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**Ruth Mikos Jewelry & Home Introduces Unique Decorative Art
That Harkens Back to Simpler Times**

Jersey City, NJ — August 20, 2008 - There's nothing like an old photo album, a shared anecdote, even a remembered scent to bring back a flood of wonderful memories. Ruth Mikos, art photographer captures these nostalgic impressions and turns the rich, evocative images into unique, wearable jewelry, decorative ceramic wall art & pillows, that bring smiles and spark conversations.

From photos of classic toys, to images and text gleaned from vintage fabric to dreamlike bucolic scenes from the collective unconscious and transferred onto glass, wood, ceramic & fabric, Mikos' items have found a broad market that has connected with the collection's retro girlishness. "The items remind you of who you once were, and still are — age is irrelevant!" she says.

The evocative pieces have found their way into the collections of such celebrities as Jennifer Garner, Barbara Walters & Christine Quinn and are now carried in 80+ stores nationwide, in boutiques and museum shops both. That boutiques clamor for her items is testament to their popular appeal, but their prevalence in the nation's most prestigious museum shops such as — SF MoMA, J. Paul Getty, Mass MoCA, ICP, Contemporary Arts Museum Houston, Princeton Art Museum — and catalogs such as Signals and uncommongoods.com — proves that Mikos offers much more than pretty novelty. Her images are deep, layered, subtle, and contemplative and a lot of fun!

Mikos offers all of her boutiques a neighborhood exclusive. Unique, affordable and personal jewelry & home accessories, Ruth Mikos Jewelry & Home evokes memories that can be enjoyed and cherished for years and generations to come.

About Ruth Mikos: A serious art photographer turned designer, Ruth Mikos converts childhood images into unique, wearable charms and home decor. Now available in 80+ boutiques, catalogs and museum gift shops nationwide. See www.ruthmikos.com for details and to shop online.

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The Story Behind Ruth Mikos and Ruth Mikos Jewelry & Home

Born in Fort Dodge, Iowa, Ruth Mikos was ninth in a lineup of ten children in a varied, lively, adoring household. Her parents owned a bustling furniture business and the Mikos house was set under a giant sky, at the edge of a horizon of farmland. Indoors, the family gathered to craft Valentines, color Easter eggs, carve Jack o' lanterns and decorate Christmas cookies. Outdoors, they built forts, swam in streams, hiked in the woods, fed cows and chickens, and played endless games of pretend. "It was a great childhood, with fun around every corner, and with that many brothers and sisters, what one didn't think of, another one was sure to" she says.

Ruth majored in photography at the University of Northern Iowa, and became a skilled and expressive photographer. After school, she spent a few months taking photos of babies — a job she enjoyed, although felt unchallenged at. She moved to New York City to pursue an M.F.A. in photography at the prestigious Pratt Institute and the warm, thoughtful small town girl from Iowa jumped right into big city life. After graduation, she began working as a photo researcher for Getty Images, rising up the management ladder quickly. Still, she longed for a more personal way to express her creativity — a longing that was reinforced when her father died unexpectedly

The change in her personal life prompted a change in her professional life, and Ruth soon moved to Props For Today, New York City's largest prop house, where she assisted stylists in dressing sets for shows like Saturday Night Live. She was quickly snapped up by one of her PFT clients, acclaimed New York events firm Jes Gordon LLC, where she helped produce splashy galas for Victoria's Secret, Bath & Body Works, Elton John's AIDS Foundation, and Target to name a few. It was in this realm of fantasy — of matching the tangible (cocktails, lounges, special effects) with the intangible (fun, mystery, magic) — that Ruth's youthful creativity came fully alive.

During this time, a friend talked her into taking a local jewelry course, and Ruth began photographing whimsical, fun-filled images from her childhood, and converting the images into wearable resin charms. She began with miniature depictions of the barn at her mother's farm in Iowa, and then broadened the collection to include fashion sketches, Fisher Price toys, Art Deco bridge tallies, flea market finds, and other powerfully evocative images. To this day she draws inspiration from the collections of her immediate family, to whom she remains close. Soon, Ruth's home became a working studio, complete with a 1500-degree kiln. She now works in resin, glass, wood and silver for her jewelry line, and ceramic tiles, canvas & fabric for the ever-expanding home line.

Designing her fourth season, Ruth describes her work: "My pieces are not a status symbol. They do not scream that you have a million bucks. They do say you have personality." Despite the sheer breadth of choice, all Mikos Jewelry and Home pieces retain their distinct innocence. "I refuse to grow up, and it shows in my work. Life is about discovery and imagination." Ruth says, smiling broadly, as she shares a favorite quote by Albert Einstein: "Logic will get you from A to B. Imagination will take you everywhere." Those fortunate enough to have discovered her creations are constantly reminded of just that.

Ruth Mikos Home — Decorative Ceramic Tiles

Ruth Mikos is an artist who photographs whimsical childhood items and barnyard scenes, and collects nostalgic items — vintage toys, stuffed animal patterns and fabric, & thoughtful quotes — and turns the rich, evocative images & collections into unique jewelry charms (currently available in glass and wood) and decorative home accessories (currently available in ceramic tiles, canvas prints and organic cotton pillows).

