

Ruby Yallouz

Bio

Born in Rio, daughter of Egyptian Jews from Spain and Morocco, educated at a French school in Rio de Janeiro. Artist of soul and versatile talent, Ruby Yallouz freely navigates the fields of architecture, jewelry, design, sculpture, fashion and visual programming creating objects and also contemporary jewelry. She graduated from FAU-UFRJ Faculty of Architecture and Urbanism in Rio de Janeiro, in 1984, simultaneously with the intensive course of practical jewelery, which she attended for three years, with Marcio Mattar and Alfredo Grosso. Architect by formation . Jeweler by enthusiasm and choice. She adds to this, the baggage as a visual artist, mother and meditator of Vipassana, one of the oldest meditation techniques in India.

In her artistic investigations, she explored a series of materials: marble, plaster, clay and soapstone, but intimacy she found, surely, in the field of noble metals. She has accumulated 38 years of experience in creating objects based on metal: from gold to lead, through silver and brass. She is self-taught in handling brass, copper and iron. She has mastered some of the diverse techniques in this universe: manual, casting, stamping and lathe. Ruby worked for five years as an architect, was recognized through two awards from the IAB (Institute of Architects of Brazil) when she decides to leave the drawing board and dedicate herself exclusively to the jeweler. She was a partner of Virgilio Bahde at her jewelry store in Ipanema, participated in exhibitions in Rio, Lisbon and Barcelona and from 94 onwards she led the conception of collections of important fashion brands such as Fabricatto, Cantão Redley, Shop 126, Chopper, Yes Brazil, Maria Bonita, Andrea Marques and collaborates until today in the creation of pieces for the Lenny Niemeyer fashion shows. In 2001, with all the knowledge of the noble metals, she decides to go for the big formats. To this day, she creates and produces exclusive collections of objects, sculptures and tables for the Interni store in Rio, São Paulo and Goiânia. In 2003 she participates in the Exhibition at the Top Drawer Design Fair in London, with pieces making up part of the showcase of the fair. In

2010 she created her own show room, designed an exclusive collection for Osklen and stated a sabbatical.

She returns to creation and production in 2013 when he conceives the Metta Toys project, a series of mini sculptures inspired by his story of self-improvement, with creations presented by MARCO500 in Paris at "Maison et Objet, one of the largest decoration and design fairs in the world . It is a "family" of toy art made up of 40 dolls made of brass in various sizes. Each of them with name, characteristics, personality and history, the result of a remarkable phase in the artist's life, after a serious health condition that she overcame when facing surgery. His first job after recovery. The project aims not only to present a work of excellence in metal, but to spread a message relevant to our time: that the transformation happens within us. Ruby hadn't created anything like this before, but the "family" has been growing ever since. She draws and designs each of them by hand before producing them, then writes their stories. They arrived small, about 5 cm, made of brass using the jewelry technique, and gradually grew, becoming larger, with 10, 20, 40 cm. When they reached a meter they had to be produced in iron. The name "baptism", Metta Toys, means in Pali, a language spoken in ancient India at the time of Buddha, pure, compassionate, unconditional love. Loving Kindness.

In 2018, the artist creates the collection of oversized bijoux, RYXL Ruby Yallouz Extra Large, with pieces on display in the Dona Coisa and Casa de Antônia stores, in Rio and Barcelona. A kind of call for all types of women - slim, tall, fat, thin, black, brown, yellow, white, young or old, connected to this new network that empowers, gathers and strengthens them. Delivers beauty and fun to the hardworking, caring, enterprising woman. The artisanal jewelry technique results in a light, easy-to-use jewelry that transits between work and rest. They arrive loaded with an affective portion of the hands of the local artisans who, guided by Ruby, appropriated the technique used by oriental jewelers for more than five thousand years to execute them. Jewels of simple, pure forms. Large, elegant. By the subtle choice of materials, they become light. Shellfish, oysters, turtles, pebbles translated into brass in a manifest love for the waters and mountains of Rio de Janeiro.

In the curved, sinuous, feminine forms, they are determined to deliver poetry to our daily lives. For about a year Ruby has lived and created her collections

at the Sacra Família do Tinguá district, an environmental reserve located between Miguel Pereira and Vassouras. Covered in large part by native Atlantic Forest (about 56% of its territory is covered by forest), it was the place that the artist chose as a new home and environment for creative experimentation. She noticed that her possibilities no longer fit in the urban space. She goes in search of expansion, abundance and fullness. Known in fashion for her collaborations with renowned brands, Ruby designs objects that respond to modern times. Playful pieces, full of symbolism. With a personal touch of very good humor.

Products: Sculptures, objects and vases, oversized bijoux, toy art.

Materials: brass with aged copper plating, nickel, graphite, white silver, golden brass, aged brass and brass with electrostatic painting. With interventions of leather, suede and wood.

Technique: metal sculpture manual.

Contact for shopkeepers

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