



Laura Berrutti, the immensely talented Uruguayan designer behind her eponymous jewelry label, is loved for her unique minimalist silver jewelry collection that plays on shape, volume and form. Stones sit suspended in sleek architectural forms.

Primarily a self-taught jeweller, we asked Laura to tell us a bit more about her personal story and how experimentation, pleasure and inspiration drive her exquisite creations.

What is your story?

I was born and raised in Montevideo, Uruguay, a small country in South America, sandwiched between Argentina and Brazil. Uruguay is a country with a strong European influence, but with its own unique South American flavor. Like most Uruguayan families, mine is close knit. We meet almost every Sunday for the traditional barbeque and talk loudly about politics and current issues. Uruguayans love to converse and debate. Art, literature, movies and music are always part of our daily lives and shape our aesthetic spirit. I moved to the United States four years ago with my husband after working in advertising for many years in Uruguay and Central America.

What are your inspirations? What led you to become a designer?

My inspiration has been the pursuit of pleasure through the creation process.

I tend to be creative in everything I do. The search for beauty is a powerful motivator in my life. Working in advertising, as I did for a number of years, one is constantly looking for innovative and fresh ways of doing things, and that has influenced me to be constantly updated on a variety of artistic disciplines.

For a number of years, I wanted to make jewelry but didn't know how to start. Everything began for me when I accepted a new job in Guatemala. There, I met Reihanrd Zoels, a German jeweler based in a remote village called Panajachel, bordering the beautiful Lake Atitlan. He was my first and only teacher. The rest of my learning was self-taught through books and experimentation. The lack of a formal education in jewelry making has advantages and disadvantages.

The biggest advantage is that I feel unlimited freedom to play and experiment with techniques and forms without order or discipline. I have no stylistic or technical impositions and feel free to sharpen my observation and explore my creativity in depth.

The negative side is a road filled with frustrations that come with "trial and error" in the absence of a mentor, which in turn is positive, because I have always have a new challenge to overcome.

Who do you envision wearing your pieces?

My pieces are for people with an appetite and curiosity for distinctive objects that help them to express who they are. I guess they are people comfortable with themselves, establishing their own personal style guided by their artistic and aesthetic sensitivity. They are not easily seduced by fashion trends or by massively consumed, luxury items.



They appreciate the luxury of jewelry and enjoy creative designs with artistic value and high quality from unknown artists.

What have been your greatest challenges as a designer?

Jewelry is still a part time activity. It is my main source of pleasure, but not income. I am not in the stage of production to turn jewelry making into my main occupation. Selling at a small scale allows me the freedom to continue creating without restraint.

Could you describe your process? How do you go from inspiration to finished piece?

I enjoy working openly and spontaneously. Sometimes I have an idea in my mind that I first develop on paper; however, most of the time I go directly from the idea I have in mind to the sheet of metal. Many of my pieces were inspired by architecture and everyday objects.



Inspiration from Michael Thonet chairs at MAC Museum in Vienna

In that sense "less is more" –the concept that Mies van der Rohe developed in his work, is a concept that guides my work and also my personal lifestyle. Brazilian architect, Oscar Niemeyer is another artist that inspired many of my pieces, as well as other artists from the "applied arts" field that is another great source of inspiration for me.



Inspiration from Oscar Niemeyer's Niteroi Museum in Rio de Janeiro



Inspiration from Oscar Niemeyer's Museum in Curitiba

What is your favorite piece you've created and why?

There is a story behind each piece, and it is hard to pick just one. I find the sphere stone collection very interesting. Because of the spherical shape of the stones, there are limitations for the stone setting. The stone settings were developed to appreciate the stone from every angle, and allowing for a connection between the user and the ring, as should be in my opinion. Also they can be seen as kinetic rings.



Sphere Stone Collection by Laura Berrutti

Which other designer on Boticca do you admire most?

I like the work of [Naomi McIntosh](#), [Jerome Olivei](#) and [Aroscha Luigi Taglia](#). All of them have a distinctive, artistic style. You can easily appreciate what they have mastered in their techniques, and aesthetics, and their design work is engaged with high quality.

So what's next?

I'll just keep working, experimenting, designing and getting pleasure from the creative process.

Posted on February 23, 2011

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