



DEVELOPMENT PROCESSES OF INNOVATIVE JEWELRY ART IN UZBEKISTAN

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ABSTRACT

The article analyzes the innovative style and jewelry based on it, created in 2000-2022 on the basis of such trends as modern, non-traditional, modern, avant-garde in the work of young jewelers and their creations. It was analyzed that the creativity of representatives of the older generation and many other young talented jewelers in the innovative direction continue to strive to create innovative jewelry, as well as to produce high-quality original jewelry in jewelry factories, enterprises and brands.

KEYWORDS

Creativity, innovation, modern, avant-garde, ethno, classical, constructivism, mokume-gane

INTRODUCTION

Due to the wide opportunities created for jewelers in our republic, jewelers working in almost all regions of the country are developing their art and creating new works of art using the best ancient traditions and rich experiences of jewelry. For young jewelers creating in an innovative direction, the artistic tradition is like the philosophy of the essence, representing the world of the first principles of the heavenly order, the knowledge of our ancestors who discovered the laws

of jewelry creation. In the work of young jewelers, there is a single observation in all local schools, which means the struggle of good and evil, expressed in the traditional symbolic language of shapes, colors, figurative and decorative motives.

THE MAIN FINDINGS AND RESULTS



During the first 20 years of the XXI century, Gulnora Tosheva from Tashkent, brothers Mukhsin, Tal'at and Bobur Dadamukhamedov, Mirvosil Obidov, Bobur Mukhamedov, Mekhriddin Khalikov, Ramziddin Azizov, Anel Ulumbekova, designer Ulugbek Kholmurodov, Yakhyo Abdujabborov from Margilon, Sharifjon Raupov from Guzor (Kashkadarya) , Shokhrukh Khamraev from Bukhara, Shavkat Khatamov, brothers Otabek and Oybek Tillaev from Samarkand, Odil Tajimuratov from Chimboy (Karakalpakstan) such many young jewelers are creating traditional, modern and innovative jewelry based on nationality. Today, we can divide these trends into classic, ethno, avant-garde, modern, minimalism, etc. Among them, E. Gostev, N. Kholmatov, L. Avakyan were the first to create in the innovative direction, and today, young talented jewelers such as A. Ulumbekova, U. Kholmurodov, M. Kholikov, R. Azizov are working and creating innovations.

Among them, E. Gostev's works are especially commendable. Each work of a jeweler has its own form, and some of the forms used show oriental lines. Each ornament in the works of E. Gostev is very carefully thought out. Small decoration blends into the central pattern. The master first imagines the shape of his future works. Only after all aspects have been carefully thought out will he begin practical work. If the invented copy of your imagination does not require processing only in the mine, it will immediately be replaced by other raw materials. This indicates that the jeweler's skills are high.

At this point, it is permissible to dwell on the creative researches of another master jeweler, national craftsman of Uzbekistan, N. Kholmatov. N. Kholmatov's jewelry is distinguished by its unique construction. At the same time, we can see that these jewelry samples are reminiscent of small-scale brightly decorated embossed compositions, giving them a

certain semantic emphasis. In his works, the author achieves the clarity and simplicity of the artistic solution as a result of embellishing the flat surface of the mine with colorful stones and patterns. He is praised for his fine artistic sensibility and creative approach in the pursuit of innovation, the representation of color, the symbolism of images and the philosophical depth of the subject in his works. N. Kholmatov's jewelry is especially distinguished by its unique construction. At the same time, these jewelry samples are reminiscent of small sculptural compositions with bright decorations, giving them a certain semantic emphasis. As a result of this, it is important that the modern style or trend in his work, through active creative search for innovation, carefully treats the traditions of the past, sincerely assimilates them, and makes his due contribution to the formation of the achievements of world art. One of his works created in this style is the "Crow silk" amulet, created in 1982, which was included in the expositions of the Museum of Applied Arts of Uzbekistan. The amulet consists of five parts, and the fact that its appearance is taken from the copy of the atlas of the same name indicates the high potential of the creator. The reason is that reflecting the shapes and patterns of satin fabric in jewelry required a high level of creative approach from the jeweler and was considered as a novelty in Uzbek jewelry art. At the same time, the amulet is included in the exposition of the State Museum of the History of Applied Arts and Crafts of Uzbekistan. (Uzbekistan State Museum of Applied Arts and Crafts History, Inv. №. 324).

