

***ROAD RAGE TAKES ON A WHOLE NEW MEANING WITH THE ARTISTIC INGENUITY OF
JEANNE KOESTERS.***

For Immediate Release

We've all experienced that moment of sheer fury while sitting in rush-hour traffic. Drivers all around us are cursing at their dashboards, laying on their horns, and revving their engines to close the three-foot gap between their car and the next bumper. It's not an environment your average person would think is conducive to artistic inspiration.

Koesters isn't your average person, though. "There was so much ugliness in that moment," she says. "Ugly sounds, ugly signs, ugly words. I thought "How could I make this situation into something that's quirky and humorous instead of ugly and hateful?" That night, she went home and started to gather the elements for the creations that would become Road Rage Jewelry®.

Koesters explains that the whole point of Road Rage Jewelry® is to turn a negative experience into a positive one. "When we look back at a bad situation, even if it was the worst moment in our lives, we can usually see the humorous points of it," she says. "No matter how bad you felt at the time, when you tell the story you tell it with humor and it becomes a funny story instead of an angry one." She sees Road Rage Jewelry® as a way to inject humor into a story so many of us experience on a daily basis – the long commute, the inconsiderate driver, or the near-accident.

Using street signs with a wide variety of shapes and colors, Koesters plays on the humor these many signs can evoke with their solemn directions. By putting a two "One Way" signs pointing in opposite directions together, for example, Koesters turns what would be a frustrating situation in real life into a piece of jewelry that evokes a laugh. "Street signs, and street names, are often hilarious," she says. "My jewelry helps you think of commuting as an opportunity for humor and individuality."

Individuality? You bet. Koesters encourages her customers to create their own Road Rage Jewelry® using elements like hazard signs ("Stop" and "Dead End" and "Bump", for example), street signs ("Malfunction Junction") and even quirky texting terms into road-sign format, like the inverted hazard triangle that says "Sup" instead of "Yield." Koesters points out that a significant part of what makes us angry in high traffic situations is the sense of helplessness. "You feel like you can't do anything about the situation you're in. With my jewelry, you not only have control over the design – you're regaining control over how you feel in that situation. You don't have to be angry – you can be laughing."

Changing the way people view road rage doesn't stop at creating more opportunities for laughter, though. "It's about turning something negative into something positive," Koester explains. "I try to do that in as many different ways as I possibly can."

With the initial introduction and more street names and signs made of recycled aluminum to come, and tons of happy customers turning their former road rage into a quirky creation, sounds like she's succeeding.

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