

A



aureus

A journey guided by craftsmen

Aureus is a small, independent Jewellery store that offers a solution to sustainability issues within the gold jewellery industry. The store takes a twist on traditional retail arrangements by creating an interactive element that benefits both the buyer and the seller. The ground floor offers high quality workshops for customers to carve and cast their own bespoke items, utilising their own recycling gold to keep materials in circulation. The basement provides a studio space in which goldsmiths can rent out a table to design and craft their own pieces, that they can then exhibit and sell in the store. The store has a welcoming, comfortable atmosphere, taking inspiration from Glossier's Seattle store, designed by their in house team, to bring a whimsical feel to the space. Unique bespoke tables were designed for the store, that reflect both quality and practicality, inspired by the form of the petal tables in Takahashi Hiroko's workspace, designed by Schemata Architects.

Keeping jewellery circular

Sustainability in the jewellery market centres around the idea of not being harmful to the environment and reducing the waste of natural resources, as non-renewable sources such as gold and silver are depleting, (Teegne, 2019). This project aims to keep cycling these existing resources by only utilising old, unwanted gold.



Teegne, S. (2019). *Sustainable jewellery. An alternative approach to sustainability in jewellery.* [Masters thesis]. ARC III-School of Design. <https://www.politesi.polimi.it/handle/10589/151991?mode=complete>

Experimental maker Glass Deva Interview

Glass Deva create personalised and bespoke fused glass gifts and cards, as well as hosting a variety of glass making workshops.



After reaching out to Glass Deva, they provided an array of information about the success of their workshops. They believed that involving women in their workshops really helped to spread the word about their brand, which supports the demographic that Aureus is targeted towards. Another point they made is that they found great success in providing a retail space as well as workshops as consumers tend to return and buy their items, which Aureus also aims to do to support the small jewellery designers

Tools and Equipment



Lost wax casting process



1. Using a wax tube, first cut a standard ring shape, and then use a scribe to outline the design.



2. Using a carving file, refine and smooth design.



3. Using a torch, attach a wax sprue to begin the casting process.



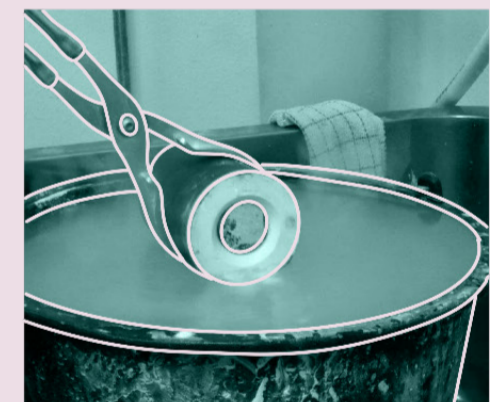
4. Weigh the wax in order to calculate the amount of material needed for casting.



5. Attach to a sprue base and add to a flask, then, use investment powder to create a mould, ensuring that a vibrating plate is used to ensure no gaps form in the mould.



