

## THE JEWELLERY MUSEUM INAUGURATES ITS 2<sup>ND</sup> EDITION 2017-2018 WITH NEW INTERNATIONAL CURATORS

*Ten jewellery and art experts from all over the world curate the new selection of jewellery in an exhibition of absolute international excellence and prestige, on display from 17<sup>th</sup> December inside Vicenza's Basilica Palladiana.*

Vicenza, 16<sup>th</sup> December 2016 – **Today, December 16<sup>th</sup> 2016, the Museo del Gioiello** is inaugurating a fascinating journey through time and jewellery history in a new exhibition to mark the start of the **2<sup>nd</sup> edition 2017-2018** with ten new international curators in attendance. **The first in Italy** and one of only a few in the world exclusively dedicated to jewellery, located inside Vicenza's Basilica Palladiana - a 16<sup>th</sup> century historical building listed as UNESCO World Heritage since 1994 - the Museo del Gioiello jewellery museum has clocked up 34,000 visitors since its opening on 24<sup>th</sup> December 2014. A project, devised and launched by Fiera di Vicenza, it is managed by **Italian Exhibition Group S.p.A.** (IEG)- the new trade show company generated by the merger between Rimini Fiera and Fiera di Vicenza - in partnership with **Vicenza Council**.

**Lorenzo Cagnoni**, President of Italian Exhibition Group Spa, declares: *“Vicenza's Museo del Gioiello is a unique project in the constellation of Italian museums and represents an original alliance between manufacture and culture. Their integration is an ever-increasing asset for promoting territories and trade show activities, an element that also sums up Italian Exhibition Group's vision. Inheriting the splendid job that Fiera di Vicenza's has done, our Company will continue to develop this project, together with Vicenza Council's valuable collaboration, and starting with this new and extremely fascinating biennial exhibition.”*

The new display, which will be available for viewing over the next two years, will, just as the previous exhibition did, continue to provide an innovative trip through the semantic complexity of jewellery in all its meanings connected to time, culture and taste, summarizing the history of mankind from an extremely heterogeneous point of view.

**Matteo Marzotto**, Vice President of Italian Exhibition Group, underlines: *“The Museo del Gioiello has proved to be a winning idea since the very first day it opened to the public. An authoritative barycentre that tells the story of the cultural universe of gold and jewellery, in the name of innovation and highbrow research. Profoundly and logistically rooted in Vicenza, one of the world's jewellery capitals, its unique personality expresses extraordinary international inclination. It is not only particularly appreciated for the quality of its curatorship, but also for the origins and excellence of the items on show, the great number of Italian and foreign visitors it welcomes, and its atypical museum itinerary that meets the expectations of any type of public. A global profile that will be emphasized even further with the new exhibition and the collaboration of new curators over the next 2017/18 two-year period”.*

The **over 410 m<sup>2</sup>** of museum area, curated and **directed** by Alba **Cappellieri**, Professor of Jewellery Design at Milan Polytechnic and Italy's leading scholar within the sector, **hosts a selection of about 400 jewellery items**, all of absolute excellence and prestige, chosen on the basis of the sensitivity of the nine international curators involved: from **Glenn Adamson**, Director of the New York Museum of Arts and

Design, to **Nicolas Bos**, President & CEO of Van Cleef & Arpels; from the art critic and collector **Helen Drutt English**, to anthropologist **Cristina Del Mare**, from the art historian **Alessandra Possamai** to **Stefano Piaggi**, Director of Archivio Anna Piaggi; from architect and designer **Marco Romanelli**, to the art historian and author **Paola Venturelli** and the multi-awarded designer **Odo Fioravanti**.

The upper floor of the Museum hosts **nine themed exhibition halls** taking the visitors on an unexplored journey through time and culture - *Symbol, Magic, Function, Beauty, Art, Fashion, Design, Icon, Future*. The innovative arrangement was designed and staged by **designer Patricia Urquiola**.

