



De Beers' social ideas succeeded in linking diamonds with emotions. It was the perfect artificial connection, because love and marriage were socially valuable and internal. The diamond engagement ring, as we all know it, was an invention of De Beers. It was also a new kind of product, reinventing the idea of diamonds as necessities, rather than temptations or frivolities, and unloading these diamonds on the biggest new market in the world. The smallest, least desirable stones were dressed up as special and important.

Monko collected advertisements by De Beers from the 1950s to the present to study the construction of desire and the representation of women through images. In particular, the 'Women of the World', Raise Right Hand, campaign targeted women with enough attention. The campaign targeted women with enough money to buy a diamond ring, using slogans such as "Your left hand rocks the cradle. Your right hand rules the world". It was a clever way to evolve, and to promote non-engagement rings with diamonds for a growing target group. The terms, right hand ring, or power ring, are relatively new, but the idea of wearing a ring on the right hand to show a woman's economic independence has its roots in the original cocktail rings of the 1920s. As prohibition swept across America, women partaking in the underground drinking scene wore brightly coloured, oversized rings, purchased with their own money. Women enjoyed more freedom and spending power. The glamorous Art Deco jewellery reflected this new-found consumerism. De Beers has continually searched for new target groups, such as men and married couples celebrating their love. Time and again, the company reinvents itself.

Monko has also studied the architecture of shop windows, especially those of jewellery stores. What windows, especially those of jewellery stores. What strategies of acquisition utilise temptation? Seductive between the outside and the inside, suggesting the satisfaction. But displays perform the connection between inside and outside the illusion, fulfilling a desire beyond the temples of consumerism they are capable of bringing the inside out, providing a platform for public intervention. The display implies an alternative exhibition format for artists and cultural institutions; double concept of the play in Tallinn City Gallery, with its large windows facing two fashion boutiques on the opposite side of the street. Monko activates these ideas by placing an extra display cabinet in the front space of the City Gallery and by treating the windows of the shops in the street. The result is an attractive but critical attitude towards the visual media that in with the shops in the space as shop windows that blend the double concept of the dialogue. This the public audience is involved in a dialogue.

# TEEMANTID JA KIVID

## Vitriinkapp, fotod, kivid, iPhone 2018

Disain ja teostus: Kaisa Sööt

# KÕIK MAAILMA NAISED, TÕSTKE OMA PAREM KÄSI Neoontorud raamil 2018

**WOW  
(KÕIK MAAILMA NAISED)**  
Video, 3D animatsioon, heli  
16 min 32 sek  
2018

# STONES AGAINST DIAMONDS, DIAMONDS AGAINST STONES

# DIAMONDS AND STONES

## Vitrine, photos, stones, iPhone 2018

Design and construction: Kaisa Sööt

WOMEN OF THE WORLD,  
RAISE YOUR RIGHT HAND  
Neon tubes on a frame  
2018

**WOW  
(WOMEN OF THE WORLD)**  
Video, 3D animation, voice over  
16 min 32 sec  
2018

3D animation: Erik Heinsalu (BOP)  
Voice over: Anne Pajunen (English), Inga Salurand  
(Estonian)  
Translation: Priit Silm  
Sound recording: Gregory Caron, Hendrik Kaljujärv  
Sound editing: Jevgeni Berezevski

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