

Press Release

VICENZA'S JEWELLERY MUSEUM: A GROWING 2023 AND A NEW SEASON OF EVENTS FOR THE PUBLIC

- **+20% visitors increase in 2023 compared to the previous year's admissions**
- **In the spring calendar, cycles of guided visits from pop jewellery to sacred art**
- **A new program of workshops for families and for adults in collaboration with jewellery designer Barbara Uderzo**

www.museodelgioiello.it/en

Vicenza (Italy), 20th March 2024 –The first museum in Italy dedicated exclusively to goldsmithing and jewellery art, the **Vicenza Jewellery Museum (Museo del Gioiello)** has established itself as one of the most popular cultural destinations in the city. 2023 ended confirming a growth trend in terms of **attendance**, which had begun the previous year: **+20%** admissions compared to 2022, for a total amount of over **17.3 thousand visitors**. The workshops and educational program involved a growing audience of families, enthusiasts, tourists and curious. Activities are confirmed in 2024, with a calendar of events renewed in contents and doubling the program of workshops for adults. These results reward the commitment of the Museum managed by the Italian Exhibition Group together with the Municipality of Vicenza, in promoting the culture of jewellery through a qualified exhibition and educational offer. The Museum is now part of the city's cultural proposal and a distinctive channel to enhance the goldsmith's art and the great tradition of gold processing as an integral part of Vicenza's DNA. IEG commitment continues in 2024 with a spring full of events to involve audiences of all ages.

GUIDED TOURS, BETWEEN POP JEWELLERY AND SACRED ART

We begin with the cycle of guided tours that accompany the exhibition *Pop Beat Italia 1960-1979* in the Basilica Palladiana. The visits, entitled "The jewel of the sixties and seventies: free to create", will have as protagonists the jewellery materials of these two decades: a period of great creative freedom which saw the explosion of the phenomenon of bijou and artistic jewellery, of which the Padua school is a masterful example. Take place on Sunday afternoon between 4.30pm and 6.00pm, on March 24th, April 28th, May 26th and June 30th (booking recommended). Reduced price for all visitors who show the exhibition ticket in the Basilica and discounts for residents of Vicenza and the province.

On the occasion of the Marian month, a cycle of visits organized with the **Diocesan Museum of Vicenza** is also scheduled to learn about the extraordinary jewels of sacred art that are the city's heritage: the crown and pectoral of the Madonna of Monte Berico, patron saint of Vicenza. The two masterpieces of the local goldsmith's art made in 1900 starting from pre-existing jewels of great value, were donated as a sign of devotion by the families of the city. The visits will take place on Sunday 5th and 19th May, at 10 am, starting from the Diocesan Museum, where it will be possible to admire the treasures that inspired the two creations: the Reliquary of the Holy Thorn (13th-19th century), the Chalice of the church of Santa Corona (17th century), and the Processional Cross of the Cathedral (15th century) curated by the educational services of the Diocesan Museum of Vicenza.

The group will then move to the nearby Museo del Gioiello to admire the crown and pectoral, with expert commentary from Stefano Soprana who oversaw its restoration, owner of the historic Soprana jewellery shop, located under the Palladian Basilica, where the workshop of the famous master Angelo Marangoni who originally created the two works once stood.

CREATIVE EXPERIENCES TO LEARN THE ART OF JEWELLERY

Educational activities and workshops for all ages continue in 2024, to explore the jewellery design and creation process. Three workshops are planned for families: on Saturday March 30th everyone will discover the mysteries of stones with the interactive meeting "Minerals: precious materials", on Sunday April 28th,

piece by piece, it will be possible to create "My precious mosaic", while The "Eco-jewellery" workshop will be held on Sunday May 26th, focusing on the theme of recycling and reused materials.

For adults who wish to try their hand at creating jewellery, four workshops are scheduled with the jewellery designer Barbara Uderzo, whose jewels have been exhibited in international art galleries and museums, such as La Triennale di Milano, the Museum of Decorative Arts in Berlin, the Victoria & Albert Museum in London. The meetings, all on Sunday, will be dedicated to the different expressions of jewellery: on March 23rd the workshop "Repeating and attaching: from the module to the necklace", on April 14th "Weaving and reattaching: from the metal wire to the ring", on May 12th "Shaping and riveting: give shape to your bracelet" and on June 23rd "Folding, threading, tying: make your earrings in summer colours".

The Museo del Gioiello also participates in the Night of the Museums, on Saturday May 18th, with dedicated activities.

The Vicenza Jewellery Museum is a unique place to discover the history and art of jewellery, through an engaging and interactive experience. The rich program of spring events designed for all ages is an invitation to enter and be fascinated by the world of jewellery.

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ABOUT THE JEWELLERY MUSEUM

The Jewellery Museum is located at the Basilica Palladiana, Piazza dei Signori, 44, 36100 Vicenza. It is a project of **Italian Exhibition Group** (leading trade shows operator that organizes Vicenzaoro, the most important international jewellery exhibition in Europe and among the top three B2B shows in the world for the jewellery industry), managed in collaboration with the Municipality of Vicenza. The Museum is part of the circuit of museum and monumental locations in the historic center that can be visited with the single Vicenza Card ticket. The operational management of the ticket office and bookshop is in collaboration with the *Vicenza è* consortium, which already coordinates the city's tourist sites.

Opening hours: Tuesday to Friday 10am - 1pm and 3pm - 6pm, Saturday and Sunday 10am - 6pm.

More about the events calendar, the advantages of the "Vicenza Card" and discount tickets can be found on <https://www.museodelgioiello.it/en>.

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FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date