple shapes, sleek surfaces, and a harmony between forms. Each designer had their own signature designs, which makes the pieces quite easy to identify, and they look as good today as when they were first made.

Which pieces are most popular with collectors today?

The designs of Henning Koppel, Bent Gabrielsen and Vivianna Torun Bülow-Hübe are particularly sought-after today.

Henning Koppel is known for his wild, organic forms. He provided a radical departure from the Jensen designers who went before him and bears relation to the work of contemporaries such as

Alvar Aalto and Alexander Calder. Henning Koppel's Amoeba bracelet is perhaps the most common piece we see – first designed in the late 1940s, this piece is testament to the fact that Koppel studied sculpture. The abstract shapes seamlessly link into each other to striking affect – it's not clear where one starts and the next begins.

Vivianna Torun Bülow-Hübe's designs are hugely collectible and probably are the most popular pieces from the collection. Bülow-Hübe's jewellery is inspired by ancient African, Oceanic and Egyptian art. Her designs place equal importance on form and function – practical details, such as the fastenings, are not concealed, but instead are cleverly incorporated as a design feature, a daring move for the time. Bülow-Hübe designed for women – she wanted to create pieces that fitted the contours of a woman's body so that they were comfortable to wear. Her Mobius bracelets are exemplary. These simple, solid bangles convey an



Previous: flower ring by Nanna Ditzel for Georg Jensen, c.1960, design no. 220.
Left: necklace by Henning Koppel for Georg Jensen, c.1950, design no. 130B.
Above: bracelet by Vivianna Torun Bülow-Hübe for Georg Jensen, c.1960, design no. 230.
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