6. A centrifugal casting machine is then used, metal is melted into a crucible, poured and spun to fill the mould.



7. The ring is then quenched in a bucket of cold water to cool.

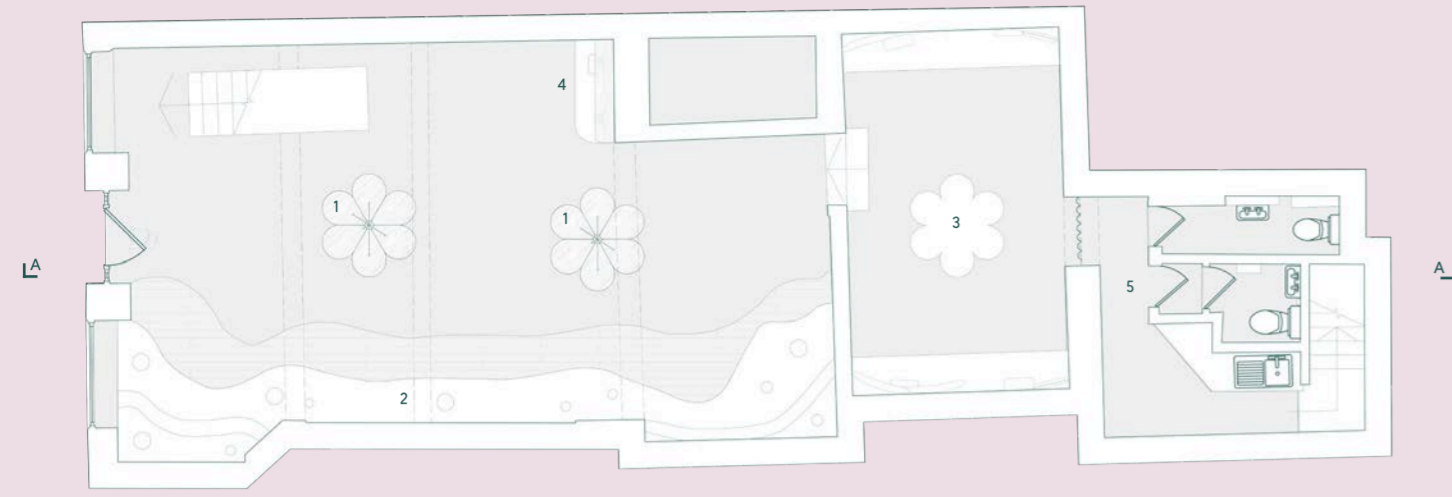


8. Polishing, setting and finishing then occurs.

Cooksongold. (n.d.). *Everything you need to know about lost wax casting.* The Bench. <https://www.cooksongold.com/blog/learn/what-is-the-lost-wax-casting-process/>

