

Press release

## IEG: THE MUSEO DEL GIOIELLO JEWELLERY MUSEUM RE-OPENS ITS DOORS WITH THE “DESIGNED IN VICENZA” EXHIBITION

*Friday, 11<sup>th</sup> September, will see the inauguration of the new exhibition dedicated to architects and designers from Vicenza who have included jewellery in their projects. “Designed in Vicenza” celebrates the re-opening of the museum, managed by Italian Exhibition Group (IEG) and Vicenza Council, to mark VOICE – Vicenzaoro International Community Event and coincide with the VIOFF initiative. The first visitors will enjoy an exclusive guided tour by the designers of the thirty-five works on display.*

Vicenza (Italy), 9<sup>th</sup> September 2020 – **Designed in Vicenza** is the name of the new exhibition that, **next Friday, 11<sup>th</sup> September**, will be celebrating the re-opening of **Museo del Gioiello**, Italy’s first museum dedicated to jewellery and managed by **Italian Exhibition Group (IEG)** in partnership with **Vicenza Municipal Council**. In the wonderful setting designed by Patricia Urquiola inside the **Basilica Palladiana**, the Museum re-starts in total safety by putting the Vicenza territory’s cream of the crop on display: the architects and designers who have taken the creative soul of Vicenza into the world with their projects, and jewellery, and who will also be key players at **VOICE – Vicenzaoro International Community Event to be held from Saturday 12<sup>th</sup> to Monday 14<sup>th</sup>**, marking the first international jewellery show, organised by IEG, on the trade show calendar since the lockdown.

A re-opening following the principles of maximum safety, in full respect of the health measures foreseen by the international regulations and guaranteed by IEG through its **#SAFE BUSINESS** protocol. In order to access the Museum, visitors will be required to wear a face mask, have their temperature measured at the entrance by a purposefully installed thermal scanner and tickets will only be available for purchase online through the museum’s website: [www.museodelgioiello.it](http://www.museodelgioiello.it).

Curated by Alba Cappellieri and Livia Tenuta, **Designed in Vicenza** will host a selection of **thirty-five works by Vicenza’s top architects and designers until 31<sup>st</sup> January 2021: Atelier Crestani, Brogliato e Traverso, Aldo Cibic, Matteo Cibic, IV Design, Reggiani Ceramica, Joe Velluto and Cleto Munari**, the master designer to whom the exhibition pays tribute on his ninetieth birthday. The designers’ jewellery items will be accompanied by a selection of products, also designed by them, in order to encourage a comparison between the different types of items and highlight the creative thought and design methodology that link an item of jewellery to a vase.

“Italian intelligence always places man at the centre of a project” as curators Alba Cappellieri and Livia Tenuta point out. “Respect for the anatomy, a preference for comfort rather than shock, evolution rather than revolution, beauty and quality rather than abstract or pure concept. The jewellery and objects on display prove it.”

**Since the designers will be in attendance** on the opening day, **at 6 pm** the Jewellery Museum will be offering a **special guided tour** of the eight design studios on display which, together with the curators, will accompany the visitors through an exhibition itinerary that aims to trace the aesthetic and experimental borders of the territory through new forms, visions and languages, capturing the spirit of time and making it tangible in jewellery and designs that encompass ideas, truth and beauty.

The Designed in Vicenza exhibition marks the beginning of the fifth edition of **VIOFF**, Vicenzaoro's Off Show event under the theme of **"A New Golden Way"** that will accompany VOICE – Vicenzaoro International Community Event with initiatives held within the city from 11<sup>th</sup> to 14<sup>th</sup> September.

#### **MUSEO DEL GIOIELLO/DESIGNED IN VICENZA | VIOFF OPENING TIMES**

Friday 11<sup>th</sup> September: 3 pm – 10 pm

Saturday 12<sup>th</sup> September and Sunday 13<sup>th</sup> September: 2 pm – 10 pm

Monday 14<sup>th</sup> September: 10 am – 6 pm

#### **MUSEO DEL GIOIELLO/DESIGNED IN VICENZA | OPENING TIMES UNTIL 31.01.2021**

Saturday and Sunday: 10 am – 6 pm

#### **FOCUS ON ITALIAN EXHIBITION GROUP SPA**

Italian Exhibition Group (IEG), listed on the Screen-based Share Market (MTA) organised and managed by Borsa Italiana S.p.A., is a leader in Italy in the organisation of trade fairs and one of the main operators in the trade fair and conference sector at European level, with structures in Rimini and Vicenza, as well as further sites in Milan and Arezzo. The IEG Group is notable in the organisation of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness, Sport and Leisure; Green & Technology. In the last few years, IEG started a significant expansion process abroad, also through the conclusion of joint ventures with local operators (for example, in the United States, Arab Emirates and in China). IEG closed the 2019 financial year with consolidated total revenues of € 178.6 million, an EBITDA of € 41.9 million and a consolidated net profit of € 12.6 million. In 2019, IEG totalled 48 organised or hosted fairs and 190 conferences. <https://www.iegexpo.it/en/>

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