Egg-citing art to be featured on CBS show

By Jim Bradshaw
City Editor

A crew from CBS Morning News is in town this week to film a segment on Alex Caldwell and the art he makes from eggs. The segment is scheduled to air on Nov. 19. Bill Geist of CBS will host the segment.

Caldwell founded Vivian Alexander Inc. in 1991 to make Faberge-quality decorated rhea eggs into handbags and art pieces. The rhea is a large bird similar to an ostrich.

He says he got the idea for the jeweled and elaborately decorated eggs at a Mardi Gras ball. The egg shell is built up with a banked enameling process, called plique-a-jour, and made famous by Carl Faberge, creator of world famous Easter eggs decorated for the czars of Russia.

Intricate designs are created with Austrian crystals and gem stones. The enameling process produces deep, translucent colors that can give the egg a stained-glass appearance.

The egg is gilded with 23-karat gold leaf and with heavy gold plating.

Each egg is numbered, named, catalogued, and signed by the designer. Prices range from $950 to $2,000 and the creations are now being sold in upscale stores in Beverly Hills, New York, Atlanta, New Orleans, London, Frankfurt, Sidney and Paris.

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