

**A**melie Blaise graduated from a famous Parisian design school (ENSAMMA Olivier de Serres) and in 1999 she obtained her Master in Applied Arts at Sorbonne University in Paris.

Since her teenage years, Amelie has found a special way to express herself through her photographic research. As she studied, she discovered how to work with material and was mainly interested in synthetic materials. She is fascinated by searching how to use those materials in a different way than they are made for. In 2000, when she finished her studies, she started to create ranges of lights, jewels and decoration objects, which all contain her photographic work thanks to original technical processes she developed herself.

## Design and photography

With her aesthetic and technical approach, she brings a new dimension to photography. Amelie explains why she uses pictures in her work:

«A picture can reveal as much as it can trick. I like working on this ambivalence, by pushing photography out of its two-dimension world. My approach consists in making objects of pictures I shoot. I cut out, break up, reframe the photographs in order to extract their graphic, chromatic, sensory and their semantic quality. This is how I'm trying to bring a sensitive reading of my objects, adding to their purpose a subjective and narrative dimension.»

Her work is immediately discovered and bought by Parisian shops, and then Amelie decided to create her own brand. She refined her technical processes, organizes personal exhibitions, took part into collective exhibitions, trade shows for designers, and she was selected to be in the line-up for trade shows in France and Switzerland.

## From Paris to the whole world

In 2003, her sister joined her to set up a company to market her creations. Today they are sold in many European countries, in famous museums in the United States and lately in Asia.

At the beginning, Amelie found her themes of creation in the plant and flower world. As the years go by, her photographic world and her style have changed, enriched by her dreams, her everyday life and her look on the world. She is inspired by the dream universe of birds, western time and its retro pictures, a travel at the other side of the world, antiques found in the attic of the family house...

## A unique style

Since two years, Amelie has devoted herself to jewels collections that allow her always to test new technical processes and express her creativity. Discreet and convinced, that young designer builds her own world : sensitive and intense, affordable and unconventional. Collections after collections, she claims her original style in the costume jewellery world.

## Amelie Blaise, her story



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PARIS