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THE FIVE GENERATION UNTOLD STORY OF CYPRUS

A video documentary that showcases the impressive technique and artistic procedure that goes into the making of its one kind of religious silver icons has been recently released by the Kalopedis family. The video is posted on the website, www.kalopedis.com, and it is part of a unique series of short videos regarding the art of jewellery in Cyprus, which are to be released as part of the of the celebrations for the 120 years anniversary of the Kalopedis Jewellery establishment.

Byzantine style religious icons play a central role in the Greek culture, religious art and the Christian community. Within the last decade they have moved beyond their position within Churches, to individual households where besides being religious items, they now appreciated further as works of art.

In this first video, George Kalopedis, explains the three stages that each icon needs to undergo during the making procedure and states: "every item is unique, we craft every one completely by hand and no matter how much we try the one is different from the other." His father Michalakis adds that, within the artistic freedom to further decorate an icon, it is "where every artisan reveals his value. Every icon has its own design and imagination. This is what it makes it an art."

Since 2005 'Kalopedis Jewellery' took the culture that surrounds Greek Jewellery and Ecclesiastic Art, beyond the shores of Cyprus through its website which, besides being an online store, it is also a point of reference for various information. The upcoming videos will showcase other unique forms of art that derive from the Greek and Cypriot culture. It will include features on Filigree jewellery, bead jewellery and more. More details, can be found at www.kalopedis.com and to stay updated for their release, join their mailing list for the monthly newsletter.

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Note to editors: High Resolution pictures available at: www.kalopedis.com/media

For a free full-length copy of the Documentary on DVD, e-mail your details to info@kalopedis.com