

2019



*«hey, hey ... above all concepts, what I want to tell with Upcycling, is that things can be broken, dirty, not any more available for use, but we can do something new with it, taking the best features, and bring them on the front of windows, for a new life as piece of Art.  
Like we, human beings, during life we can fail, being in loose, being broken, but, we just have to decide that tomorrow is a white board, a white page, we can start a new of us, bright and shining. We don't have to replay yesterday tomorrow.»*

Cdrix



# FUCK YEAH !



\* **Fuck Yeah** (slang, vulgar)  
When something goes your way.  
Significant, sudden, good fortune.  
An exclamation used to express  
agreement, joy, satisfaction, etc.

Cf: Urban dictionary & Wiktionary

Fuck yeah !\* brooches collection made of upcycled skateboards

*– I'm very excited about giving a new life to used materials, the wood of the skateboards is an amazing stuff, warm and colorfull .*

*A bit of know-how are done these pieces : Each skate's decks are made of 7 plys of maple tree, often colored ; I choose among the used skate's deck the ones matching or simply pleasing me, then I assemble and follow my design, giving a new life to things first dedicated for trash.*





«Television»

Serie FuckYeah!

Year : 2017

Type : Brooches

Material : Skateboard wood, rubber,  
steel wires, magnets

Size : 100 / 80 / 15mm



«Donuts»

Year : 2018

Type : Brooches

Material : Skateboard wood, magnets

Size : 60 / 18mm

*« Skateboarding is real fun, freedom that we can enjoy every single day. It's also learning to stand and rise above fear and barriers.*

*It's lot of fails and trials again and again and again ... no fear, no pain, no gain ...*

*Life's lessons, actually !»*





Donut  
UpSk8  
Bracelet / object  
2018

Material : maple tree from used skateboards  
aluminium and magnets  
Size : 150mm / 48mm



Mobius big Donuts  
UpSk8  
Bracelets / objects  
2018

Material : used skateboards decks, aluminium and magnets  
Size : 150mm / 350mm





Big donuts  
UpSk8  
Bracelets / objects  
2018  
Material : used  
skateboards decks,  
aluminium and  
magnets  
Size : 150mm /  
70mm



Cedric is a Swiss artist, working independently since 2001, focusing mainly on the success of his brand Mood Collection until 2013 when it became self-sustaining. Since then, he has shifted his focus into contemporary jewelry. All the while continuing to create unique, wedding rings from day one. There will be only a few pieces of jewelry that have such a close connection with the street as those of the Swiss skater and jewelry designer Cedric Chevalley. Cedric is a self-confessed “boardsports” addict! This passion combined with design drove him to create jewelry that would rise up out of the graves of broken and dead skateboards to be what is now up-cycled skateboard art-jewelry.

Some interesting facts behind the making of these pieces:

Each skateboard deck is made of 7 plies of maple tree, often colored; Cedric Chevalley is personally very inspired by this amazing material. He can then choose among the used skateboards' decks, the ones that match each other or simply please him for making a nice pattern, then he assembles and follows his designs, giving a new life to things previously destined for trash.

Play(ing) is important to Cedric and as far as he is concerned one should never take matters too seriously.

Above all of his concepts, his main goal in working with Upcycling, is that things can be broken, dirty, no longer available for use, but we can still create something new with it. We can take the best features and bring them to the forefront, for a new life as a piece of Art.

As is the nature of life as human beings, we can fail, at a loss broken. But we just have to decide that tomorrow is a whiteboard, a fresh page. We can start anew, bright and shining. We don't have to replay yesterday tomorrow.

## Exhibitions and Fairs :

2019 Precious Plymouth UK  
2019 StartUp fair San Francisco USA  
2019 Benaki Museum AJW Athen GR  
2018 Sieraad Amsterdam NL  
2018 Collectiva Porto PT  
2018 Joya Barcelona SP  
2018 Athen jewelry week GR  
2018 Nod exhibition «on full volume» CH  
2018 Autor Bucharest RO  
2017 Vienna Schmucktage solo exhibition @ Stossimhimmel AUS  
2017 European touring exhibition Artistar IT  
2017 Artistar Milano IT  
2017 Bright Berlin DE  
2017 Furorisalone Milano IT  
2017 Joya fair Barcelona SP  
2016 Brandenburg Design week Berlin DE  
2015 Autor Bucharest RO  
2015 Joya Barcelona SP  
2015 TCJE 2015  
2015 Loft Design messe Leipzig DE

## 1998-2015 (briefly)

> Glass Exhibition Châbles/Verbier CH  
> Expo d'Art Le Sentier CH  
> Artiste Verrier Vannes le Chatel FR  
> Bijorhca Paris (3 times)  
> 100% design Tokyo JP  
> Ornaris Bern, Zurich CH  
> Blickfang, Zurich, Stuttgart, Basel 8 times CH  
> Gallery Alliances FR

## Awards :

2016 Winner of "Arte y Joya" International Award  
2017 selected as winner @ Artistar Milano  
2017 Finalist at Enjoait Award Barcelona  
2002 Etoile de mode Paris «Bijhorca» fair  
2001 1st place, technical Swiss award "golay Prize"  
2002 Winner of Fashion Star "Eclat de mode" Bijorhca Paris  
2016 Piece selected at the Legacy Awards  
2016 semi-finalist Enjoait  
2016 Art and Craft design Award , prize of Excellence



**CDRIX**  
rue du Coppet 8  
CH 1870 Monthey  
00411524591



[www.cdrix.com](http://www.cdrix.com)

[hello@cdrix.ch](mailto:hello@cdrix.ch)