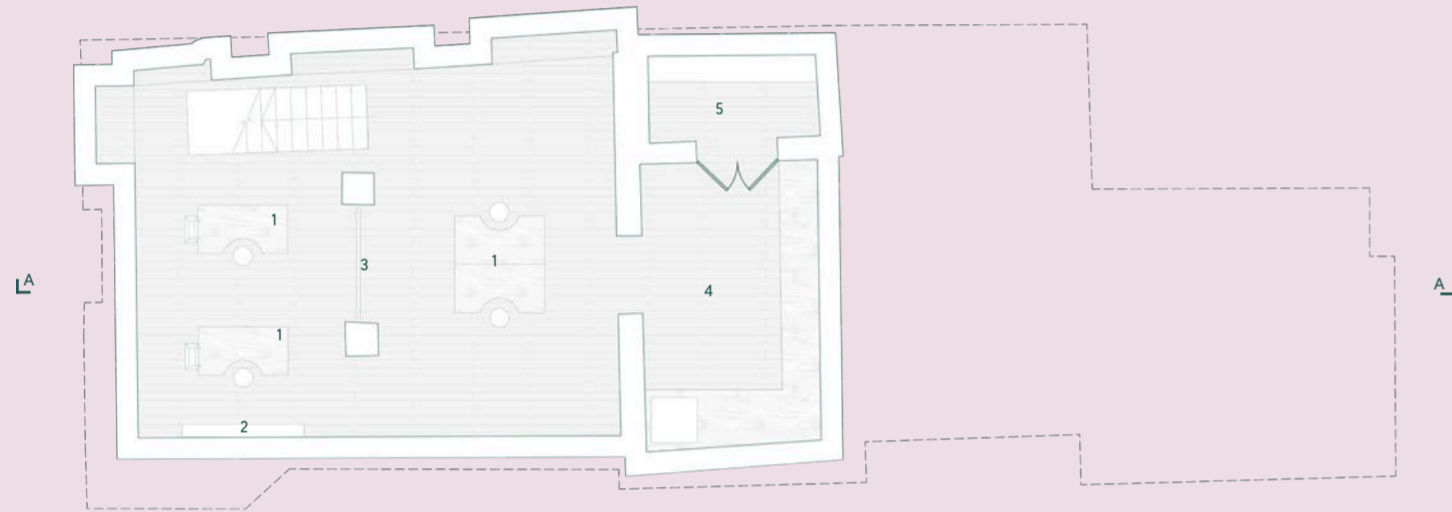
User groups

Aureus mainly has a female demographic that applies to a large number of ages. The store provides the opportunity for female friendship groups to get together and learn a unique craft that not only provides them with knowledge and skills, it also allows them to own a physical keepsake of this memory that they can wear and cherish forever. As Chester already has a growing workshop market, this store compliments the city perfectly as it provides a space for groups to gather and be creative.



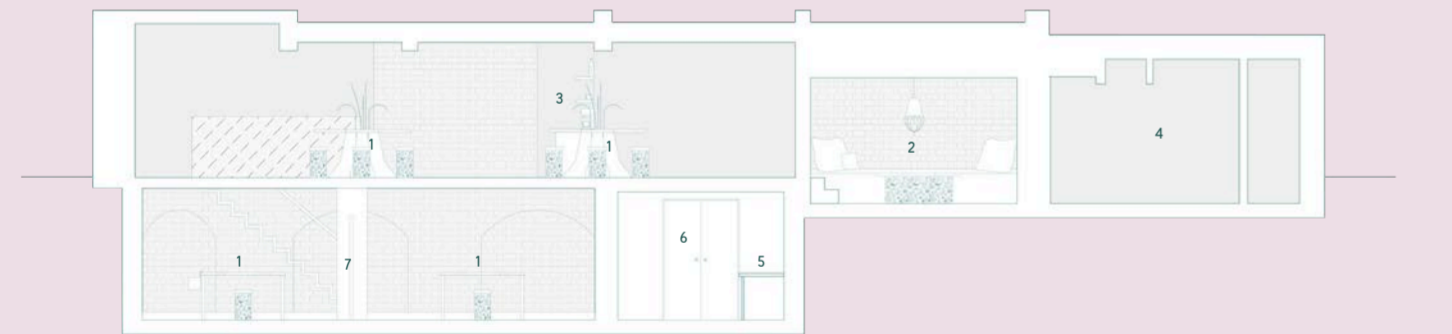
Proposed ground floor plan

1. Workshop tables
2. Jewellery display area
3. Meeting/conversation room
4. Kitchenette
5. Toilets



Proposed basement floor plan

1. Workshop tables
2. Tool display area
3. Privacy screens
4. Casting room
5. Storage area



Proposed section A-A

1. Workshop tables
2. Meeting/conversation room
3. Kitchenette
4. Toilets
5. Casting room
6. Storage area
7. Privacy screens

The Site

As 11 Lower Bridge Street is not a direct part of the main city centre, it is the perfect location for this kind of store. Most customers who take part in these workshops do so to own a unique and one of a kind item. The almost hidden aspect of this location really adds to that prestige and unique feel as it almost has a secret feel to it that not everybody knows about. With this location having two floors, it is ideal as it allows the designers that rent the studio spaces to have their own private area to work, but it also gives them the opportunity to physically display their work for customers to see, which they would not have if they only sold online.

