

Vicky Jousan

BY DR. LEW DEITCH



Funky Sophistication

"People who are attracted to my works often have an individual sense of style," says Vicky Jousan when describing her distinctive blending of stones and crystals. She adds, "My clients like a sophisticated but funky look." Vicky creates her fashionable jewelry at her Scottsdale AZ studio. It is available through select galleries such as Textures in Scottsdale, but over seventy-five percent of her sales are generated through her online web site. She now even has collectors for her work who live in Europe and Asia. Although the look may be casual, she uses the highest-grade stones and silver in the creation of her necklaces, bracelets, earrings and other adornments.

Vicky Jousan travels to exotic destinations both to seek out precious gemstones, but also to savor the cultures of such locations as Egypt, Morocco, Italy, Spain and Tahiti, all being places where the jewelry possesses distinctive cultural elements that reflect both spirit and energy. She also studies many ancient beliefs, which have ascribed magical or curative powers to various stones and metals, and she has come to believe that many materials possess special frequencies of energy that can focus the power within each of us.

All of her creations are unique, one-of-a-kind works of art. Often she hand carves the individual gemstones, but to provide for a distinct tactile quality, she leaves many in as natural or earthy a state as possible, then contrasts them with distinct silver beads, which are smooth and have a soft luster. The end result is a look that is both primitive, yet possesses an inner elegance.

Vicky Jousan is one of those rare artists who do not claim a resume of formal training. Her talent is raw and inherent in her being. Back in the days when she sold

real estate in New Jersey, she would make it a point to present both the buyer and seller of a house with a painting of the home that she had painted, something special that she hoped they would treasure as opposed to the proverbial house plant which so many agents often give as a gift. Over the years, she has also tried drawing, sewing and a variety of craft projects. To understand how she began creating her distinctive jewelry, it is best told in her own words. "I had purchased an antique watch in New York, and the elastic strap broke. At a friend's suggestion, I went to Scottsdale Bead to buy new elastic. When they didn't have any, they suggested I create a new beaded band by taking a class there. The rest is history." Today, Vicky is the teacher, holding her own classes for those who aspire to a higher level of creativity. "I love to teach," she says. She also finds that creating her unique works is pure fun, an opportunity to leave everything behind and just become immersed in the act of making something beautiful. To further her knowledge regarding gemstones, silver-smithing, lost wax casting and lapidary, she became a member of the Maricopa County Lapidary Society. Vicky summarizes her feelings by saying, "Jewelry making for me is a journey, a wonderful progression of art."

