

# GEMFIELDS

Gemfields Brings “A Story in Every Gemstone” to

ART021 Shanghai Contemporary Art Fair



Shanghai, 9-10 November

Gemfields will be presenting “A Story in Every Gemstone” installation at Art021 Shanghai Contemporary Art Fair, at the Shanghai Exhibition Centre. The 7th edition of this highly regarded art fair will enhance its previous success and once again present a prestigious line-up of galleries and art organisations, offering the most celebrated art festival from Shanghai.

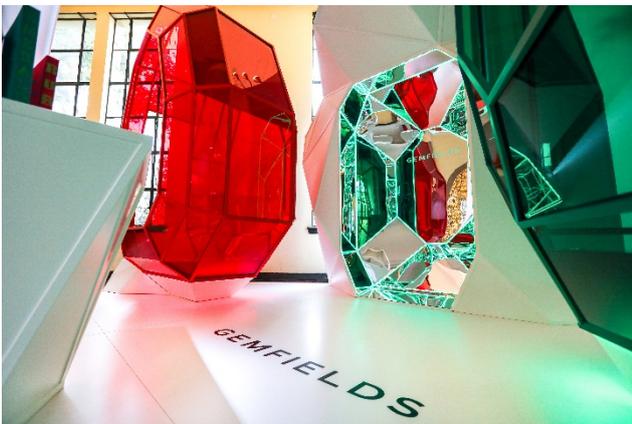
Aligning with the arts world to highlight the inimitable beauty of natural gemstones, Gemfields’ display will feature larger-than-life ruby and emerald structures, allowing visitors to step inside and immerse themselves in the world of rubies and emeralds. Informative new video content captured at Gemfields mines earlier this year is shown for the first time, describing gemstone discovery and the allure of these magnificent gems, from their significance in ancient times, to the meanings ascribed today. Imagery captured shows some of the exceptional gemstones discovered at the mines within the last year, highlighting their unique beauty and rarity.

Gemfields aims to build consumer demand for coloured gemstones, and is working more closely with the Chinese market, where interest in Zambian emeralds and Mozambican rubies is on the rise. Art021 Shanghai

Contemporary Art Fair provides the perfect opportunity to reach an audience captivated by nature and the significance of details – from unique inclusions to colour hues – which create the character of each gemstone and tell its story.

Gemfields holds a strong belief that coloured gemstones should create a positive impact for the country and community from which they originate. Responsible sourcing for Gemfields means industry-leading policies and practices across operations, projects to improve health, education and livelihoods for the communities surrounding mines and conservation efforts to protect Africa’s great wildlife and biodiversity.

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## CONTACT

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## Notes to editors

### ABOUT GEMFIELDS

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Gemfields is a world-leading supplier of responsibly sourced, coloured gemstones. Gemfields is the operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world). Gemfields believes that those who mine gemstones should do so with transparency, legitimacy and integrity.

Gemfields introduced the most technologically advanced coloured gemstone sort house in the world at its operations in Mozambique, with state-of-the-art equipment, like optical sorting machines. In addition, a proprietary grading system, pioneering auction platform and an active marketing presence means Gemfields plays a significant role in the rise of African gemstones. This endeavour is coupled with a strong belief that coloured gemstones should create a positive impact for the country and community from which they originate.

Responsible sourcing for Gemfields means industry-leading policies and practices across operations, transparency in our auction sales process, an active role in working groups to modernise the sector, projects to improve health, education and livelihoods for the communities around our mines and conservation efforts (#conservationgemstones) to protect Africa's great wildlife and biodiversity.

Fabergé - an iconic name with an exceptional heritage - is a member of the Gemfields Group. This enables Gemfields to improve its positioning, perception and consumer awareness of responsibly sourced coloured gemstones through the beauty of design and craftsmanship.

As well as supplying the majority of the world's rough rubies and emeralds, Gemfields initiates activations to build desire for coloured gemstones. Gemfields creates collaborations with many partners and international jewellery brands. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness, appeal and education of coloured gemstones, raising their profile and, in turn, providing greater benefit to their place of origin in Africa.

Gemfields: [Gemfields.com](https://www.gemfields.com) | [Investors](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)

Fabergé: [Fabergé.com](https://www.faberge.com) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)

Kagem Mining: [LinkedIn](#)

Montepuez Ruby Mining: [LinkedIn](#)

## **ABOUT ART021**

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ART021 Shanghai Contemporary Art Fair is a constituent member of the Shanghai International Arts Festival. ART021 brings together the top galleries, institutions, artists and their 111 pieces of works from 18 countries and 57 cities, aiming at building a platform for galleries, institutions, collectors and sponsors.