



AMBERMART

29-31.08

2019 GDAŃSK, POLAND
AMBEREXPO



AMBERMART 2019

20th International Fair of Amber and Jewellery
29-31 August 2019 | AMBEREXPO, Gdańsk, Poland

AMBERMART LOOKS BOLDLY TO THE FUTURE

The 20th AMBERMART International Fair of Amber and Jewellery was not only a place to present the latest jewellery trends and a platform for business meetings between exhibitors and buyers but also an arena for discussion about the future of trade shows and the amber industry. The anniversary proved to be a perfect opportunity to begin change.

The 3-day-long exhibition at AMBEREXPO, Gdańsk, concluded on 31 August having featured 190 exhibitors from 14 countries, including 64 from outside Poland, mainly from Lithuania, Italy, the United Kingdom and Germany. Baltic amber items predominated, with jewellery, souvenirs and decorative objects purchased by nearly 2,000 buyers from 44 countries, mainly from Poland, Russia, Lithuania, China, Ukraine and the United Kingdom. They were the most interested in contemporary, attractively designed unique high quality jewellery. Buyers from Asian countries were looking for traditional amber stringed beads and prayer beads but, more than before, they were open to European design: unique jewellery pieces with captivating designs, made of silver and not only amber, but also in combination with coloured precious stones including coral, turquoise or larimar. Customers from Asia set new trends not only in jewellery fashion but also in commerce, which to an ever greater extent is shifting to the Internet and features real-time transactions.

Changes, changes, changes—

In a way, AMBERMART is a mirror which reflects the transformations that take place faster and faster both in the amber market and in the global jewellery market. Out of observing the show came a need to work out a new strategy for the growth of both editions of the amber fair which, in the near future, will make it possible to consolidate the events' standing in the international trade show circuit and to promote the Polish amber jewellery brand and its manufacturers and designers, along with Gdańsk, The World Capital of Amber, more strongly than ever before. The mission to create a long-term strategy and to coordinate its implementation was entrusted by the Board of the MTG SA Gdańsk International Fair Co. to Prof. Sławomir Fijałkowski, head of the Experimental Design Studio at the Gdańsk Academy of Fine Arts who has extensive practical experience in jewellery design for leading producers. Prof. Fijałkowski has become the curator of the AMBERIF and AMBERMART amber fairs, having replaced Ewa Rachoń, who initiated both trade shows and had been their Project Director since their inception. Ewa Rachoń will keep working with MTG SA and its amber events by holding important positions on their Programme Councils and by sharing her extensive experience.

The first results of introducing the new strategy, provisionally consulted with the exhibitors at the fair, are to be visible already at the 27th AMBERIF International Fair of Amber, Jewellery and Gemstones in March



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2020. Their aim is mainly to improve the quality of the fair by, for example, enhancing the image-, promotion- and commerce-related quality of Hall A and the Designers' Gallery, greater appeal of the Amber Look Gala and a new, effective communication strategy with a modern, attractive image of amber to stir the interest of new potential groups of customers for amber products and to encourage them to visit Gdańsk, The World Capital of Amber. "This is only a small part of an entire range of measures aimed at a measurable increase in the quality of AMBERIF—perhaps even above the level currently expected from the commercial point of view but with a justified hope that, at the end of the day, it will also translate into a much greater interest in the event from new customers, media and buyers from beyond the traditional sales system: producer—wholesaler—store—customer, which is slowly becoming a thing of the past," announced Prof. Sławomir Fijałkowski.

The jewellery market of the future

In line with trend research forecasts, this is also where there are going to be changes contributed to by many factors, including economic, social, technological and political ones. Who is the consumer of the future? What role will jewellery play for them? What should it look like? But the most important question is: How to efficiently get ready for all these changes? "Even today, it is necessary to be able to diagnose the key patterns, dependencies and the mutual influences of phenomena on one another, but most of all to have the ability to translate this knowledge into business and solutions which will engage the consumers of the future," claims Agnieszka Polkowska, trendwatcher and strategist, presenter of the seminar on Trends, Marketing, Design. Even today, jewellery ceases to be just an ornament, becoming primarily a status symbol and a means of conveying emotions.

AMBERMART Best Product

A somewhat different perspective on jewellery was taken by the international judges who personally selected candidates for the Best Product of the 20th AMBERMART International Fair of Amber and Jewellery. They took into account not only the visuals but also new approaches, the materials and jewellery techniques used and the quality of workmanship. Out of the 25 pre-selected pieces, these expectations were best met by two entries. The Breath of Amber pendant by Marcin Bogusław won the Main Prize for its "spatial, contemporary form making use of various jewellery techniques and various stones, and for simple materials with great aesthetics." An honourable mention went to the DUO 2 pendant by Elżbieta and Marek Pawłowski for its "perfect sense of form, proportion and colour and for high jewellery craftsmanship and sleek, feminine lines." "This year, many interesting entries were submitted, well executed artistically and technically. Poland has many excellent designers of amber jewellery who are internationally appreciated as creative and trendsetting new development directions in jewellery art," summed up Marcin Tymiński, member of this year judging panel, President of the STFZ Polish Goldsmithing Artists' Association.

Amber and Fashion

Jewellery, especially amber jewellery, makes for a perfect clothing accessory. Inspiration on how to ably and strikingly combine these two elements came from the AMBERMART opening amber jewellery shows from Dorota Cenecka and A2 Jewellery Ryszard Węsierski accompanied by clothing from Joanna Weyna



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(PUDU): sophisticated, minimalist constructions and designer forms made of natural fabrics. The jewellery, dominated by Baltic amber in its most beautiful natural form creatively honed by the artists, was unique and light, as emphasised by the use of silver and gold settings and the company of coloured gemstones. With its multitude of colour varieties, amber, as often emphasised by designers, is a rewarding stone, beautiful in every shape and form, be it raw or covered with crust or shimmering with a cut surface. It looks good in modern silver and gold settings but also in the company of other stones, adding a subtle elegance to the piece.

Mariacka Street in Amber

Amber evokes so many positive vibrations that it was to amber itself that this year's 10th Mariacka Street Festival was dedicated. The festival crowns AMBERMART in the most beautiful way possible: with buyers, exhibitors and all amber fans not associated with the fair participating in diverse exhibitions, concerts, lectures, talks and meetings prepared especially for the occasion in Mariacka Street, known as the Amber Fifth Avenue with good reason. This year, it was even more amber-filled than usual, as the anniversary was an opportunity to make amber the leitmotif and to show its beauty and possibilities in many different ways.

Every ending also means a new beginning. For the AMBERMART International Fair of Amber and Jewellery, its 20th anniversary was an opportunity to look back on what it has achieved to date but mainly to look boldly to the future and have an effective discussion between all the stakeholders on what the AMBERIF and AMBERMART amber fairs should be like. Both the MTG SA Gdańsk International Fair Co. and the amber industry are facing serious challenges which they inevitably have to take up in the current market situation. How far they have managed to face up to them will become apparent next year: at the 27th AMBERIF International Fair of Amber, Jewellery and Gemstones and at the 21st AMBERMART International Fair of Amber and Jewellery at the AmberExpo Exhibition & Convention Centre.

HONORARY AUSPICES:

Poland's Minister of Entrepreneurship and Technology
Governor of the Pomorskie Voivodship
Marshal of the Pomorskie Voivodship
Mayor of Gdańsk

AMBERMART 2020 | www.ambermart.pl

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Organised by: MTG SA Gdańsk International Fair Co.

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