



Inimitable

It would take Zen-like discipline to leave Gullkúnst Helgu without something hanging from your neck, around your wrist or maybe even sparkling from your ring finger. Designers Sveinn Gudnason and Helga Jónsdóttir, who is also the owner, approach their creations with an eye for the contemporary and the organic, that is with inspiration from the colorful and ever-changing landscape. Think rough gold and silver, sculpted lava, and even raw, uncut diamonds.

Their new silver and lava line, a collection of inimitable bracelets, necklaces and rings, incorporates meticulously chosen pieces of lava from Heidmörk National Park near Reykjavík with rough hewn silver. A delicate refining process infuses the silver with “colors that unfold in a way that’s very similar to when you drive into the country,” Helga says. The result is soft, earthy shades of yellow, peach, blue, and coffee that reflect the sun, sky, earth, and sea.

Like its ever-evolving and expanding collections, Gullkúnst Helgu’s location on one of Laugavegur’s most prestigious blocks is also clean and modern – almost museum-like. The glass cases in the front are purposefully designed so that browsers can walk directly behind the showroom’s inviting floor-to-ceiling windows. Treat yourself.
Gullkúnst Helgu, Laugavegur 13, 561-6660.