

## What can M.A. in Jewellery graduates expect in their careers?

Future graduates of the M.A. in Jewellery will provide innovative, enriching and viable impulses in the diverse field of jewellery and related areas through their strong, individual design language and position. They possess a high level of material and technical expertise and the ability to engage in critical discourse.

They are characterized by the complex development and implementation of ideas, concepts and design.

They reflect on the ethical and sustainable positioning, communication, production and marketing of their own work and are highly competent in designing jewellery in its symbolic and haptic manifestation of material and form in relation to its production, the wearer and interaction with our surroundings.



## Design PF Jewellery Master



↑ Yasutaka Okamura, *Gap*, Photo: Yasutaka Okamura

↓ Mira Kim, *Dialogue*, Photo: Petra Jaschke



↑ Julia Schmölzer, *Water Worlds*, Photo: Petra Jaschke

↓ Laura Stachon, *Misappropriate*, Photo: Petra Jaschke



### Studying at Design PF

#### opens: doors and eyes

The School of Design can look back on a history of over 140 years. It stands for experience and consistent quality. Its focus on the arts in particular encourages the evolution of personalities who develop their own artistic and intellectual canon.

We offer the broadest range of design education in Germany and course programs that are nationally and internationally unique. As a result, our graduates are particularly sought-after in the global market.

#### has: awards and reputation

Our students' work is regularly honored with important awards, including the Lucky Strike Junior Designer Award, the Red Dot Design Award and the ADC Junior Award.

#### teaches: interdisciplinarily and internationally

Pforzheim University promotes collaboration within its three schools – from design through development and production to marketing, logistics and jurisprudence – enabling our students to strengthen their visionary thinking and strategic agency.

We cooperate with renowned universities all over the world, such as Central St. Martins, London (UK), Konstfack, Stockholm (Sweden), and Bezalel Academy of Arts, Jerusalem (Israel). Through exchange semesters and projects, our students gain important insights into different design cultures and interact with different viewpoints.

#### offers: practical relevance and market orientation

Thanks to an excellent network with the business community, students regularly develop ideas for the market and understand its system. As sought-after cooperation partners, they work freely in a forward-looking and inspiring environment.

Our ever-evolving approach to teaching reacts to developments in the industry and the demands of professional life. This enables our graduates to work independently, successfully and sustainably in their profession.

#### is: artistic and state-funded

We place great emphasis on artistic fundamentals in painting, drawing, sculpture, photography and audiovisual media. With this focus, an atmosphere is created that allows individual personalities to mature and promotes the development of creative minds.

As a state university, we do not charge tuition fees for EU-citizens (non-EU students please contact the StudiCenter – see below).

All you need is performance, passion, a thirst for knowledge and curiosity, and the individuality that you bring to the table every day.



The MAJ offers us the opportunity to work within the curriculum independently, freely and focused, according to our specific interests. The theoretical content complements the projects – through discourse and reflecting on the process and the results together, multiple perspectives are understood and taken into account, promoting further development on an artistic level. Individually supported by the professors, this results in work of high personal value and quality.

Valentina Michaelis  
MAJ Student

Design PF  
Pforzheim University  
School of Design

Leadership by changing  
perspectives

[designpf.hs-pforzheim.de](http://designpf.hs-pforzheim.de)

Instagram:  
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➤ The new English-based M.A. in Jewellery provides a practice-based environment in which we explore the definition of »jewellery« in a wide variety of contexts and perceptions. Our Pforzheim DNA offers a unique, fertile ground for an open approach to traditional techniques, experimenting with new materials and technologies and a mutually enriching dialog with industry.

Prof. Christine Lüdeke  
M.A. in Jewellery



**The Master of Arts in Jewellery is:** relevance of ornament as more than adornment and developing skills in contextualizing and presenting your work as well as engaging your audience. This enables you to strategically hone your personal focus and jewellery design language through research and experimentation.

**Program Description**

The MAJ is expanding and shaping the broader concept of „jewellery“ and dealing in contexts of material and technology, body and space, series and one-offs as well as tradition and innovation. Jewellery is interdisciplinary; the jewellery context imparts a special relevance in relation to the body, space, social development, culture and the environment.

Our distinctly practice-based focus is enriched by a strong foundation of critical thinking, understanding the anthropological

**Program Content (simplified)**

- 1st Semester
  - Investigation (expand & acquire new insights)
  - Material / Tech Lab I
  - Concentration (personal focus studio project)
  - Reflection (critical studies & impact)
- 2nd Semester
  - Intensification (individual project)
  - Material / Tech Lab II
  - Contextualization (ornament beyond adornment, staging & engaging)
  - Amplification (electives from the master cluster)
- 3rd Semester
  - Masterthesis

↑ Valentina Michaelis, *Bitter Sweet Dependency*, Photos: Valentina Michaelis Model: Franziska Reich  
↓ Olga Struck, *In Pursuit of Clarity*, Photo: Olga Struck, Model: Valeria Roppelt



↑ Janina Au, Lena Hetzel, *Der Massenmensch*, Photo from performance: Eva Janson  
↘ Johanna Galefske, *Twist*, Photo: Johanna Galefske, Model: Miriam Neukam



**Advisory services**

There are different ways to inform yourself and be advised about specific School of Design course programs.

The General Student Service informs you about admission requirements and the application process, and clarifies questions regarding pre-study internships (for undergraduate programs) or the recognition of previous education and training. Members of the programs provide information on the specific program structure, job prospects and career opportunities.

The faculty also organizes information days on a regular basis, where all course programs are presented.

The Werkschau (end of semester show) is the best opportunity to see the results of the semester projects and theses, to talk to students and to take advantage of student advising. Current dates can be found at [designpf.hs-pforzheim.de/werkschau](http://designpf.hs-pforzheim.de/werkschau).

Questions regarding the recognition of transcripts or internships can be answered by our Studi-Center: +49 (0)7231 286724 or [gstudsek@hs-pforzheim.de](mailto:gstudsek@hs-pforzheim.de).

**Application**

The M.A. in Jewellery is international and open to motivated jewellery and object makers with a B.A. degree or diploma in jewellery. We also welcome applications from the disciplines of accessory design, fashion or product design with a particular affinity for jewellery and technical experience. We expect open-minded, critical and energetic personalities, who already have an educated interest in experimentation and proof of independent artistic, creative or technical expertise.

Show us your ideas and research topics that you are interested in exploring and deepening during your master studies.

The application deadline is always April 30 for starting your studies in October of the same year. Details on the application and admission process can be found on our website.

Please contact us directly for individual advice on specific program related questions: [designpf@hs-pforzheim.de](mailto:designpf@hs-pforzheim.de).