

AN Artist

IN THE

MAKING



● SHARON GIVONI

MORE THAN 20 YEARS AGO, AYALA BAR MADE THE DECISION TO START HER OWN CRAFT STALL IN A LOCAL MARKET IN TEL AVIV, ISRAEL, WHERE SHE COULD DISPLAY HER UNIQUE CREATIONS. SHARON GIVONI REPORTS.

EVEN AT AN EARLY STAGE IT WAS APPARENT THAT FABRICS WOULD BECOME A MAJOR PART OF AYALA'S DESIGNS.

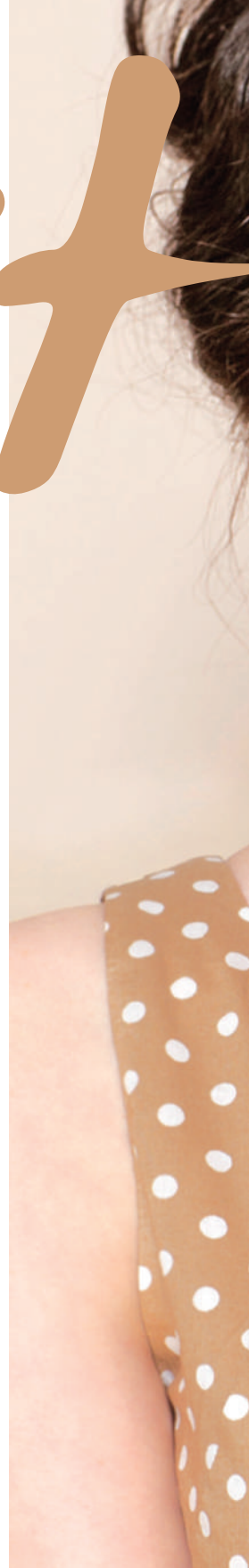
She admits however, that in the beginning, her style was a little bit too 'out there' for the average market-goer, but she soon developed a range of intricate wearable mosaics that proved immensely popular.

Fast forward to today and Ayala has come a long way. Her collections have established a global reputation in their own right. Those first pieces she sold on the streets of Tel Aviv evolved into her Classic Collection, and she now boasts three other collections; Radiance, Hip and Signature Collections.

COLLECTOR'S PIECES

AYALA'S JEWELLERY ITEMS ARE MUCH-SOUGHT AFTER, WITH A STRONG FOLLOWING AMONG COLLECTORS GROUPS AND FASHION BLOGS FROM AROUND THE WORLD. The Pretty Blog has labelled them "investment pieces" praising them for being able to "brighten up a simple tank top or add some sparkle to a little black dress".

Blogger Lady Melbourne raves about the 'one-off' nature of her pieces and celebrities wear her jewellery. Her work has also recently been featured on the cover of The Australian Women's Weekly.





HARMONY IN CONTRAST

IN ADDITION TO USING DISTINCTIVE COMBINATIONS OF TEXTILES AND FABRICS, AYALA GRAVITATES TO THE THEME OF CONTRASTS. THIS, SHE TELLS ME, MANIFESTS ITSELF IN HER OWN PERSONAL LIFE AND FLOWS INTO HER ART.

Whether it be in terms of the unique aesthetic that fabrics have to offer or the beads and fittings themselves, Ayala indicates her aim is to push the boundaries of fashion. The result is a riot of colours and textures that form unique works of art. For example, her past pieces have included combinations of flowing tassels juxtaposed with the harsh straight lines of metal fittings and additional Persian styles.

"In fact, my fascination is to match unusual stark combinations together to create dialogue between the wearer and the observer".

HOW SHE WORKS

IT SEEMS THERE IS NO FORMULA TO AYALA BAR'S CREATIVE MUSE. SHE SAYS SHE SPENDS A LARGE PART OF EACH WORKING DAY 'PLAYING' ON HER PATTERN BOARDS FOR HOURS, ASSEMBLING SMALL PIECES OF FABRIC SHAPES UNTIL THEY NATURALLY FIND THEIR OWN FORM. The creative process is ongoing and sometimes, when she can't find an exact fit, she designs the fabrics in-house and then crafts them into beads herself.

Due to her exacting standards, a single bead can take hours to design and manufacture but Ayala insists that individual craftsmanship is central to her work.

With the increasing demand for her jewellery, it takes approximately 60 craftswomen to thread, cut, stitch and assemble the pieces in time for each new collection.

WHERE DID HER INSPIRATION COME FROM?

EACH AND EVERY PIECE OF HER JEWELLERY COLLECTION IS IN FACT A RICH COLLAGE FABRICS, BEADS AND A VARIETY OF INTRICATE FIXTURES AND FITTINGS. It was her work as a costume designer and visual merchandiser that was the beginning of her involvement with textiles.

"I love the warmth, variety and textures that fabrics provide and this lends itself so beautifully to ornamental jewellery items for women to wear", she says.

GLOBAL INSPIRATION

Releasing two collections each year, she ensures that each range is unique and limited in production numbers. "This ensures the credibility and individuality that are hallmarks of my work."

"There is a real tension between the need to make commercial, sellable jewellery on a global scale without compromising on artistic integrity," she adds.

IN MOST OF HER COLLECTIONS FABRICS ARE A CENTREPIECE.

Ayala weaves together textiles that she hunts down in her worldwide travels. She cites a trip to India in which she became lost in a crowded bazaar and fell in love with the colourful silks on display as a profound influence. These silks eventually found their way into the range now called the Hip Collection.

Her current favourites are richly coloured fabrics from the Middle East and Morocco.

"People have dubbed me a match-maker of materials", she says.



● AYALA BAR

LOOKING AHEAD

AYALA'S JEWELLERY SELLS AROUND THE WORLD AND SHE HAS PLANS TO EXPAND HER RANGE TO INCLUDE CLOTHING, BAGS AND BELTS.

Her jewellery is available in France, Italy, The USA, Japan, United Kingdom, Germany, Spain, Australia, Canada, Benelux, Australia, Switzerland, Portugal, Hungary, Scandinavia and New Zealand, as well as Australia.

Despite her global reach, Ayala insists that she will never compromise on her unique style to cater to the mainstream market, as the expression of her creativity is at the heart of whatever she does.

"While some people call my work jewellery, I prefer to see it as art" she says.





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