

For the first time, a comprehensive and vividly illustrated coffee table book titled

Diamond

Divine Gift of Nature

To be published by the end of March, 2018.

Book Size: 13" x 9.50" Finished, 13" x 19" Open

Pages: 500 Pages + 8 End Pages + PLC + Jacket, Colour: 5 + 5

Paper: PLC & Jacket: 170 gsm Matt Art Paper,

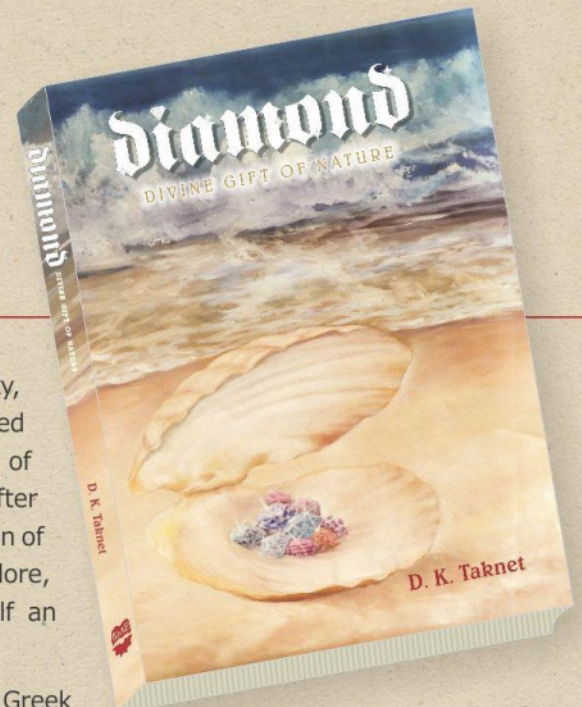
Text: 100 gsm Renaissance

End Pages: 190 gsm Renaissance

Fabrication PLC: Matt Lamination & Raised UV

Jacket: Matt Lamination & Raised UV

Binding: Section Sewn & Perfect Bind with case



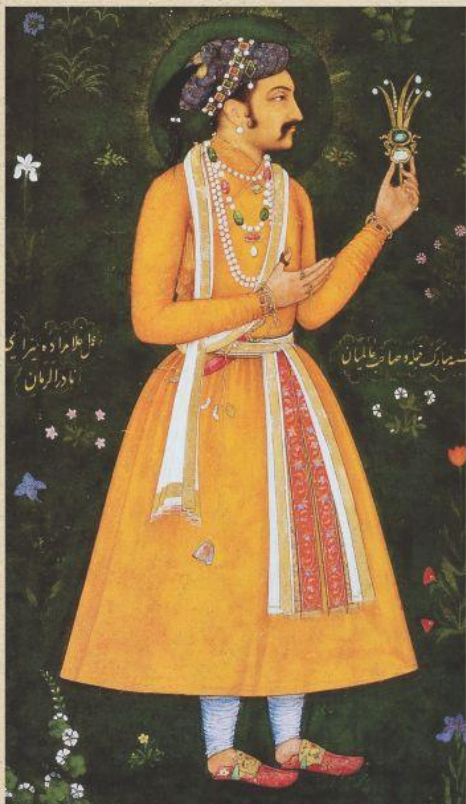
Diamonds have long been a symbol of eternity, sublime beauty, wealth, fortune and power. The gemstone has always been coveted by kings and queens, rich and powerful. It is an aspirational symbol of prosperity even for ordinary people. A diamond is most sought after because of its rarity and brilliance, and the fact that it is a unique creation of nature. Its lure has insured it a pivotal place in literature and folklore, romance and legends. The history of this glittering gem is in itself an extraordinary and fascinating story.

According to the Merriam Webster Dictionary, its origin is from the Greek word, 'adamas' meaning hardest metal. Diamonds are the hardest natural substance known to mankind. They are often used as a metaphor for strength, courage and invincibility. Most diamonds were formed deep inside the earth billions of years ago. They are older than the rocks in which they are found. Diamonds are sometimes ejected out of the volcanic rocks and washed downstream to surrounding river beds or even to the coast. It takes expertise and hard work to find them. Diamonds, however, represent much more than unsurpassed beauty and sparkle. From its earliest days, the diamond has been imbued with mystique and superstition that has intrigued and delighted people throughout history.

In India Dravidians were the first people to discover diamonds. They found them seven or eight centuries before Christ. India was a major source of diamonds until 1725, when they were discovered in Brazil. These are now mined on every continent except Europe and Antarctica. More than 90 per cent of the world's rough diamonds are cut and polished in Surat and Mumbai in India. Other important centers of diamond cutting and trading are Antwerp, London, New York, China, Thailand, Tel Aviv, Amsterdam and Johannesburg.







During the course of this research study, our extensive research will cover its history, attraction and other aspects of the precious stone from production, cutting and polishing to the marketing of diamonds. For this purpose, it has been planned to travel approximately, 1.5 lac kms for researching and interviewing more than 5,000 people directly or indirectly associated with diamond ranging from chairmen of companies to expert cutters and polishers who shape and polish the stones turning the natural stone into riches. The planned pictorial book will be meticulously researched and documented. This will take a holistic look of the contemporary scenario of the diamond and its market. The book will also highlights the contribution of international organisations of diamond trade and industry. The narrative will be enriched by case studies of successful pioneers in this field, illuminating their role in the evolution of diamond trade in India, and its spread across the world.

Imbued with rare visuals brought into the public eye for the very first time, this volume will elaborate on the lesser known aspects from the past and the present diamond scenarios, blending the finest from its rich heritage. This volume is as serious about bringing out the history of its subject in depth as it is about digging out rare facts and photographs.

A special focus will be on the contributions to socio-economic development made by the diamantaires and their organisations. Their tradition, legacy and heritage will be highlighted. The Roman naturalist Pliny has said that 'Diamond is the most valuable, not only of precious stones, but of all things in this world.' These aspects will be given due importance in this research study.

Consisting of approximately 450 pages with over 700 rare, black & white and color photographs, paintings, lithographs, fillups, maps, documents, illustrations and line sketches, the book will be itself a gem which will capture the imagination of readers be they connoisseurs or laymen.