“There is no universal and absolute jewellery, but different conceptions of jewellery linked to time, culture and taste. In short: to the history of mankind,” says **Alba Cappellieri, Director of Museo del Gioiello**.

A fascinating journey that begins with the **Symbol Room** under the curatorship of **Glenn Adamson**, Director of MAD - NY. Here the past unites with the present: from Madonna del Monte Berico's breastplate to crosses, throat-pieces, crowns - symbols of power, wealth and nobility - to the evolution of necklaces, bracelets and rings that went from aristocratic symbols to become those of pop. Next comes the **Magic Room**, a selection by anthropologist **Maria Cristina del Mare**, offering examples of magical jewellery that has crossed time and cultures to tell us about man's primordial need to believe in a supernatural dimension able to govern unforeseen factors such as health, fortune or illness. Buttons, buckles, chatelaines, fibulas, hair slides, cufflinks, brooches, clasps and pomanders are, on the other hand, items of jewellery found in the **Function Room** curated by historian **Alessandra Possamai**. This is followed by the **Beauty Room** which pays homage to nature interpreted by **Nicolas Bos**, President & CEO, Van Cleef & Arpels. For the **Art Room**, critic and collector **Helen Drutt English** has chosen creations by American artists, such as Alexander Calder or Art Smith, responsible for renewing connections between art and jewellery. An all Italian tribute can be found in the **Fashion Room** dedicated to fashion editor Anna Piaggi, famous throughout the world for having been the inspirational muse of numerous designers, an example of freedom of thought and creativity for very many fashion-lovers. Under the curatorship of **Stefano Piaggi**, Director of Archivio Anna Piaggi, this area displays items that belonged to the renowned journalist and her theatrical capacity to cross-fertilize contexts. The itinerary continues from the post-war period to present day with the **Design Room**, curated by **Alba Cappellieri** and architect **Marco Romanelli**, which tells of the bonds that Italian designers have had with jewellery since the Second World War. Next comes the **Icon Room**, a precious treasure chest that contains the iconic jewellery selected by art historian **Paola Venturelli** offering exceptional tales. Last but not least is the **Future Room** in which designer **Odo Fioravanti** presents scenarios for the coming years by observing materials and technological innovations, items with new content, new interactions with the body and new contexts.

To welcome the **2017-2018 edition** and introduce the visitor to the timeless and limitless magic of jewellery in the new rooms curated by international experts, is **Giampiero Bodino's "Rosa dei Venti" necklace**, which the **Museum's Director, Alba Cappellieri**, chose because it represents the Italian ability to unite hand and mind, craftsmanship and innovation.

The **Museo del Gioiello** is the **result of IEG's commitment** to promoting the cultural universe of Italian gold and jewellery, sectors in which the Company is recognized as an international Business Hub with its **VICENZAORO international show**, scheduled to take place in Vicenza in January 2017 (VICENZAORO January 20-25 January). The Museo del Gioiello therefore continues in its intent to be a tangible flywheel for promoting artistic "Beauty" and "Well Done" and, with its biennial turnaround of items on display, confirms its continuous standing as a first-class place to visit.

Information about the Museo del Gioiello and its biennial exhibitions, including the temporary shows that are also staged throughout the year in the area on the ground floor, is available on the website: [www.museodelgioiello.it](http://www.museodelgioiello.it) which has been totally renewed and now features even more multi-media integrations.

A dynamic portal that immediately introduces the user to the museum's evocative atmosphere, reproducing the format and rooms, a section in the homepage on what's new at the Museum, the calendar of permanent and temporary exhibitions as well as notification of all the events that will be taking place in this jewellery temple located in the Basilica Palladiana throughout the year.

Opening times: Tuesday to Friday from 3 pm to 7 pm; Saturday, Sunday and holidays, from 11 am to 7 pm.

TICKETS: Euro 6.00 full price, Euro 4.00 reduced price.

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