



Llyn L. Strelau has worked as a custom Jewellery designer for over 37 years, beginning in a home workshop and, since 1984, as owner of Jewels by Design in Calgary, Alberta, Canada. His designs have been recognized in national and international competitions including 10 American Gem Trade Association *Spectrum Awards*, three Platinum Guild *Platinum Honors* and numerous awards from Canadian Jeweller Magazine competitions. Llyn has a passion for fine pearls, coloured gemstones and diamonds with a reverence for nature, a fascination for metalwork and mechanics and a sharp sense of humor. His best work contains a narrative element with a respect for his materials and, ultimately, the desire to create jewellery to adorn and give joy to the wearer.

Awards:

- 1986: DeBeers: *Diamonds International Finalist*
- 1994: DeBeers: *Beyond Tradition, A Union of Diamonds and Craft*
- 1994: AGTA *Spectrum Award*
- 1994: AGTA *Spectrum Award*
- 1994: International Pearl Association *Paragon Award*
- 1995: AGTA *Spectrum Award*
- 1996: AGTA *Spectrum Award*
- 1996 Platinum Guild *Platinum Honors*
- 1996: Canadian Jewellers Magazine *Buyer's Choice*
- 1997: Canadian Jewellers Magazine *Buyer's Choice*
- 1998: AGTA *Spectrum Award*
- 1998: Platinum Guild *Platinum Honors*
- 2000: AGTA *Spectrum Award*
- 2000: Platinum Guild *Platinum Honors*
- 2004: AGTA *Spectrum Award*
- 2005: Canadian Jeweller Magazine *Excellence in Design*
- 2005: AGTA *Spectrum Award*
- 2008: *Gem vision* Judges Distinction

2009: Canadian Jeweller Magazine *Excellence in Design*

2011: AGTA *Spectrum Award Best use of Pearls*

2011: AGTA *Cutting Edge Award Object of Art*

Here is a longer bio if you want to glean more details!!

Llyn L. Strelau's early interest in Jewellery design began as a farm boy in Saskatchewan, Canada where he collected glass 'jewels', made pendants from antique iron horseshoe nails and tried First Nation's bead work. After high-school, an encounter in Europe with an itinerant goldsmith further intrigued him and finally, while pursuing a career in electronics, he realized that his early fascination for Jewellery was his real goal. He began as a hobbyist and eventually left electronics behind to devote all his time to designing and creating Jewellery.

In 1979 he began working for a local Jewellery manufacturer. Llyn purchased this company in 1984 and Llyn L. Strelau Jewels by Design was born. By 1990 the business had relocated to uptown 17th Avenue. In 2001 he purchased the current location, a classic Arts & Crafts bungalow on Calgary's downtown West side. This house has a definite style and an ambiance that suits the independent nature of Llyn's personality perfectly.

Celebrating its 27th anniversary in 2011, Jewels by Design has grown steadily. Llyn conceptualizes the designs, develops prototypes, and troubleshoots during construction. He has added computer aided drafting and fabrication methods to his design arsenal in recent years. Much of the hands-on work is entrusted to three talented goldsmiths who work in the upstairs studio.

Llyn's design philosophy encourages the participation of the client. This allows some understanding of not just the client's taste in Jewellery, but also their character and personality. The creative process often begins with the inspiration of a particular gemstone. Whenever possible he likes to create pieces that can be worn with a variety of clothes and on a range of occasions. His *interCHANGE* © clasp system incorporates a European bayonet mechanism which permits pendants, chains and pearls to be worn in infinite combinations for complete versatility.

Entering design competitions is also an important facet of Llyn's strategy. It is an opportunity for Llyn to flex his creative muscles. The framed certificates and trophies jostling for space on the walls of the shop are a testament to his success.

"The Jewellery I design is meant to be worn. It must be comfortable, functional and always ...beautiful." Llyn L. Strelau

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