

CURRICULUM VITAE

Margherita Potenza

margheypot@gmail.com / margheritapotenza.com

LinkedIn: Margherita Potenza jewellery



I am a jewellery maker who works with jewellery and body-related objects. Coming from an applied arts background, I worked with sculptures, site-specific installations and costume props. I graduated from the Jewellery and Metal department at the Royal College of Art in London, worked as a goldsmith in Amsterdam and am now based in Milan.

EDUCATION

2016 MA in Jewellery and Metal, Royal College of Art, London, United Kingdom

2014 goldsmith training with Davide Rosa at Labcorsosangottardo3, Milan, Italy

2013 BA graduation in Applied Arts, Visual Arts department, A.B.A Brera, Milan, Italy

2012 training at Scuola Orafa Ambrosiana, Milan, Italy

2010 Diploma of upper secondary education, Liceo Ginnasio Statale A. Manzoni, Milan, Italy

SKILLS

Languages: Italian (mother tongue), fluent French (C1 level DALF certificate), fluent English (C1 level IELTS certificate)

Softwares: Word, PowerPoint, Excel, Photoshop, InDesign, Illustrator

Jewellery making: goldsmithing, wax modelling, polishing, plating, rubber moulds making, sand casting, laser welding, stonesetting (grain, pavé, illusion), technical hand drawing

Making (others): etching, photo-etching, gilding, aluminium anodizing, mosaic work, ceramics, MIG welding, wax/plaster moulding and casting

Transferable skills: excellent organizational, communication and research skills; very good relational and teaching skills; very good problem solving abilities; very good planning and production abilities for creative projects; very good translation skills in Italian and French

WORK EXPERIENCE

Teacher

2020-ongoing Jewelry Metal Design tutor at IED, Milan (IT) / role: programming, developing and implementing a workshop course focused on the making of adornment prototypes in metal

Stone setter

2020-2021 Stone setting apprenticeship at Costa Team, Valenza (IT) / role: setting pieces in production for clients, finishing pieces before polishing, preparing mastics, cleaning pieces in TCE

Freelance jewellery and props making

2016 - ongoing designing and producing jewellery for my own brand / role: designing and producing pieces, organizing and supervising outsourced processes, managing brand image, social media presence and marketing, designing and producing bespoke pieces

2018 - 2020 goldsmith for Vedder & Vedder / role: producing pieces from gold collection and silver collection, supervising production process, assisting design development

2017 freelance jewellery maker for Blackbird, London / role: relating with designer and manager, developing making process, calculating production costs, liaising with other makers, designing and manufacturing bespoken pieces, repairing existing pieces

2015 props making for short movie Febo, by Sophie Vitelli / role: designing and producing props, assisting the videomaker's photographic work

Design and sales assistant

2014 goldsmith's assistant at Merù Gioielli, Milan (IT) / role: assisting the goldsmith in making and cleaning pieces, designing prototypes for new collection pieces, selling to clients

2013 designer's assistant at Eolos jewellery shop, Chania (Crete, GR) / role: assisting the designer

in making pieces, selling to clients, managing repair work, organising the shop's archive, managing outsourced work

Freelance writer

- 2016 – 2020 Freelance writer for art and design publications / role: interviewing artists and designers, text editing, relating with editor, translating text. Publications include Adbusters magazine, Current Obsession, Icon Design, Living, Elle Decor Italia
- 2016 Freelance copywriter for the Faiznia Family Foundation / role: writing copies for submissions and project proposals, writing formal letters in English, translating from Italian to English

VOLUNTEERING

- 2016 - 2017 Props making for Chickenshed Theatre, London / role: relating with creative director, production manager and production assistant, sourcing material following budget availability, designing and producing props

EXHIBITIONS

- 2021 Nuda Vita, part of Munich Jewellery Week 2021, online exhibition
- 2019 M3 - Rising Matters, part of Obsessed! Festival, 4bid Gallery, OT301, Amsterdam (NL)
- 2018 Body Cartography, OBJECT Rotterdam, Rotterdam (NL)
- 2017 Body as territory / jewellery as map, Acther de Ramen, Amsterdam (NL)
- The nose and the foot, Window135, London (UK)
- 2016 Show16, Royal College of Art, London (UK)
- Bazaar, Localedue, Bologna (IT)
 - Paper|Publication|Performance, Lychee One Gallery, London (UK)
 - Che cosa sono gli oggetti per noi/voi/ loro?, Centro Tian Qi, Milan (IT)
- 2015 Where is the gold?, part of London Design Festival, Royal College of Art, London (UK)
- 2014 Il Metodo Salgari, with N. Fiocco, Spazio O' gallery and MACAO, Milan (IT)
- 2013 U come Usine at minoterie Rodynam, Orbe (Vaud, CH)
- 2012 La luce della notte, part of the European Museums Night program Pieve di cento (BO, IT)

GRANTS and RESIDENCIES

- 2017 selected Artist in Residence at Stichting Françoise van den Bosch, Amsterdam (NL)
- 2014 selected winner for MANUFACTO#2 with Resign Academy and Bottega Gatti, Faenza (IT)
- Humus Park 4th International Land Art Meeting residency, Parco del Castello di Torre, Pordenone (IT)

PUBLICATIONS and TALKS

- 2021 Nuda Vita catalogue, curated by Ilaria Ruggiero, self-published
- 2020 Beppe Kessler - a time of seeing, Art Aura, February 2020
- 2019 New Amsterdam, Elle Decor Italia, September 2019, RCS
- 2018 Charlemagne Palestine, Elephant Art Magazine, www.elephant.art
- Rotterdam Design Tour, Living Corriere della Sera, April 2018, RCS
- Tanel Veenre, Klimt02, www.klimt02.net
- 2017 guest lecturer at Gerrit Rietveld Academie, Jewellery Department, Amsterdam (NL)
- guest lecturer for *Parels in de Stad* program, Arti et Amicitiae, Amsterdam (NL)
 - *Su il sipario*, Living Corriere della Sera, December 2017, RCS
 - *Bill Woodrow*, Icon Design, October 2017, RCS
 - *On Tallinn*, Current Obsession, www.current-obsession.com
- 2016 Guest visitor, Jewellery department, Estonian Academy of Arts, Tallinn (EST)
- *Horizontal Theory*, Adbusters magazine °129, Vancouver (CA)
 - *Che cosa sono gli Oggetti?* catalogue, curated by Preliminary Group, self-published, Milan

COLLECTIONS

Jewellery & Metal collection, Royal College of Art, London