Travelodge

Tesco

HotBox takeaway

Site

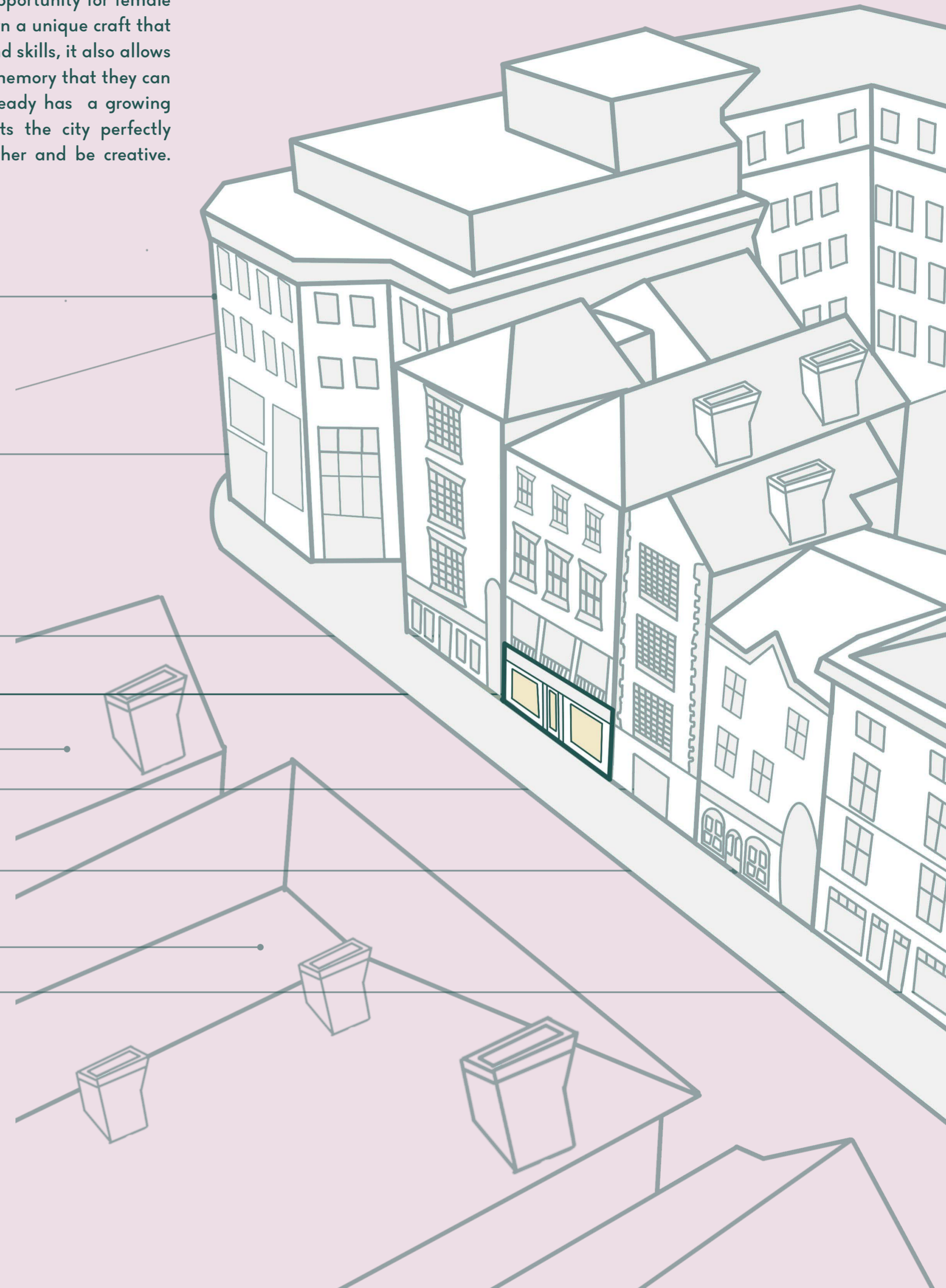
Outdoor and country store

Headmasters hairdresser

Estate Agents

Wild floral design

Estate Agents





Perspective of studio



Perspective of kitchenette



Perspective of retail / workshop space

Approach to Materiality

Aureus not only has the goal of increasing sustainability within the jewellery market, it also aims to create a unique, comfortable space that is inclusive to all. Aspects of the store, such as the table design, aim to reflect the level of craftsmanship that the store has to offer, whilst providing functionality and flexibility to the interior. The interior also helps to spread awareness about the skill of lost wax casting by providing unique opportunities that most normally would not have access to.



