

# THE MIDDLE GREEN

---

HANDMADE ENGAGEMENT RINGS,  
JEWELLERY REMODELLING &  
MODERN TALISMANS

BY GOLDSMITH TOM MCDANIELSON

[WWW.THEMIDDLEGREEN.COM](http://WWW.THEMIDDLEGREEN.COM)

## PRESS KIT



An independent jewellery studio  
founded and run by goldsmith  
Tom McDanielson

WORKING FROM HIS WILTSHIRE WORKSHOP,  
TOM CREATES BESPOKE ENGAGEMENT  
RINGS, WEDDING RINGS, JEWELLERY  
REMODELS AND A SMALL COLLECTION OF  
MODERN TALISMANS INSPIRED BY  
SYMBOLISM, LANDSCAPE AND MATERIAL  
PERMANENCE. EVERY PIECE IS DESIGNED  
AND MADE BY HAND, WITH A FOCUS ON  
MEANING, LONGEVITY AND PERSONAL  
CONNECTION

"JEWELLERY SHOULD CARRY MEANING  
BEYOND DECORATION"

**FOUNDED** 2016  
**LOCATION** WILTSHIRE, UK  
**FOUNDER** TOM MCDANIELSON



# Tom McDanielson

Founder & Goldsmith

20+ YEARS AT THE BENCH

INDEPENDENT GOLDSMITH

DESIGNS AND MAKES EVERY PIECE  
PERSONALLY

BASED IN SWINDON, WILTSHIRE

WORKS WITH CLIENTS THROUGHOUT THE UK  
VIA REMOTE CONSULTATIONS

"I BELIEVE JEWELLERY SHOULD BE WORN,  
LIVED IN, LOOKED AFTER AND EVENTUALLY  
PASSED ON TO SOMEBODY SPECIAL"



## What The Studio Does



### Bespoke Engagement Rings

HANDMADE ENGAGEMENT RINGS DESIGNED AND CREATED FROM SCRATCH USING CAREFULLY SELECTED GEMSTONES AND PRECIOUS METALS

---

### Jewellery Remodelling

TRANSFORMING INHERITED JEWELLERY, FAMILY GOLD AND HEIRLOOM GEMSTONES INTO PIECES DESIGNED FOR A NEW GENERATION

---

### Modern Talismans

NEW COLLECTIONS INSPIRED BY PROTECTION, GUIDANCE AND MEMORY. THE WEARER ATTACHES THEIR OWN PERSONAL MEANING

# Handmade Engagement Rings

## Designed Around the Individual

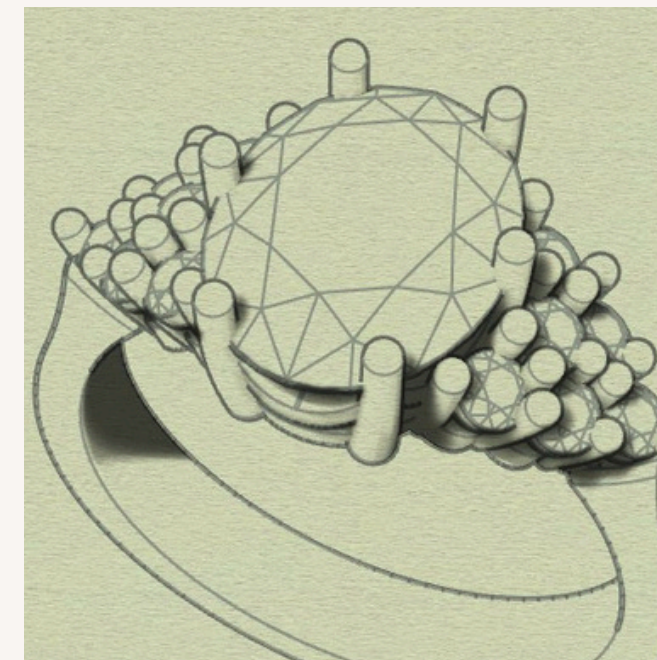
### **EACH ENGAGEMENT RING BEGINS WITH A CONVERSATION**

WHETHER INCORPORATING INHERITED DIAMONDS, SELECTING A COLOURED GEMSTONE, OR CREATING A RING ENTIRELY FROM SCRATCH, EVERY COMMISSION IS DEVELOPED AROUND THE INDIVIDUAL WEARING IT. HANDMADE IN GOLD AND PLATINUM, EACH RING IS DESIGNED AND MADE BY TOM FROM CONCEPT TO COMPLETION.

