

Laurie Shovers



Laurie Shovers is a 1977 graduate of the University of Wisconsin-Eau Claire, holding a BFA in graphic design. She worked for ten years as an art director for three prestigious advertising agencies, and three subsequent years as a freelance artist.

In 1994, she switched gears and spent the next 2 years exploring other media in order to find something that would fulfill her creative needs and the needs of her growing family. She explored furniture making, bead making and jewelry making. During this time she became interested in antique beaded purses; more specifically, French steel beaded purses. These inspired her to teach herself how to weave these small steel beads with other small colored beads to form her lovely bracelets.

Wanting to fashion a whole line of jewelry based on her unique beading look, she started searching for a way to put her weavings on spools. Not finding any spools readily available, she decided to design her own. This opened up a whole new way of creating jewelry and what you see today is the result of this process.

“My jewelry is a combination of old and new elements. I hand bead each of my small weavings (one bead at a time) combining colorful Japanese seed beads with antique metal beads. I’m aided in this time-consuming process by the wonderful talents of Mary Gayle and Alicia Gagliano of Wauwatosa, Wisconsin. The metal spools are turned by machinist Robert Baumgarten of Grafton, Wisconsin, whose knowledge, expertise and friendship must be acknowledged. I feel that the beauty and the joy I find in my work is a reflection of the love and support given to me by my unbelievable family and friends. I hope you enjoy wearing my jewelry as much as I enjoy making it!”