Jeweler-designer Levon Avakyan worked in Tashkent from 1987 to 2000 and is a member of the Association of Designers of the Former Union. He participated in the exhibitions of Uzbek contemporary artists, which were presented in the State Museum of Antiques and Jewelry of Uzbekistan, the International Biennale of Modern Art (1996, 1998), the exhibitions of modern



applied art in Moscow, St. Petersburg and Almaty. After moving to Montreal, he collaborates as a designer with a number of jewelry companies in Canada, working on individual art projects for international projects.

Lovers of jewelry art are also familiar with the work of artist-modeler, jeweler Anel Ulumbekova. A. Ulumbekova, a student of the famous jeweler L. Avakyan from Tashkent, managed to take a place among the leading jewelers of the republic with her unique creativity. The assortment of his creations is wide, including rings and necklaces etc. A. Ulumbekova's works are distinguished from the works of other colleagues by their freedom of composition and liveliness. They do not show the traditions of any school of jewelry or the influence of any master jeweler. It is evident that the young jeweler tried to discover the uniqueness and charm of each metal through his observation and research. In the process of working with metal, the craftsman creates unexpected shapes by melting pieces of metal into different shapes. A. Ulumbekova is using this delicate moment to discover unexpected and interesting forms of composition through a little artistic and technical treatment. In turn, it is appropriate to describe the style and direction of his research as innovation. The reason is that his works are rich in unusual and unexpected elements and forms.

Talented jeweler, founder of "Holmuradov Design" brand, member of "Craftsman" association, designer-jeweler U. Kholmurodov's works are also noteworthy for their technical delicacy and trying to show metal decoration in style. Levon Avakyan's student, U. Kholmurodov, continues the traditions of his teacher. U. Kholmurodov's methodical researches in his work include two main directions. According to the author, "the first direction is the East", which has very strong combinations of modern design.

His jewelry - arm and neck jewelry made of metals such as gold, silver, brass and various stones are distinguished by the fact that they can always embody a certain mood. Ulugbek Kholmurodov made bracelets, rings, necklaces made of metals such as copper, brass, nickel, silver, gold, platinum and studded with stones such as turquoise, louvard, agate, chalcedony, coral, etc. is commendable. The jeweler, who started his creative research since 1995, founded the "Holmuradov Design" brand by 2010. This brand has a meaningful, deep philosophy and jewelry enriched with geometric lines and shapes. Jeweler's "Heritage", "Grill", "Box", "Oriental", "100% Cotton", "White Gold & Diamonds", "Modern" jewelry collections created on such topics brought popularity to the jeweler. The "Holmuradov Design" brand is known for its geometric designs, socially oriented projects and bold jewelry. Therefore, each piece of jewelry stands out as an independent art object. Through the use of architectural elements, the jeweler in these jewels expresses his vision of time and space through it. In a word, U. Kholmurodov's jewelry works reflect the expression of innovative solutions in a modern style based on constructivism.

Another young jeweler working in an innovative direction is Ramziddin Azizov, who first started his creative career at the "Ornament with Adornment" enterprise. In 2015, he founded the brand "Ramz Jewel" and continues to operate under this brand name. R. Azizov's jewelry is a connection of the past with the present, in which traditional jewelry and forms are closely related to the rhythm of modern trends.

Another representative of this trend is Fanis Akhmetzyanov, who lives and works in Chirchik, Tashkent region. He has been working as a jeweler since 1986, mastering the craft of jewelry. In order to expand the range of raw materials used in his creations, he turned to the method of artistic



processing of knives as one of the branches of applied art and artistic crafts. This, in turn, enabled the master craftsman to use a wide variety of raw materials. Working with wood, steel, silver, bone, stone, leather, horn and Damascus steel helped to reveal his various creative sides and express himself. F. Akhmetzyanov is always in search of creativity, he learns new methods to experiment with his ideas, he looks for new innovative tools. Creative research led him to use Damascus steel, which he used not only in knives, but also as an additive in jewelry. Recently, the “Mokume-gane” technique used by Japanese jewelers appeared in his work. “Mokume Gane” is a Japanese metalworking technique that has been around for 300-400 years. This name consists of several Japanese words: “mo”- wood, “kume” - texture, “gane” - metal, which can be translated as “wood-like metal”. In fact, the essence of this technique is to create a pattern of tree bark on the surface of jewelry made of metal. Applying this technique to both traditional and unusual jewelry will further increase the creative possibilities of the jeweler. It is no exaggeration to say that the mastering of this unique technique by the jeweler and its use in the jewelry he creates is a unique innovation for the jewelry art of our country.

