



# THE 5 CODES OF THE ARTIST

— *As they move towards their new era, the brand that Minas created honors its founder paying at the same time tribute to the island of Mykonos.*

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ALL PHOTOS FROM PERSONAL ARCHIVE











Minas landed on Mykonos in 1969 and as an artist he felt its inner light. “It was as if I had made a discovery! Especially its architecture, the rounded cute little houses. As luck would have it, this much has been preserved, and there is still a certain degree of uniformity. Then almost every house was one-storied; they are three-stories high now!” he recalled in the first Mykonos Confidential issue.

## 1. The House

Minas ended up on the island after leaving Manhattan where he was living. “When I left to go back to Greece, my desire was to be somewhere without a lot of traffic, people and, particularly, without air-conditioning. In summer the whole city would buzz. I wanted to move further out. I had been to Mykonos before I went to America and I shared the same feelings as everybody else. So when I was back in Greece, I would travel there again and again, until I realized that I had to find myself a house there. And so I did and settled down”, he said to Ileana Serafimaki. His distinctive house in Aghios Patapios, in the middle of the island, became a refugee for artists and friends, like the legendary guitarist of Rolling Stones Keith Richards and later Tonino Carottone and Nobu Matsuhisa. He remembers how the island was upon his arrival: “There were two humble little houses at Aghios Sostis. (...) There were directional signs to Aghios Sostis and no electricity supply! It is all so much different now. Traces of the island’s old authentic character are still to be found, of course, but they are restricted to what Nature has endowed the island with. They are still in existence. And then man comes along and, driven by insatiable greed, tries to destroy whatever he can. That applies to the mayor as well as to people who come to the island to build themselves a house here. Houses designed in Athens, like those you see in Psyhiko and other major suburbs, huge in expanse, complete with swimming pools and things like that. Houses designed by people who have not even set foot on Mykonos.”



## 2. The Mykonian Allure

He opened his first store here, in Mykonos, in 1998, and soon the place became a gallery showcasing the designer’s recognizable approach through his creations -one of his first works was the keys for the suites Belvedere which guests wear around their necks as pendants. Minas walked along with the island building up a significant relation with it. He managed to project an even more authentic image of Mykonos through two unique creations. Accepting the invitation of the local authorities, to take part without compensation in the restructuring of the historic seafront, one of the island’s most beautiful spots, Minas designed a bench and a street lamp, inspired by the nautical tradition, creating a wonderful corner, where you can sit, deep in thought and gaze at the endless Aegean. For Minas Mykonos is a transit place for all kinds of important people. “I have made my best acquaintances here. My association with Royal Copenhagen began here. The same applies to my relationship with the Rolling Stones.”







**His Emblematic  
Store Became  
A Gallery**

**Showcasing**



**Minas'  
Recognizable  
Approach  
Through His  
Works**



#### 4. The Liquid Shapes

"Like most people, I consider jewelry anything that is embellished with gems. The only reason that I call my creations jewelry is that I use silver and gold. To me, they are not jewelry, they are small sculptures. I may just as well have dubbed them statuettes. How else can I put it?" he says. "My inspiration, however, does not derive from a certain civilization or age, such as Byzantium, the Aegean or something else. It is plain, no more or less than what you see. I create shapes. And because these shapes are made of silver and gold, they are called jewelry. By way of analogy, it is as if we called Pheidias a marble carver because he carved marble (this is not to be taken as some kind of comparison, it is just an example)."

*Clockwise left: A "sculpture" of Minas, the store in Mykonos, Minas, Petros Bourovilis, J. Ioannidis and Nobu in the artists' house in Agios Patapios, working on a jewel, Minas with his sons Prometheus and Arion in the Old Harbour of Mykonos, Ron Wood and Minas at the sundial, the Joly Roger pendant created in 2010.*

#### 3. The Simple Materials

Minas does not care about cheap publicity, seeks out loneliness, and religion is a word without meaning to him. Insisting to excellence, he portrays his art with archaic austerity, bounces from one material to another and with incredible elegance, courtesy, grace and different finishes, handles silver and gold in his jewelry, the American and African walnut in furniture, but also carbon fiber, stainless steel, Pentelic marble (his favorite material), and porcelain in his utilitarian objects. Minas was the first non Scandinavian artist to join the Danish house of silver smiths, Georg Jensen in 1992.

#### 5. The Future Colors

Minas' life was a journey composed by the adventures of restless yet idiosyncratic man who created his own universe. It is a world consisted of objects, jewels and people who loved his work. Mykonos, New York, Athens, shapes, clarity, light. For Minas the punctuality emerged from his undisputable sensitivity is a *longue durée* fact. It survives the plethora trends of the art of jewelry to become a fluid yet functional reality embodied into objects. The multi-dimensional and unconventional Minas has passed away on the 25th of March of 2020 but his heritage is still alive. Through creative exploration new sophisticated concepts define a break through. As they move towards their new era the brand reflects this turning point by releasing for the first time a colorful campaign in collaboration with Kostas Coutayar. Consisting of five vibrant colors its name is Dare to Dream and focuses on the beauty of simplicity. Exactly as Minas did!