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**PRESS**

Press release

## **IEG: THE JEWELLERY MUSEUM RE-OPENS ITS DOORS TO VISITORS**

*The permanent exhibition "Italian Jewels", available only digitally until now, has been inaugurated today and will be open to the public from tomorrow, 25<sup>th</sup> September, in the exclusive Museum area in Vicenza set up inside the Basilica Palladiana by Italian Exhibition Group and jointly managed with Vicenza Municipal Council. Consorzio Vicenza è will be running the ticket office and bookshop.*

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

Vicenza (Italy), 24<sup>th</sup> September 2021 – «The **"Italian Jewels"** exhibition derives from the desire not only to celebrate Made in Italy jewellery's cultural, aesthetic and manufacturing values, but also as an economically important resource for our exports. Jewellery, as the Museum demonstrates, is the bearer of typically Italian material and immaterial values: formal beauty, manufacturing quality, variety and innovation. In order to better express the story of Italian jewellery and for a longer period of time, we therefore decided to extend its duration and turn it into a permanent edition. » **These are the words of Alba Cappellieri, Director of the Jewellery Museum**, at today's inauguration of the "Italian Jewels" exhibition, available in digital format on the Museum's website since last December and, **as of tomorrow, Saturday 25<sup>th</sup> September, also open physically for the first time.**

**Italian Exhibition Group's** prestigious museum, set up inside the Basilica Palladiana and jointly managed with **Vicenza Municipal Council**, is **re-opening its doors to visitors** with this exhibition after its obligatory closure due to anti-Covid measures, consolidating its role as a cultural reference for the entire jewellery sector and the territory by further 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 the **Consorzio "Vicenza è"**, which already coordinates the city's tourist sites, running the ticket office and bookshop.

For its fourth edition, the museum is relinquishing its usual mutating nature to become a **permanent museum specifically for Made in Italy jewellery** proposing **the territory as a further level of interpretation of the precious narrative** that celebrates the very best Italian jewellery stories under the banner of interpretative pluralism and multi-disciplinarity. The **270 jewels** on display in the nine themed rooms, selected by the scientific committee and involving the **jewellery districts of Vicenza, Valenza, Arezzo and Torre del Greco**, highlight the high level of craftsmanship of the great goldsmith artists, companies, protagonists of fashion jewellery, designers and excellences characterised by Made in Italy techniques and materials: from coral to filigree, from micro-mosaic to lava stone and the futures scenarios.

The Exhibition inauguration was attended by **Marco Carniello**, Global Exhibition Director of Italian Exhibition Group's Jewellery & Fashion Division, **Francesco Rucco**, Mayor of Vicenza, **Simona Siotto**, Vicenza's Municipal Councillor for Culture, and **Alba Cappellieri**, Director of the Jewellery Museum.

Entry into the Jewellery Museum is subject to providing a **Green Pass**. Booking is not compulsory. The **opening hours** are: Tuesday to Friday from 10 am to 1 pm and 3 pm to 6 pm; Saturday and Sunday, from 10 am to 6 pm.

## **ABOUT 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.

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