



"Jewellery on Technology": the launch line of Asa (Jountao) Ouyang

Functionality and symbols become jewel.

Jewellery on Technology is the launch collection of **Asa (Jountao) Ouyang** (China, 1997), a series consisting of four rings and four pairs of earrings that arises from the interest in technology and its relationship with the human body. Start, stop, pause, forward are the symbols from which the research starts, signs that we are used to seeing every day and that she chooses to fix in precious materials.

They are earrings and rings with geometric and elementary shapes, but that hide a deep research and a careful analysis of everyday life. Not only jewelry in fact, but also useful tools to support the technological devices with which we relate every day: smartphones and headphones.

"We begin to explore new ways to intersect our bodies and habits with the technology that passes through and surrounds our lives. I wear the signs as jewelry; my phone wears the signs as a jewel. Where does the technology end and where does it start? Somewhere in the middle, we meet in balance." The new border of wearability is to incorporate **technology** - which becomes less and less separated from our lives - with clothing and even with **jewelry**. Juntao does it in minimal but colorful shapes, selecting high quality materials.

Begin, Next, Stop and Forward are **silver** or **titanium enameled** rings. All models are composed of a magnet head, **ready to be applied to the smartphone**, and the real ring that takes the symbol imprinted on the top. In addition, they are foldable and can be folded up like a flat disk, the size of a coin. The hollow design reduces the weight of this jewel itself and the welding parts are secretly hidden.

Start, Cloud, Signal and Pause are the earrings, also in silver or titanium enameled. Each of them is designed **to accommodate a pair of AirPods**, to make their use safer and above all to harmonize them with their own style. In fact, there is a circle in each earring as a recurring motif to make the jewel also functional.

The color palette is pop and **playful**, like all the philosophy of the brand: an invitation to start every day with a smile and light the spark with the right music in your ears. *"Stop waiting, stop thinking, stop stopping yourself!"* is Juntao's motto.



ABOUT OUYANG

Asa (Juntao) Ouyang recently graduated with a master's degree in Jewellery Design from the European Institute of Design in Rome and completed her university courses in jewelry design at the Central St. Martins School of Art. She has won several international competitions, including the prestigious **Winterson Prize** in 2019. In her work she constantly seeks to combine the beauty of art and design with technology.

She is currently looking for new job opportunities and collaborations. She will also participate in the **Milano Jewelry Week** from 20 to 23 October 2022, as a participant of **Artistar Jewels**.

Asa (Juntao) Ouyang jewels can be purchased on the website www.overjewels.com

Instagram: @asaouyangjewellery

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