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For Immediate Release:

### **Don't know what to do with your old, unwanted jewelry? How about Radical Jewelry Makeover!**

Those tangled chains, unmatched earrings and gold bands from past relationships sitting at the bottom of jewelry boxes around the Bay Area are exactly what jewelry artists participating in **Radical Jewelry Makeover – San Francisco** want to get their creative hands on. For the next month the non-profit, Ethical Metalsmiths is accepting donations of old, unwanted jewelry at several Bay Area locations.

“American households are a clean and transparent source of precious metals and of jewelry that is waiting to be recycled. Ethical Metalsmiths is bringing together a skilled workforce of volunteer artists who will act as miners, smelters, refiners, designers, silversmiths, goldsmiths, chainmakers and stonemasons to transform your hoard of old jewelry into unique and innovative hand-made items,” says Christina Miller, Project Director.

**Radical Jewelry Makeover** (RJM) offers its host communities a fun, informed and creative alternative to traditional mining practices and jewelry production. It is a traveling community mining and recycling project and a creative art and education project, teaching makers how to produce contemporary, innovative jewelry from recycled sources and proudly placing responsible jewelry in the hands of the consumers. The overall project is meant to raise awareness of the complicated connection between mining and metalsmithing as well as showcase innovative making.

This is how it works. The public is asked to "mine" their homes, "uncovering" gold, silver, and other jewelry, that is no longer used and deposit their "lode" at designated places in the Bay Area. Teams of volunteer jewelers and metalsmiths working at schools and studios in several different locations will reconstruct and transform the donations into exciting new jewelry designs. The resulting fresh, unique, handmade, 100% recycled jewelry will be exhibited and sold at San Francisco's renowned Velvet da Vinci gallery. Donors will receive discount coupons, which will be available and redeemable at the gallery during the exhibition. Sale of "makeover" jewelry will benefit Ethical Metalsmiths' efforts to educate and connect people with responsibly sourced materials.

San Francisco knows the results of mining. As a result of gold mining that took place more than a century ago, the San Francisco Bay is lined by several feet of sediment from hydraulic mining and its waters are contaminated with dangerous levels of mercury. Today, mining is this nation's most toxic industry according to the EPA. And Earthworks reports that an estimated 80% of the gold mined each year is used for jewelry, and a single gold ring leaves 20 tons of mine waste. Ethical Metalsmiths, an artist run non-profit organization seeks to galvanize mining reform efforts by staging this "alternative supply chain."

Participants from several organizations, studios and schools are lined up to transform donations into inspiring new work. Coming together for the largest **Radical Jewelry Makeover** to date are the Metal Arts Guild - San Francisco, Academy of Art University, California College of Art, City College, the Crucible, Revere Academy, Richmond Art Center and Scintillant Studio. The "makeover" jewelry will be exhibited and sold at Velvet da Vinci gallery.

“I have been working with Ethical Metalsmiths on the Radical Jewelry Makeover since it premiered in February, 2007 at Virginia Commonwealth University, where I teach jewelry and metalsmithing. The project offers students a unique perspective of their material. "Making" takes on new meaning and responsibility as they discover how their art and the environment are linked,” says Susie Ganch, Assistant Project Director.

Jewelry donations will be accepted from now through September 11 at all of the participating schools (The Richmond Art Center, however is a MAIL IN site only – donations cannot be “dropped off” at this location). Donors will receive a dollar discount for their donation (based on material and quantity), which can be used toward the purchase of a “Makeover” piece. Donation forms are available online at: <http://www.ethicalmetalsmiths.org/RJM.html>

One completed donation form must accompany each donation (not each object, but what a particular individual is giving as a whole). Place your donation in a bag along with the completed form at any of the collection boxes at the various locations OR mail your donation and form to the Richmond Art Center (address listed below).

#### EVENT DETAILS:

##### General Timeline:

- Drop off donations will be accepted from August 11 to September 11, 2008 at each school (**except the Richmond Art Center, which is the MAIL IN site only**).
- Donations can be **mailed** to the Richmond Art Center, 2540 Barrett Avenue, Richmond, CA 94804.
- Schools will transform the donations between September 22 and October 15, 2008.
- Several schools are hosting Open House events for the public while work is in progress. A list of these events will be available at a later date.
- The exhibition at the Velvet da Vinci gallery, (on Polk between Broadway and Pacific) will take place October 22 through November 9. There will be a reception on Friday October 24.

#### CONTACT LIST:

- **Academy of Art University**  
410 Bush St. San Francisco, CA 94108  
Contact: Charlene Modena - 415-618-3631
- **California College of Art, Oakland campus**  
5212 Broadway, Oakland, CA 94618-1426  
Contact: Curtis Arima - 510-205-5694
- **City College**  
**Drop off:** Art Office in the Visual Arts Building at City College of San Francisco, in between Batmale Hall and the Creative Arts Building on the loop.  
Contact: Art Department, Box V-28, 50 Phelan Avenue, San Francisco CA 94112  
Contact: Suzanne Pugh - 415-452-5782
- **The Crucible**  
1260 7th St. Oakland, CA 94607  
Contacts: Aimee Golant and Rob Nehring - 510-444-0919
- **Revere Academy**  
760 Market St. Suite 900 San Francisco, CA 94102  
Contact: Christine Dhein - 415-391-4179
- **Richmond Art Center**  
**THIS IS THE MAIL IN SITE – no drop off donations can be accepted here.**  
Address: 2540 Barrett Avenue, Richmond, CA 94804  
Ph: 510.620.6772 email: [admin@therac.org](mailto:admin@therac.org) www.therac.org  
Contacts: Alison Antleman - 510-704-1905  
Kato Jaworski - 510-620-6773  
Ed Lay – 510-367-3406
- **Scintillant Studio**  
1258 Valencia St. 2nd Fl. San Francisco, CA 94110  
Contact: Adam Clark - 415-505-1623  
Scintillant Studio Phone: 415-206-1359
- **Metal Arts Guild**  
Contact: Alison Antleman - 510-704-1905  
<http://www.metalartsguildsf.org/>
- **Velvet da Vinci Gallery**  
2015 Polk Street, San Francisco CA 94109  
Contact: Mike Holmes and Elizabeth Shypertt - 415-441-0109

#### Ethical Metalsmiths:

Ethical Metalsmiths is a non-profit organization formed for the purpose of stimulating demand for responsibly sourced materials as an investment in the future. We stand for social responsibility, a healthy environment and materials that are consistent with these values. Our website [www.EthicalMetalsmiths.org](http://www.EthicalMetalsmiths.org) describes our goals, activities and accomplishments as we raise awareness, provide information and promote ethical sourcing among jewelers, metalsmiths and the public.