



FIERA DI VICENZA



A brand new exhibition opening at the Jewellery Museum of Vicenza: 'GIOIELLI IN TAVOLA,' organised under the patronage of EXPO Milano 2015

*From July 16 the Jewellery Museum will be host 150 pieces of jewellery
made with or inspired by food*

The Jewellery Museum of Vicenza, which is the first museum in Italy and one of the very few in the world to be exclusively dedicated to jewellery, was inaugurated last December, and in less than six months has been visited by over 28,000 people. On July 16 it will inaugurate a new exhibition entitled **"Gioielli in Tavola,"** it will pay homage to theme of the EXPO Milano 2015, "Feeding the Planet, Energy for Life."

Featuring **150 jewellery items made with or inspired by food,** "Gioielli in Tavola" is an original project created to highlight the themes of the **Expo**. Curated by Livia Tenuta and Viola Vecchi, it showcases works by important jewellery artists, alongside pieces by up-and-coming young designers.

The exhibition spotlights a meeting of foodstuff and ornaments, creating extraordinary food-jewels from decidedly unusual combinations. turning traditional jewellery concepts on their head, and exploring areas never before considered in the industry.

Works by designers such as **Gaetano Pesce** and **ivdesign.it** (Francesca Braga Rosa and Ivano Vianello) using **food as a representation**. With Pesce, resin spaghetti becomes rings or bracelets, as do seeds and vegetables with ivdesign.it.

Jewellery artists such as James Rivière, Annamaria Zanella and Barbara Uderzo show **poetic inspiration through food**. Rivière's apple with hole is powerfully symbolic, as is the "Snow White" necklace by Zanella, or "Vinatica," which is made with wine corks. **Ironic landscapes** and "Blob Rings" by Uderzo feature incredible tables filled with roast chicken and a coffee machine.

There is also a section of **edible ornaments made by up-and-coming young designers with everyday foods** – salt, sugar, pasta, and rice – in praise of food's foremost function, which is to nourish. The value of these jewels is certainly not in the materials that express the theme, but rather in their **heart-breaking beauty and courageous designs,** which are forward looking, displaying innovative scenarios for both jewellery and food.

Corrado Facco, Managing Director of Fiera di Vicenza: *"With this exhibition dedicated to the relationship between jewellery and food, Fiera di Vicenza once again confirms its ability to connect innovatively between business, fashion and culture."*

Professor **Alba Cappellieri**, Director, Jewellery Museum of Vicenza: *" 'Gioielli in Tavola' presents jewellery with unusual shapes and materials: isinglass, pretzels, liquorice, sugar, rice, and salt, which are presented together with mysterious vegetables, producing truly surprising results. What*



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emerges are new shapes of ornaments, which are colourful and fun. Food is interpreted as edible items and also as inspiration for colour and shape. This is a poetic exhibition, with many surprises and the ability to make us think about the value of jewellery.”

With the exhibition that has been organised under the patronage of Expo Milano 2015, the Jewellery Museum, Vicenza – a project by **Fiera di Vicenza**, established in partnership with **Vicenza City Council** – has confirmed its role as a cultural platform and narrative hub for contemporary jewellery. It also serves to support young talent serves and to enrich the cultural life of Vicenza.

The museum occupies 410 square metres over two floors inside the historic **Basilica Palladiana**. Its innovative layout, created by international designer, Patricia Urquiola, provides a varied **aesthetic and educational experience**, focusing of an ancient craft that is a deeply rooted in human culture. Its upper floor has **nine themed rooms (Symbol, Magic, Function, Beauty, Art, Fashion, Design, Icons and Future)**, each of which curated by an international expert, and together containing about **400 jewellery items**. Visitors to the museum are taken on a journey through time and culture, from prehistoric times to the future.

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 one of the top players in the world for the jewellery trade, thanks to the VICENZAORO expo, which exports the brand to the most important international trade fairs: Hong Kong, Las Vegas, São Paulo, Mumbai, and Dubai. The company's expertise and excellent know-how also cover Lifestyle&Innovation events for different sectors: style and comfort for the home, hunting, target sports and individual protection, fishing, outdoor sports, exhibitions and ateliers dedicated to creative crafting, tech innovations for the medical and pharmaceuticals sector, cars and bicycles, universal tourism. As well as being a business hub, Fiera di Vicenza is also a cultural hub, boosting the business culture of Made in Italy, and the circulation of ideas and information to develop the economy, with a specific eye to the aspects of a company's social responsibility. The new Conference Centre, a multi-purpose, state-of-the-art facility, can host large conferences, workshops, seminars and training events at national and international levels. With its 87 employees, in 2014 Fiera di Vicenza organised 15 international and national Events in the Jewellery and Lifestyle&Innovation sectors. Fiera di Vicenza has also set up over 100 conferences, assemblies, meetings and seminars, some of which of international importance.

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