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PRESS

Press release

IEG: THE JEWELLERY MUSEUM RE-OPENS ITS DOORS TO THE PUBLIC

From 25th September, the permanent exhibition "Italian Jewels," only available digitally until now, will be open to the public in the exclusive museum area set up by Italian Exhibition Group and jointly managed with Vicenza Municipal Council inside the Basilica Palladiana. Consorzio Vicenza will be running the ticket office and bookshop.

<https://www.museodelgioiello.it/en>

Vicenza (Italy), 6th September 2021 – Nine themed rooms entirely dedicated to the creative, artistic, manufacturing and technological excellence of Made in Italy jewellery. From **25th September 2021**, the **Museo del Gioiello, Vicenza's Jewellery Museum**, will be opening its doors to the public once again, after its obligatory closure due to anti-Covid measures, and is beginning a re-launch period that also aims to strengthen relations with local jewellery manufacturers and all the players, like the trade show, involved in the sector's economy. Inside the Basilica Palladiana, it will therefore be possible to physically see, for the first time, the permanent **"Italian Jewels" exhibition** inaugurated online on 15th December last year and only accessible digitally on the website until now.

Italian Exhibition Group's prestigious museum, managed jointly with **Vicenza Municipal Council**, thus consolidates its role as a cultural reference for the entire jewellery sector and the territory, by enriching the Berici hill city's already abundant artistic offer. In fact, since 2019, the Museum has officially been included on the circuit of the city's historic centre museum and monumental locations visitable with the all-inclusive Vicenza Card ticket. A synergy that is further boosted by an agreement that will see **Consorzio Vicenza è**, which already coordinates the city's tourist sites, running the ticket office and bookshop.

«I am particularly happy about the Jewellery Museum's re-opening» said **Francesco Rucco**, Mayor of Vicenza. «I have been personally involved in achieving this goal since it further enriches the already wide offer of the city's museum circuit, which has proved to be extremely satisfying during this 2021 summer, both in terms of the number of tourists and entry ticket revenues. It is an additional step towards enhancing the extensive project we are putting together for Vicenza's candidature as the Italian capital of culture 2024. I would like to thank the President of IEG, the Director of the Museum and all those who have worked hard to achieve this important result».

«It is with great pleasure that we are announcing the re-opening of the Jewellery Museum to the public», said **Lorenzo Cagnoni**, President of Italian Exhibition Group, «the only example in Italy and one of only a few of its kind in the world, which, over the years, has been able to assert itself as a barycentre for divulging and promoting the cultural universe of gold and jewellery. Located in the city of Palladio, a place of undisputed artistic and cultural value as well as one of the world's leading manufacturing districts, the Museum celebrates the Vicenza jewellery-making tradition and its artisan and entrepreneurial heritage. A museum for everyone and of everyone, that, through a joint effort and shared planning with Vicenza Municipal Council, conveys content of absolute value for the territorial and communal economy».

The Jewellery Museum Director, Professor **Alba Cappellieri**, further underlines: «For the fourth edition, the museum is relinquishing its usual mutating nature to become a permanent museum specifically for Made in Italy jewellery. With diversity still as its key characteristic, the Museum is adding a further level of interpretation of the Italian territory in terms of creativity and manufacture. The nine rooms spotlight the fine craftsmanship of jewellery companies, great jewellery artists, fashion jewellery players, designers, Made in Italy excellences that feature local techniques and materials: from coral to filigree, from micro-mosaics to lava stone and future scenarios. Visitors will be able to discover Italian excellence among tradition and contemporaneity, the beautiful and well done that, still today, is the distinctive sign of our national production».

Entry into the Jewellery Museum is subject to providing a **Green Pass**. Booking is not compulsory.

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

PRESS CONTACT

Press Office Luca Paganin luca.paganin@iegexpo.it; Media Agency MY PR Lab T +39 0444 512550 - Filippo Nani filippo.nani@myprlab.it – Giulia Lucchini, mob. +39 348 785 3679 giulia.lucchini@myprlab.it

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