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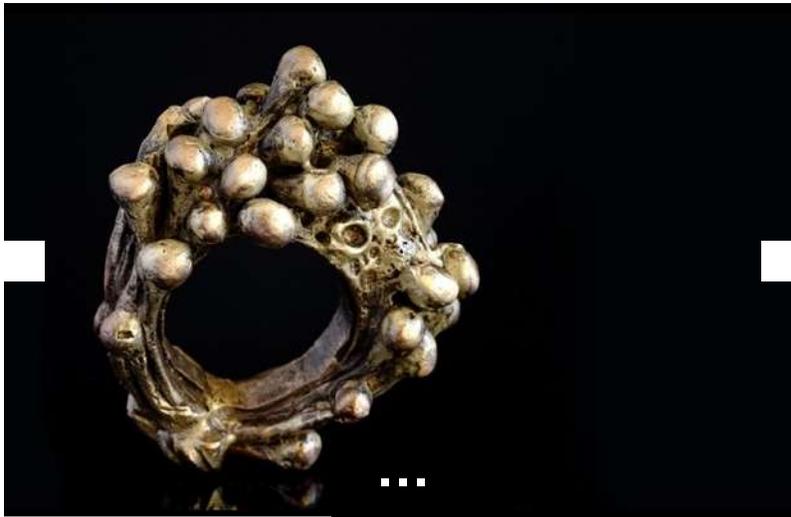
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Patrizia: where passion meets creativity in jewelry sculpting



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Summary

Patricia Rahme traveled to Italy two years ago to get away from the stresses of working in advertising, only to end up embarking on an adventure that led to her mastering the art of sculpting.

Rahme had worked in the advertising business



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Mazin Sidahmed | The Daily Star

BEIRUT: Patricia Rahme traveled to Italy two years ago to get away from the stresses of working in advertising, only to end up embarking on an adventure that led to her mastering the art of sculpting.

Rahme had worked in the advertising business for 12 years when she decided she had had enough. Having completed a project that forced her and her team to work 83 hours straight, she needed a break.

"This really showed me how cruel the advertising industry can be," Rahme told The Daily Star.

(Photo courtesy of Patricia Rahme, by Leela Cyd)

She and a friend decided that they needed to take a break. Her friend was a huge fan of Italy, and while Rahme felt that it was quite cliché, she agreed and they set off on a supposed six-month trip.

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BUSINESS While visiting the classical city of Florence, Rahme discovered her calling in life. She stumbled across a jewelry museum in the heart of the city and was instantly blown away. The museum was that of Alessandro Dari, a famous jewelry sculptor whom Rahme refers to as "the maestro." She soon discovered that the maestro teaches five students a year about the art of sculpting, so she jumped at the chance.

(Photo courtesy of Patricia Rahme, by Reine Chahine)

OPINION When I entered his museum, I was really enchanted, so I packed my stuff here and I left for Florence for like one year and a half, Rahme recalled. "[I] started a new passion, which is jewelry sculpting."

She spent the next year and a half working in Dari's atelier day in and day out.

English and French are barely spoken in Florence, so Rahme had to spend her evenings taking Italian courses and then spent the late nights doing sculpting exercises.

While she was happy to work around the clock to fulfill her latest passion, Rahme said there were low points from the very beginning. "The first two weeks were really hard," she said. "I wanted to return."

(Photo courtesy of Patricia Rahme, by Reine Chahine)

Rahme struggled with a variety of things; beyond the initial language barrier, she was also surrounded by students who had spent their whole lives preparing for this, among them a jewelry fashion designer, an architect and a sculptor.

Rahme confessed that she could barely draw and geometry and symmetry – two fundamental aspects in sculpting – were her worst enemies. But she had one talent that she used to her advantage.

"[One day the maestro] asked the class to create something," Rahme said. "Jewelry with a lion and I came up with a very creative idea and he was shocked.

"All the students were technically really good but they weren't creative. I was the opposite!"

Her creativity drove Rahme to launch her own jewelry brand "Patrizia." She has created over 200 rings in a little over a year, a wide range that she will be displaying at an exhibition on Dec. 6-7 at Quantum House in Ashrafieh's Sursok Street.

(Photo courtesy of Patricia Rahme, by Reine Chahine)

She only makes rings as she feels rings are important to the soul, and every ring she makes is one of a kind. Some may have the same design but feature different rocks or metals.

"When I tell men or women that really this is yours, and no one will wear this other than you ... they are really surprised and excited," Rahme explained.

At the exhibition she will be displaying her collection entitled "Think as a Man," which is categorized into eight sub-sections: royalty, wilderness, the deep, galaxy, eleven, protectors, wings and heartless.

The concept is to encourage women to think like a man.



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"We always blame men for everything so sometimes we as women, we don't put ourselves in the shoes of a man," Rahme said. "So it's like ladies are wearing a ring under the collection 'Think as a Man' so that maybe she might be thinking as a man."



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(Photo courtesy of Patricia Rahme, by Reine Chahine)

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The collection consists of strong rugged images such as lions and castle towers that all signify the typical imagery associated with men. All intricately handcrafted by Rahme.

Her old friends from advertising have been very supportive of this move – despite being shell-shocked when she left originally – and have helped her secure the venue for the exhibition, Quantum House, among other things.

Rahme's advertising background is still very evident as she considers the first exhibition to be the "launching of her brand" Patrizia, and she's very aware of the fact that making one-of-a-kind pieces is not the best business model.

This blend of business flair and raw creativity is rarely found in the art world and is often a recipe for success. It's also very fitting given that she was trained in Florence, the birthplace of the Renaissance, where science, art and trade intermixed regularly.

Rahme said her reawakening was not planned or intentional, and while she doesn't condone quitting your job tomorrow, she advises people to seize an opportunity when it comes their way.

"It wasn't my intention to go into the museum, it wasn't my intention to go to Italy," Rahme said. "I feel like it was fate."

A version of this article appeared in the print edition of The Daily Star on December 04, 2014, on page 1.

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