### **COMMON COMMISSIONS**

- OLD CUT AND ROSE CUT DIAMONDS
- FAMILY DIAMONDS
- COLOURED GEMSTONES
- REMODELLED HEIRLOOM JEWELLERY
- PLATINUM AND GOLD SETTINGS

CLIENTS THROUGHOUT THE UK COMMISSION ENGAGEMENT RINGS THROUGH BOTH IN-PERSON AND REMOTE CONSULTATIONS, WORKING DIRECTLY WITH TOM FROM CONCEPT TO COMPLETION



# Giving Existing Jewellery a New Life

## JEWELLERY OFTEN CARRIES MEANING LONG BEFORE IT ARRIVES AT THE WORKSHOP

THE MIDDLE GREEN REGULARLY WORKS WITH INHERITED JEWELLERY, UNWORN ENGAGEMENT RINGS, FAMILY GOLD AND HEIRLOOM GEMSTONES, TRANSFORMING THEM INTO PIECES DESIGNED FOR A NEW GENERATION

SOME CLIENTS WISH TO PRESERVE A MEMORY. OTHERS SIMPLY WANT JEWELLERY THAT CAN BE WORN AND ENJOYED AGAIN

EACH PROJECT BALANCES RESPECT FOR THE ORIGINAL PIECE WITH THE OPPORTUNITY TO CREATE SOMETHING ENTIRELY NEW

## COMMON REMODELLING PROJECTS

- INHERITED ENGAGEMENT RINGS
- FAMILY DIAMONDS AND GEMSTONES
- WEDDING RING REMODELLING
- OLD GOLD REUSE
- MULTI-GENERATION HEIRLOOM COMMISSIONS



# Modern Talismans

ALONGSIDE BESPOKE COMMISSIONS, THE MIDDLE GREEN PRODUCES A SMALL COLLECTION OF SYMBOLIC JEWELLERY INSPIRED BY PROTECTION, DIRECTION, MEMORY AND CONNECTION

DESIGNED FOR EVERYDAY WEAR, THESE PIECES DRAW FROM FOLKLORE, LANDSCAPE AND ENDURING HUMAN SYMBOLS WHILE REMAINING GROUNDED IN CONTEMPORARY DESIGN

## **VEGVÍSIR**

DIRECTION AND GUIDANCE

## **FERIAN**

CONNECTION THROUGH GEMSTONES

## **SEIÐR**

RUNES AND PERSONAL MEANING

## **GREEN MAN**

NATURE AND RENEWAL



# Materials & Making

EVERY PIECE COMBINES CAREFULLY  
SELECTED MATERIALS WITH TRADITIONAL  
GOLDSMITHING TECHNIQUES

WORKING PRIMARILY IN RECYCLED PRECIOUS  
METALS, THE STUDIO CREATES BESPOKE  
ENGAGEMENT RINGS, JEWELLERY REMODELS  
AND SYMBOLIC JEWELLERY DESIGNED TO BE  
WORN FOR A LIFETIME

## **MATERIALS**

- RECYCLED PRECIOUS METALS
- NATURAL AND HEIRLOOM GEMSTONES
- HALLMARKED IN THE UK

## **MAKING**

- HANDMADE IN WILTSHIRE
- BESPOKE AND LIMITED-RUN PRODUCTION
- TRADITIONAL GOLDSMITHING TECHNIQUES



# Every bespoke project starts with a conversation

SOME CLIENTS ARRIVE WITH A CLEAR IDEA. OTHERS BRING INHERITED JEWELLERY, A LOOSE SKETCH, OR SIMPLY THE DESIRE TO CREATE SOMETHING MEANINGFUL

MANY PROJECTS INVOLVE TRANSFORMING FAMILY GOLD OR INHERITED GEMSTONES INTO JEWELLERY DESIGNED FOR A NEW GENERATION. OTHERS BEGIN ENTIRELY FROM SCRATCH, COMBINING CAREFULLY SELECTED MATERIALS WITH A DESIGN TAILORED TO THE INDIVIDUAL. TOM GUIDES CLIENTS WHO ARE NEW TO BESPOKE JEWELLERY TO ACHIEVE TRULY REMARKABLE PIECES, DESTINED TO BECOME FAMILY HEIRLOOMS

## THE PROCESS IS SIMPLE

CONVERSATION → DESIGN → MATERIAL SELECTION → MAKING

EVERY PROJECT IS DIFFERENT, BUT THE GOAL REMAINS THE SAME: TO CREATE JEWELLERY WITH LASTING PERSONAL SIGNIFICANCE, MADE TO BE WORN, LIVED WITH AND PASSED ON

# Press Information

## THE MIDDLE GREEN

INDEPENDENT JEWELLERY STUDIO CREATING BESPOKE  
ENGAGEMENT RINGS, JEWELLERY REMODELLING AND  
MODERN TALISMANS

SWINDON, WILTSHIRE, UNITED KINGDOM  
ESTABLISHED 2016

## SPECIALISMS

BESPOKE ENGAGEMENT RINGS  
WEDDING RINGS  
JEWELLERY REMODELLING  
MODERN TALISMANS

## AVAILABLE FOR

PRESS FEATURES  
PODCAST INTERVIEWS  
WEDDING FEATURES  
JEWELLERY REMODELLING STORIES  
CRAFT AND MAKER FEATURES  
PRODUCT LOANS AND PHOTOGRAPHY



## CONTACT

**TOM MCDANIELSON**  
CONTACT@THEMIDDLEGREEN.COM  
WWW.THEMIDDLEGREEN.COM  
+44 7909 220 631  
@THE.MIDDLE.GREEN