The work of Gulnara and Aleksandr Barkovskiy, a team of jewelers who have been working together in an innovative style for many years, has a special color. The mutually authorial style of the two creators is associated with a mixture of ethno-historical signs, symbols and mythopoetic semantics of decorative patterns from different cultural periods, defined by impeccable execution techniques, the use of precious metals and high-quality natural pearls and minerals. In their work, two trends that develop independently of each other are distinguished: jewelry design, imbued with the spirit of the European style, oriented towards figurativeness and decorative expressiveness.

In their work, the Barkovskys refer to the original jewelry traditions. Thus, the beautiful author’s stylization of the Central Asian jewelry style - the “Monisto” collection, consisting of an ancient pepper necklace, river pearls and an ancient Bukhara silver coin, is a vivid expression of our above idea. The collection’s necklaces are decorated with a complex woven chain made according to the ancient traditional Uzbek technology. An interesting attempt to expand plastic thinking in the art of jewelry is demonstrated through the “Blue Enamel” collection and “Skeleton” earrings. “Blue Enamel” collection is a unique interpretation of the look and color of Rishton ceramics. The decoration of the collection is created using the technique of tagnishin in blue, blue colors and blue turquoise stones. In this case, the authors go beyond the “laws” of jewelry art, taking the elements of Rishton pottery as the main artistic source. At the same time, they achieved the effect of “recognition” of the Uzbek folk style while preserving the associative-figurative palette of folk semantics and the emotional elevation of oriental patterns.

Although, the main field of their creative research is intellectual content, which is reflected in particular in “historical and classical quotations”, elements of finds in various styles and even in decorative techniques from other art forms and used in the formation and decoration of works. Thus, the modern jewelry art of Uzbekistan confirms the antiquity and stability of traditions. This, in turn, indicates that innovation occupies a primary place in the work of Gulnara and Alexander.

Today, the time demands to bring the jewelry industry to a new level in our country. Because jewelry products are sold all over the world. Today, the global production volume in the jewelry industry is growing by 5-6% per year, and the turnover exceeds 250 billion dollars, which shows that there is a huge market in this



area. In our country, this field was neglected for many years. 80 percent of the equipment of jewelry enterprises was worn out, some of them stopped production. Favorable conditions have been created for the active attraction of foreign investments in the industry, as well as comprehensive support of local manufacturers in the production of competitive and high-quality jewelry due to the opportunities provided to the jewelry industry at the state level in our country. In this regard, the limited liability company “Gold Moon Tashkent”, which was launched on January 15, 2021 in Tashkent on the basis of the former “Fonon” research and production enterprise, is one of the results of these opportunities. The annual production capacity of 6 tons of jewelry has been established within the framework of this project, the value of which is about 21 million dollars. It was installed using modern equipment from Italy, Germany and Turkey. More than 200 skilled jewelers were involved in the work. Italian designers and technicians are teaching them their skills and experience. The products of this company are distinguished by their modernity, quality and elegance. Today, their customers are increasing and replacing imports. Currently, products are produced in 4 directions, these are: casting models, self-woven chains, printed jewelry and hollow jewelry.

Also, on June 27, 2022, a project presentation of the jewelry production enterprise “Gold City Khazarasp” was held in Khiva. On July 10, the “Gold Center” established under the “Gold Invest Silver” enterprise in Namangan city, and on November 17, the largest shopping centers in Central Asia “Chorsu Gold Center” were launched in Tashkent. The stores in the shopping centers sell products from Italy, Turkey and the Commonwealth of Independent States, as well as the products of our country’s factories such as “Fonon”, “Gavhar”, “Butterfly”, “Silkway Jewellery Manufacture” LLC, “Sofizar”, “Gold Invest”, “Nonna Gold”. the sales process has been launched.

CONCLUSION

For the jewelry system to rise to the industrial level and operate in a favorable business environment, there are enough legal bases, financial opportunities and incentives. Following the old sayings, the main task is to compete with the famous brands of the world, to occupy the world markets with modern jewelry in harmony with the nationality. In this world where more than three and a half billion women live, the scale of work for jewelers is very large, but it is not an easy task to find a way to their hearts, to make masterpieces worthy of their delicate tastes and personalities. Therefore, due to high responsibility, great patience and research, unique and unique jewelry was created and continues to amaze the people of the world.

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