Example:

- “The Lit’lers”, decorative ceramic tiles. The tiles measure 6x8” and come ready to hang. Ruth took these images to immortalize some of her favorite childhood toys. “Nostalgia plays a huge role in my work, Ruth says, I love to pull from my own cherished childhood memories. I believe the more personal I get with my work, the more likely it will resonate with others and in some crazy way becomes more universal. And if it makes you smile, all the better!” Tiles retail for \$44 & \$48.00



Experience Ruth Mikos Jewelry & Home

Wearable Art. The prevalence of Mikos jewelry, decorative pillows & art in the nation's most prestigious museum shops (J. Paul Getty Museum, Mass MoCA, SF MoMA, ICP, Contemporary Arts Museum Houston, and others) proves they offer much more than pretty novelty. The images are deep, layered, subtle, and contemplative.

Time Capsule Gifts. Mikos grew up in the Seventies and Eighties, in an age and place of simplicity and innocence. The ninth of ten children in a tiny town in Iowa, she enjoyed a happy childhood with “fun lurking around every corner,” as she says. Her rich, evocative jewelry and home accessories are intended to transport their owners back to a simpler time, through images of vintage toys, barnyard scenes, fashion sketches, thoughtful quotes, and antique market finds.

Parent-Child Treasures. With their multi-generational appeal, Mikos' jewelry and home accessories have found a surprisingly broad market. Fans aren't limited to those who once played with classic 1970's era toys, and women who leafed through fashion magazines of another era, but also include the parents who bought their children those toys, as well as teenagers who simply love the collection's retro nature. “Buyers often bring their daughters to shows to help spot trends. I've heard these girls gasp when they get to my booth. The pieces are meant to evoke someone you once were, and still are—age is irrelevant!” she says.

Ruth Mikos Home — Organic Cotton Pillows

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Examples:

- “Bowser Pillow”, organic cotton pillow. The pillow measures 14x6” and comes ready to squeeze. Who can resist this little guy. Who needs a boring old teddy bear? This series of stuffed figure pillows includes: Mom, Dad, Sis, Brother & Bowser. Pillows retail for \$90/each.
- “Circus Pillows”, organic cotton pillows. Each pillow measures 14x10”, are washable and come with a removable organic insert. All have brightly colored backs and are a wonderful graphic pop for any room. Whether or not you have children, these pillows are a hit! This series features a Lion, Monkey and an Elephant and retail for \$90/each.



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Ruth Mikos Jewelry — Bouncy Ball Jewelry

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Examples:

- “Three-sies”, necklace. The balls measure 1” each and the chain is 16-18” in length. Who doesn’t remember these hi-bounce balls? Inspired by endless games of Jacks, Ruth says “Well, I was a champion Jacks player... of course it was the third grade.” Here Ruth strung 3 together to create a colorful trilogy. Necklace retails for \$36.00
- “One-sies”, single pendant necklaces. The balls measure 1” rd and are suspended on a 22” chain. “One-sies, now I know that phrase will take you back!” Necklace retails for \$28.00



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Ruth Mikos Jewelry — The Fair

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Examples:

- “State Fair Bracelet”, a charm bracelet. The charms measure 1.5” at their longest point and the cable chain is 7.5” in length. Ruth shot these images at the Minnesota State Fair. A wonderful collection of ageless fun. “I was so excited to work with these images, most people think they are vintage, no one would guess they were taken in 2007!” Available in sterling silver for \$118, or in base metal for \$64.
- “Fun House”, a double pendant necklace. The wood charms measure 2” at its longest point and are suspended on a 20-24” adjustable sterling silver chain. “Fun House”, need I say more? Necklace retails for \$52.00



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Ruth Mikos Jewelry — The Hip 50's

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Examples:

- “Red Dress”, a single reversible pendant charm in wood. The charm measures 2” at its longest point and the chain is adjustable 22-24” in length. This dress is part of her sister Judy’s 1950’s Barbie collection. “Because I am from such a large family (Ruth has 6 brothers and 3 sisters) I was exposed to generations of toys which just gives me more things to obsess about!” Necklace retails for \$44.00
- “Me and My Shadow – Candy Striper”, a single glass charm pendant necklace. The charm measures 1.5x1” and it is suspended on a 16-18” sterling silver double chain. This is another one of Ruth’s original photographs, a dress from her sister’s 1950’s Barbie collection. “I love the shadow that hangs in the background as if admiring itself. Didn’t Barbie have the hippest threads? Even her shadow was cool!” Necklace retails for \$56.00



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Ruth Mikos Jewelry — The Roaring 20's

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An Example:

- “Red Scarf”, a single pendant square charm in wood. The pendant measures 2” square and the vintage brass chain measures 22” in length. This image was originally from an Art Deco bridge tally. “I found my first bridge tally at a flea market and it brought back a flood of memories of my mother and her bridge clubs. These *tallies* were used to keep score. This Tally was actually a loner from another exhibitor I met at a tradeshow! I am not the only crazy collector out there!” This piece retails for \$44.00
- “Flapper”, double strand earrings in wood. The charms measure 1” at their tallest point and the chain is vintage brass. This image came from a set of 1920's paper dolls, This pair retails for \$44.00



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