



## VIP Press Release Approval Page

Press Release

For Immediate Release

### Christine Jetten Named a VIP Member of Worldwide Who's Who for Excellence in Architecture

*Ms. Jetten finds innovative uses for building materials and inspires architects worldwide*

'S-HERTOGENBOSCH, NORTH BRABANT, NETHERLANDS, October 17, 2012, Christine Jetten, Owner of ChristineJetten.nl, was recently named a VIP member of Worldwide Who's Who. This special distinction honors individuals who have shown exceptional commitment to achieving personal and professional success.



With 18 years of experience as the owner of ChristineJetten.nl, Ms. Jetten specializes in architectural ceramics, glazes, and terra-cotta ornamentation for architecture. She is responsible for handling all project-based work, as well as collaborating with architectural firms during the design and building process phases. In addition, she conducts non-work-related research and development for personal knowledge and develops new approaches in glazing with a focus on (nonindustrial) artistic types of glazes. She also conceives of nontraditional uses for existing materials. Examples of her achieved work include: The Museum of Art and Design in New York and the CNOOC Headquarters and Huaneng Headquarters both in Beijing, China, Apartments in Davies Street London, office buildings in Madison, New Jersey . Ms. Jetten is a part of the revival of ceramics in architecture. She creates buildings that have their own unique styles and bold identities, in contrast to those constructed during decades of abstract and conceptual building. Her mission is to enhance

the quality of the built environments and to stimulate people's senses and awareness in their daily routines.

Peter van Kester, a renowned design journalist and gallery owner, describes Ms. Jetten as "an active and self-willed ambassador, who has succeeded in inspiring international architects' firms to use ceramics in the facades and the interiors of offices, hotels, museums and houses. Christine Jetten is a propagator of glazed ceramics as an autonomous material with special qualities. Just like stone, glass or wood, glazes have their own specific plastic and visual qualities, which Jetten has mastered and exploits. In the United States her daring and boldness of approach have earned her the nickname of 'Mrs. Can Do.'" Ms. Jetten's ability to transform concepts into reality while inspiring others to push themselves beyond their limits is what separates her from her peers. The greatest achievement of her career has been inspiring architects on an international level to use custom-made glazed ceramics as a modern building material.

An innovative visionary, Ms. Jetten attributes her success to her passion, curiosity, communication skills and transitional skills, which enable her to bridge the gap between the architectural and industrial ceramic world. With a background in fine arts, extensive expertise, and awareness, she understands the visual language of architects. She became involved in her profession as a result of an ongoing search for personal development and education. In her late 20s, Ms. Jetten felt the urge to conduct further study and research in the field of fine art and wanted to bring the outcome of that research to the world. As a result, she left her job as a college teacher in Fine Art and History of Art and applied to Gerrit Rietveld Academie in Amsterdam for a master's degree in ceramics. While exhibiting and selling work through galleries and museums, she was asked to restore historic architectural ceramics at Royal Delft NL, which started her on the pathway to a successful career.

Ms. Jetten undertook master studies in ceramic design at Gerrit Rietveld Academie between 1984 and 1990, after earning a Bachelor of Arts (in art history) from Akademie voor Beeldende Vorming in Tilburg in 1977. In addition, she completed an industry seminar on silk-screen printing for glass and ceramics at Hohl-Grenzhausen G. in 1998 and a master class in technical ceramics at Eindhoven in 1997. She is a member of The American Ceramic Society Group, the Bosch Architecture Initiative, Scientist Artist Collaborations, and the De Gruyter Fabriek Community. In honor of her achievements, she has been presented with (many) grants and awards, including a national grant for technical research, presented by the National Fund for Fine Arts Design and Architecture in 2009, and an Artistic Entrepreneurship Award in the Creative Industry, which was presented to her in 2006.

In years to come, Ms. Jetten hopes to expand her company base and add new aspects to architecture and (restoration work for glazes) the built environment. She would like to see better environments and challenge others on new ways to look at architecture.

For more information, visit <http://www.christinejetten.nl>.

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For more information, please visit <http://www.worldwidewhoswho.com>.

Contact:

Ellen Campbell

Director, Media Relations

[mediarelations@wwregistry.com](mailto:mediarelations@wwregistry.com)

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**Christine Jetten (Signature Required)**

**Date**

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