



FIERA DI VICENZA



Vicenza, 20 March 2015

## SEA JEWELS IN THE VICENZA JEWELLERY MUSEUM

*From 20 March to 1 July 2015, the Exhibition dedicated to corals, cameos and pearls, organized by Assocoral in collaboration with Fiera di Vicenza and curated by Cristina Del Mare. The first temporary exhibition to be held in the Jewellery Museum since it opened last December.*

The **Vicenza Jewellery Museum** opens its halls to precious marine items. **From 20 March to 1 July 2015**, it will be holding the exhibition **Sea Jewels, Corals, Cameos, Pearls between Memory and Innovation**, organized by Assocoral in collaboration with Fiera di Vicenza and curated by Cristina Del Mare. Along a suggestive **tradition and innovation path**, the exhibition presents over **100 jewels** : sets, necklaces, bracelets, brooches and cameos, extracted from the rarest, most prestigious materials found in the sea and transformed into **splendid jewels** by companies in **Torre del Greco**, some founded over a hundred years old. A project valorising the productive skills of Italy's main district working corals, cameos and pearls and one of the best known in the world.

The **Sea Jewels** exhibition is divided into three sections presenting visitors with jewels of considerable **aesthetic** and strong **symbolic value**: **Coral**, the Mediterranean gem par excellence, considered that absolute magic material since the very birth of humanity, transferring its beneficial influences to man; **Cameos**, from the precious glyptics art, expression of the cultural identity of Torre del Greco, interest that extended to all European courts in the 18th and 19th centuries; **Pearls**, gems that have fascinated men of all eras, from East to West, associated with rarity, riches and power.

**Corrado Facco**, General Manager of the Fiera di Vicenza, declares: *«The "Sea Jewels" exhibition is a true journey through Italian art, manufacturing and culture, expressing the Jewellery Museum's basic philosophy through precious sea jewels. Thanks to this first temporary exhibition, the Museum is starting to live events integrated with the jewellery Exhibition, inaugurated in December. This Exhibition stresses the Museum's innovative, dynamic concept: not a celebration space, but evoking a wider jewellery spectrum. How Fiera di Vicenza strengthens its ability to create value and offer itself as an innovative example of that interconnection between business, fashion and culture».*

**Jacopo Bulgarini d'Elci**, Deputy Mayor and Councillor for Growth with Vicenza Municipality, *«The Jewellery Museum is one of the results of the high levels of collaboration between town and Fiera: strategic collaboration for a new season of territorial growth built on creativity, culture, quality, the search for beauty and valorising what makes Italy truly unique. Set in the reborn Basilica, heart of the town's renewed cultural policies, the museum is turning into a stable attraction and proof of the strength of that bond between public and private».*

**Alba Cappellieri**, Director of the Jewellery Museum, points out: *«The Jewellery Museum is delighted to host this Sea Jewels exhibition as it truly sums up that jewel pluralism that the*



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MUSEO  
DEL GIOIELLO  
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*Museum is a mouthpiece for. Corals, cameos and pearls are, at one and the same time, some of nature's most exclusive gifts and expression of man's best manufacturing quality. They also have a strong symbolic value; they are amulets and represent the vocation of a territory like Torre del Greco. The exhibition presents splendid historical jewels which, together with modern examples, delineate Italian beauty, quality and excellence».*

**Tommaso Mazza**, President of Assocoral, declares: *«The quality and typicality of Torre del Greco creations, applied to coral and cameos, help present the excellence of Italian gold-working. The “I Gioielli del Mare” exhibition highlights this exceptional excellence by evoking that correct balance between art, craftsmanship and fashion; it is receiving growing international acclaim, yesterday at Vicenzaoro, today in the first Italian museum dedicated to jewellery, in Japan and soon Hong Kong. It is a great satisfaction for us red gold craftsmen to be able to exhibit and display our work to a heterogeneous public of fans ».*

**Cristina Del Mare**, Exhibition curator, stresses: *«Sea jewels have always exercised magnetic attraction on collective imagination, connected to symbolic aspects, intangible, aesthetic, cultural and anthropological values, going well beyond their tangible precious, rare material connotation. The Exhibition presents sea jewels from both past and present and will take people into an exciting specular story; playing on references, combinations and parallelisms between memory and contemporaneity. Item memories, footprints coursing through time, creating other realities and other visions. A new creativity paradigm».*

**Sea Jewels. Corals, Cameos, Pearls between Memory and Innovation** is the **first temporary Exhibition** to be held in the versatile ground floor hall of the **Jewellery Museum**, since the permanent 410 square metre museum space, situated on two floors in the **Basilica Palladiana**, was opened to the public last December. The Museum, the first of its kind in Italy and one of the few in the world dedicated solely to jewellery, is a **Fiera di Vicenza** project; set up in partnership with **Vicenza Municipality**, to promote the cultural gold-making and jewellery universe, sectors in which the Company is an acknowledged global Business and Cultural Hub with VICENZAORO.

In innovative settings designed by the international designer, Patricia Urquiola, the **Jewellery Museum** offers an original, heterogeneous **aesthetic** and **cognitive experience** of an ancient item deeply rooted in human culture. The upper floor, heart of the Museum, has **nine** specific theme **rooms**, curated by international experts, holding about **400 jewels** and accompanying visitors along a new route, in both time and cultures, from prehistoric times to the future: **Symbol, Magic, Function, Beauty, Art, Fashion, Design, Icon and Future**.

**Opening times:** from Monday to Friday, from 10 to 18; Saturday, Sunday and holidays from 9 to 19. The full-price **ticket** costs 6 euro, reduced price 4 euro. Showing your receipt for the “Tutankhamon, Caravaggio, Van Gogh - La sera e i notturni dagli Egizi al Novecento” Exhibition purchased from the cash desk, the entrance fee to the Jewellery Museum is 2 euro.

[www.museodelgioiello.it](http://www.museodelgioiello.it)



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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 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 directly organised 15 international and national Events in the Jewellery and Lifestyle&Innovation sectors. Fiera di Vicenza has also set up over 100 conferences, assemblies, meeting and seminars, some of which of international importance.*

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