Individual table

- individual work table that allows customers to carve their jewellery item
- fully flexible lamp to allow for precision lighting



Completed table

- individual tables join together to form a flower
- tables can be arranged in multiple ways to best suit the store



Stool

- stool made from polished brass with ornately carved floral design
- fitted with a velvet cushion for comfort

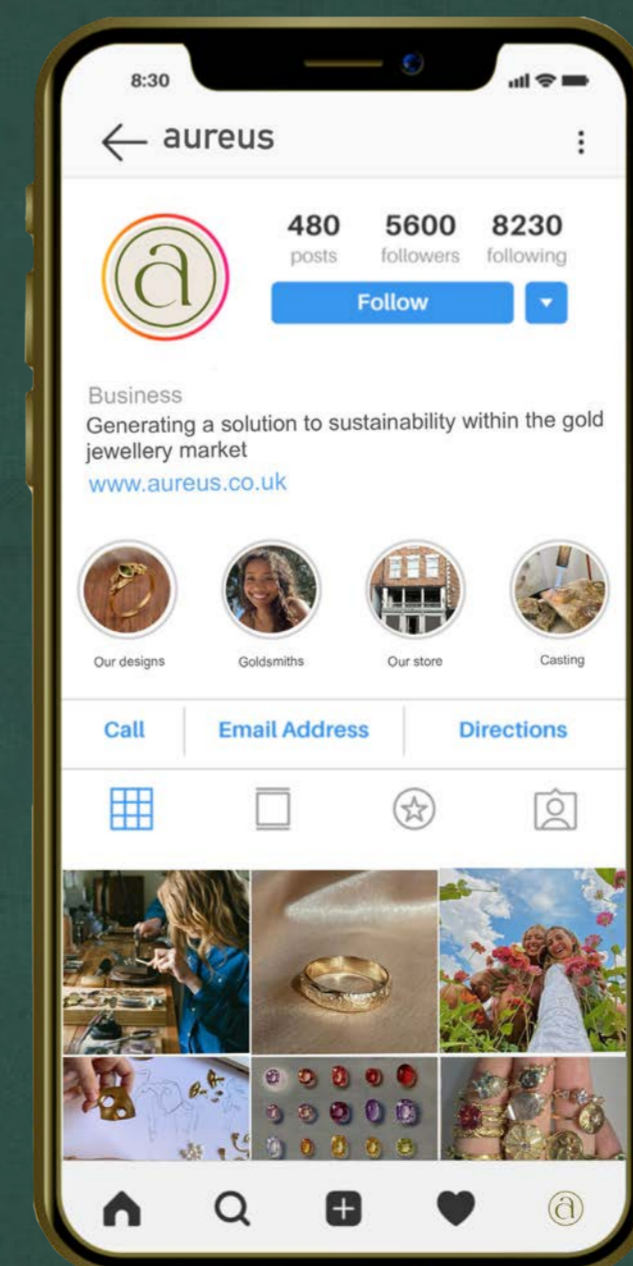


Perspective of meeting area



Material board and specification

1. Inner Space Cheshire naturemoss finish on jewellery display unit.
2. Solid Oak with Littlefair's interior wood dye in light oak finish.
3. Giorgio Graesan polished plaster with colour KD pigment.
4. Tailor-made custom cut polished tiles in TM6 brilliant green and TM6 Verde Karzai.
5. jsxq CuZn33 brass sheet to be moulded around cork table base.
6. Pratt and Larson 'Kat + Roger' 2x6 ceramic tiles in dune and coral glaze.
7. Stones of Brazil white sao tome fan mesh paving.
8. Eliza Henri party pink crushed velvet fabric.



Encouraging Engagement

Meaning a coin from ancient Rome, the name Aureus links Chester and gold jewellery making perfectly together. Aureus has a goal of bringing people together to create a welcoming community of individuals who are passionate about the craft of jewellery making and sustainability. The store has a prestigious feel, so the use of social media and exclusive business cards to promote the business helps to push this message.

