

# Zilberschmuck

Experience creativity and craftsmanship at jewellery and fine arts gallery



Cheryl Fraser knows about beautiful things. She also knows the extraordinary depth and breadth of talent in the Canadian artistic community. In 2003, after travelling abroad and uncovering hidden gems in the little galleries and artists' studios she sought out in the places she visited, Cheryl opened her own store. Zilberschmuck is a jewellery and fine art gallery that promotes the creativity and craftsmanship of emerging and established artists from across the country.

Zilberschmuck (zil-bur-shmook) means 'silver jewellery' in German, but Cheryl's gallery at 910 Kingston Road is much more than a jewellery store. It's a collection of beautiful things from finely crafted gold and silver jewellery, to ceramics and glass, to wood and fibre art, to etchings, paintings and photographs. "What sets galleries apart from shops are the exhibitions," explains Cheryl. "A gallery provides thought-provoking experiences and engages people in the creative process." There are only five in

Canada, and Zilberschmuck is the only one in Toronto.

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Zilberschmuck hosts exhibitions throughout the year and Cheryl's eighth annual national juried show will take place next April. Solo exhibits include 'Miss Rosie's Daily Life' by Quebec artist Sonia Beauchesne, on until the end of December. Fabricated in metal, Beauchesne's miniature scenes feature Miss Rosie, a sterling silver pendant that drops into different narratives.

"Metal work is largely ignored as an art form because it is fine craft, but it's part of our culture," says Cheryl, who is internationally respected in the jewellery arts community. "If you support local winer-

ies and farmers and fashion designers, why not wear a piece of jewellery created by a Canadian?"

The 2012 exhibition season begins on February 18, with 'Making a Spectacle of Myself.' This show, by Calgary artist Jackie Anderson, will feature eyewear inspired by architecture and structures, retro signage, textiles, songs and puns.

"I'm a gallery girl," says Cheryl. "I try to bring pretty things to people. The pieces are like little orphans, and my passion is finding the right family for each one. If someone comes into the store and falls in love with a piece, I know it's going to a good home. When people come back and tell me how happy they are with their purchase – how many compliments they received or how much their wife loved it – I know I've done a good job."



**Cheryl Fraser**  
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