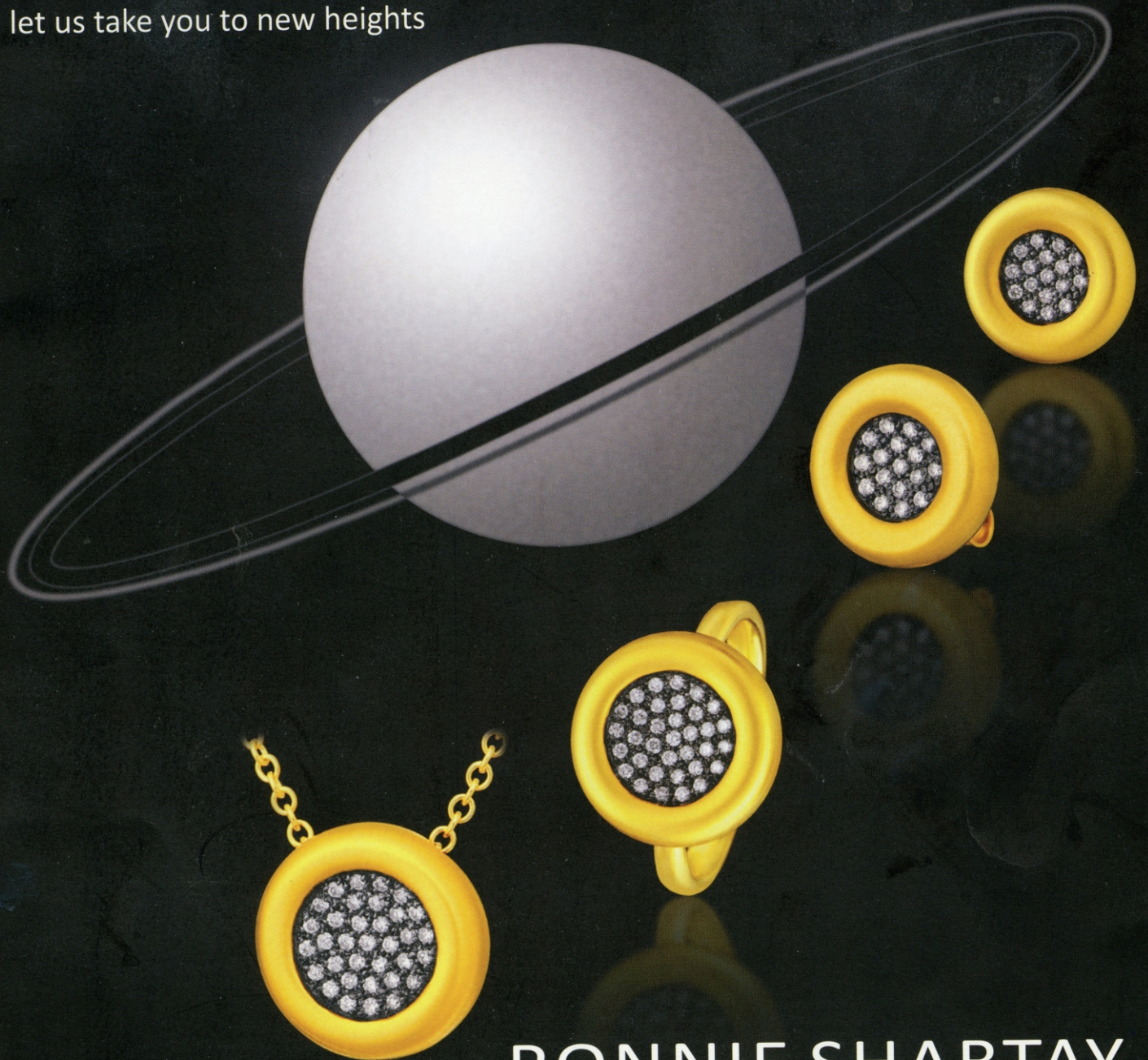


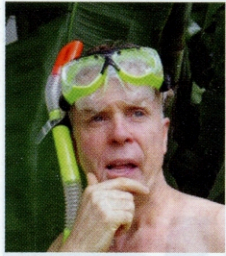


jewellers trade

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RONNIE SHABTAY



Seashore to Showcase

One man's journey to an international brand



Where you end up in life is not always where you planned to be, many times it's a surprise to find yourself doing what you are doing. That is certainly true of Dr William Kovel.

His exploration of "the road not taken" involved a number of career paths and serendipitous accidents that led him to pursue a calling in jewellery.

A love of the natural world, interacting with many different kinds of people, a love of fashion, international travel, creativity on all levels, growing a business, family, social responsibility, hard work, long hours...these skill sets are necessary to establish an international jewellery brand. Those were acquired by Kovel along the way but that is only part of the story.

