

## JEWELLERY MUSEUM LAUNCHES 2017-2018 EXHIBITION COLLECTION, AND PRESENTS INTERNATIONAL CURATORS OF THE SECOND EDITION

*Fiera di Vicenza also announces the entry of the Jewellery Museum into Museimpresa, a prestigious association that networks company museums and archives, founded by Assolombarda and Confindustria.*

MILAN, 13 JULY 2016 – **Fiera di Vicenza's Jewellery Museum will inaugurate its 2017-2018-exhibition collection in December 2016**, the second collection since it first opened. The museum, which is the first of its kind in Italy and one of the few in the world dedicated exclusively to jewellery, renews its permanent exhibition collection every two years, ensuring customers to be worth a visit.

Located inside Vicenza's Palladian Basilica, a historical 16th-century building that has been a UNESCO World Heritage site since 1994, the Jewellery Museum was inaugurated on December 24, 2014, and in just two years has welcomed more than 33,000 visitors. Created by Fiera di Vicenza, in partnership with the Municipality of Vicenza, the museum's multipurpose exhibition space covers 410 square metres, showcasing jewellery and precious stones in their historical, and aesthetic and cultural contexts. The museum's Director and Chief Curator is **Alba Cappellieri**, Professor of Jewellery Design at the Polytechnic University of Milan and Italy's main jewellery researcher.

**Designed by Patricia Urquiola, the museum features nine connected exhibition rooms**, taking visitors on a journey through time and culture, from the prehistoric period to the future: **Symbol, Magic, Function, Beauty, Art, Fashion, Design, Icons and Future**. The jewellery on display includes 400 pieces of absolute excellence and prestige, selected by the curator of each room.

The curators for the **2017-2018** exhibition period will be: **Glenn Adamson**, Director of MAD – NY (Symbol Room); **Cristina Del Mare**, Anthropologist (Magic Room); **Alessandra Possamai**, Historian (Function Room); **Nicolas Bos**, CEO, Van Cleef & Arpel (Beauty Room); **Helen Drutt** Critic and Collector (Art Room); **Stefano Piaggi**, Director, Archivio Anna Piaggi (Fashion Room); **Alba Cappellieri**, Director of the Jewellery Museum and **Marco Romanelli**, Architect (Design Room); **Paola Venturelli**, Historian (Icon Room); and **Odoardo Fioravanti**, Designer (Future Room).

Fiera di Vicenza also announced that the Jewellery Museum, which was established as part of its commitment to promote the cultural and artistic contribution of the gold and jewellery sectors in Italy, has just been admitted into Museimpresa, the Italian Association of Archives and Company Museums, which in turn introduced a new member category, dedicated to the excellence of gold and jewellery Made in Italy. Fiera di Vicenza now joins Museimpresa's mission to highlight the contribution of the business sector to the country rich history of manufacturing, culture and design, as well as to the excellence of the main sectors of Made in Italy, from industrial design, food and fashion, as well as jewellery and accessories.

### **Said Matteo Marzotto, President of Fiera di Vicenza:**

*"It is a privilege to be a part of the prestigious Museimpresa family. The entry of the Jewellery Museum into this network, which brings together the highest cultural expressions of the supply lines of Well Done in Italy, is an important recognition for us in two respects. It acknowledges Fiera di Vicenza's role as cultural hub, and also the success of our museum, which is the only one of its kind, to become an ideal ambassador for the jewellery world, in 18 months since its opening.*

*Thanks to its collaboration with Museimpresa, the Jewellery Museum will now have an extraordinary opportunity to showcase even more of the wonderful heritage, history and craftsmanship, expertise and beauty, of which the international and Italian gold and jewellery industries are made of."*

For more information about the Jewellery Museum, see: [www.museodelgioiello.it](http://www.museodelgioiello.it)

The Jewellery Museum is open Tuesdays to Sundays, 15.00 to 19.00; and on Saturdays and Sundays 11.00 to 19.00. Full-price tickets each cost 6 euro and reduced-price tickets cost 4 euro.

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***Fiera di Vicenza** is Italy's leading company when it comes to organizing trade fairs and is one of the most dynamic players at global level. It is ranked among the world's top player in the gold and jewellery industry, thanks to its VICENZAORO trade show, a brand that is now exported to the most important international fairs: Hong Kong, Las Vegas, São Paulo, Mumbai, and Dubai.*

*VICENZAORO DUBAI, which is organised by DV Global Link, a joint venture between Fiera di Vicenza and the Dubai World Trade Centre, is now an established B2B platform of excellence and a strategic hub for the world jewellery trade.*

*Another mark of Fiera di Vicenza's commitment to promoting jewellery in the cultural sphere is the Jewellery Museum, a permanent museum space of 410 square metres located in the Palladian Basilica in Vicenza. It is the first museum in Italy to be entirely dedicated to jewellery and is a project devised and managed by Fiera di Vicenza, in partnership with the Municipality of Vicenza.*

***Museimpresa – Italian Association of Archives and Company Museums** was founded in Milan in 2001 by Assolombarda and Confindustria, with the aim of identifying, promoting and creating a network for businesses that have chosen to favour their company culture as part of their communications strategies. The creation of a system of archives and company museums, the dissemination of quality standards, and the promotion of the concept of business cultural responsibility are among the main aims of the association.*

[www.museimpresa.com](http://www.museimpresa.com)

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