Kovel Jewellery is Dr William Kovel, a dentist turned jewellery designer. But he has also lived multiple lives as a tuna fisherman, public artist, sculptor, naturalist educator, poet, all of which helped, prepared and formed him for his evolution into jewellery, with a design emphasis on the natural world.

He studied biology and ecology in New York before gaining an advanced degree in dental medicine. As a dentist he specialised in cosmetic and reconstructive dentistry practicing in the USA for two decades.

Jewellery design has similarities to cosmetic dentistry in that you are helping to boost a client's self esteem so they look and feel more beautiful and better about themselves. Dr Kovel has always felt inspired to assist others to look more attractive.

He also studied the mythology of ancient cultures to help understand the history of adornment in jewellery arts design. Architecture

is another long time arts interest he called upon to develop the layout and look of his dental office building and his jewellery collections.

From day one Dr Kovel has had a love affair with the sea. When he was born his parents took him down to the seashore to bathe him thrice daily in sea water to cure skin eczema. That initial immersion in salt water would set a creative bond that lasted for a lifetime.

Dr Kovel's ocean connection deepened. He fished the many oceans of the world for the pelagic, i.e. tuna, marlin, sharks, and billfish many times going it alone. He fished alongside captains like the legendary great white shark fisherman Frank Mundus, who was the real life inspiration for Captain Quint in the movie Jaws. He became a certified scuba diver and explored the world's coral reefs.

One day while fishing a deep offshore part of the Atlantic, he hooked a yellow fin tuna, brought it aboard and looked it in the eyes. The tuna looked back and that was the end of "take everything" as hunter of the sea. Without realising it, that fish on that day imparted a mission to Kovel to become its voice and advocate through his art and jewellery.

"The ocean has shown me her many secrets and I made a pact with her not to betray that trust."

While Dr Kovel was a dentist he learned to design, create and produce public art. His self taught knowledge came from reading the large collection of art books he acquired during his frequent travels to Mexico and South America.

Attending fine art museum tours and keenly observing while fishing, scuba diving and whale watching also influenced his work.

His passion for life in the oceans drove him to create, even before he understood what he was doing. One of his early ideas was to make "big fish" sculptures that were later to be called art. He knew he wanted to infuse his feelings for the sea into something the average person not exposed directly to the beauty of the deep ocean could understand and learn to appreciate.



Dr Kovel went on to become a recognised sculptor and public artist for years creating large outdoor installations for major marine aquariums, and for a public school. He fabricated large welded aluminum sharks and fish for a city and produced coral reef interiors for commercial clients. He lectured on creativity.

Eventually the call that had overlapped his professional career superseded it. In 2003 he left the practice of dentistry to devote time to travel, study and to produce more art and to design specialty jewellery collections. These included a commissioned jewellery sculpture for Asian royalty and ultimately to focus solely on jewellery design and learn the production and manufacturing sides of the business. He apprenticed to gifted jewellery designers Desmarais and Lee and artisans in the USA and Asia.

Spreading a message of celebration and beauty has always been the goal. Beyond that he would like people to understand and embrace active stewardship of the oceans and rainforests.

His collection ideas now have expanded with a Cornucopia Fruits Collection, a Music Collection and an Australia Collection. Part of the profits goes to smaller local projects that enhance life in and around the oceans and forests. Dr Kovel also designs jewellery for nature and culture groups without charge,

to help them raise money.

Dr Kovel currently has sales in Australia, the Americas and in the Caribbean. He continues to look for representation and new sales outlets and opportunities. He can be reached on 07-5641-1121 or by email at koveldesign@gmail.com His website is www.koveljewellery.com ♦

Kovel

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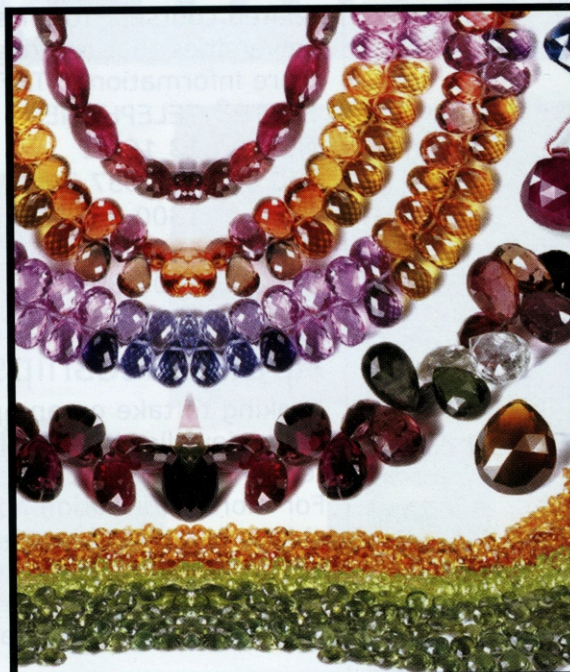
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