

Press Release

IEG: THE GENIUS OF DALÍ ON DISPLAY AT THE MUSEO DEL GIOIELLO. OPENING OF “PRECIOUS ART: JEWELLERY SCULPTURES BY SALVADOR DALÍ”

From tomorrow, 7th September until 27th January 2020, an exclusive selection of works by the great Catalan artist will be on display in the Off area of the Museum inside the Basilica Palladiana, managed by IEG in partnership with Vicenza Council

Vicenza, 6th September 2019 – **Italian Exhibition Group SpA (IEG)** has brought **Salvador Dalí** to Vicenza. One of the most famous artists of all time, Dalí's undisputed genius left an indelible mark on the 1900s. Vicenza's **Museo del Gioiello** – the museum located inside the Basilica Palladiana and managed by Italian Exhibition Group together with Vicenza Council – will be hosting the exhibition entitled “**Precious Art: Jewellery Sculptures by Salvador Dalí**” from tomorrow, **7th September until 27th January 2020**.

The exhibition is opening at the same time as the September edition of **Vicenzaoro** (scheduled to take place from **7th to 11th September 2019 at Vicenza Expo Centre**) and the **third edition of VIOFF**, the official series of Off Show events – organized by IEG and Vicenza Council – which, as of today and until Sunday 8th will be offering visitors from all over the world, who have come to the city for the Show, a unique experience of the territory and the city of Vicenza.

At **6 pm** today a **preview** is to be held for the press and institutions: in attendance **Patrizia Cecchi, Italian Exhibitions Director for IEG, Director of the Jewellery Museum, Alba Cappellieri, President of “Dalí Universe”, Beniamino Levi** and the **Mayor of Vicenza, Francesco Rucco**.

«This exhibition is a gem that further enriches the Vicenzaoro September event and perfectly sums up the synergy that binds Italian Exhibition Group – and this museum, managed together with Vicenza Council, the first in Italy specifically dedicated to gold art and jewellery, and one-of-a-kind in Europe – to Palladio's city»
Patrizia Cecchi, Italian Exhibitions Director at IEG, underlined.

«“Precious Art: Jewellery sculptures by Salvador Dalí” has brought a selection of works of art to the Jewellery Museum that aims to demonstrate the artistic heterogeneity of Salvador Dalí and his passionate endeavours to express himself in three-dimensional space» explains **Jewellery Museum Director, Alba Cappellieri**, Professor at Stanford University and Milan Polytechnic where she also heads the international Master in Accessory Design and the Specialization Course in Jewellery Design.

The **exhibition itinerary** is arranged into **three sections** which comprising **18 sculptures produced between 1949 and 1979: Dalí gold coins, jewellery sculptures and silver sculptures**.

There are twelve gold coins in Dalí's set - ten of which are on display in the Museum - which Dalí made from pure gold at the end of the 1960s to emulate royalty in all its pomp and splendour. They include magic mirrors, pendants with snake motifs and emblems to honour the sun.

The jewellery sculptures pay tribute to Dalí's most important iconographies, such as dancers, angels and the watch. They are made in 18-carat gold and studded with precious stones, diamonds, rubies,

emeralds and sapphires. Each work of art is mounted on a translucent, rock crystal base and bears Dalí's signature in gold.

The silver sculptures are part of a limited edition and include the 'Profile of Time' which recalls the famous 1931 painting 'Persistence of Memory'.

«The works on display are off-shoots of some of Salvador Dalí's sculptures that have been conceived and translated into jewels and into gold. Dalí was always interested in precious objects. Indeed, in his opinion, gold was a celebration of the soul, a symbol of purity. Transforming his works of art into precious sculptures and jewellery is a sort of extension of the artistic heritage that Dalí continues to leave us» adds **Beniamino Levi** from "Dalí Universe".

«Yet again this year, our city is experiencing the wonderful appointment with Vicenzaoro September and the Jewellery Museum. While Vicenza is being astounded by Salvador Dalí's sculptures, the location dedicated to precious art is also paying tribute to the works of the versatile Spanish artist: yet another important moment that seals the special relationship between the city and the jewellery world» commented **Francesco Rucco**, Mayor of Vicenza, as he attended the event.

Jewellery Museum opening times: from Tuesday to Friday 10am to 1pm and 3pm to 6pm;
Saturday and Sunday 10am to 6pm. Monday closed. www.museodelgioiello.it

FOCUS ON ITALIAN EXHIBITION GROUP SPA

Italian Exhibition Group (IEG), listed on the Mercato Telematico Azionario organized and managed by Borsa Italiana S.p.A. (Italy's stock exchange), is the Italian leader in the organization of trade expos and one of the main players in Europe in the expo and conference sector, with its venues in Rimini and Vicenza. The IEG Group stands out for the organization of events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality & Lifestyle; Wellness, Sports & Leisure; Green & Technology. In recent years, IEG has launched an important process of foreign expansion, also by means of joint ventures inked with local players (e.g. in the United States, Arab Emirates and China). IEG ended the 2018 financial year with a total consolidated turnover of 159.7 million euros, an EBITDA of 30.8 million and a net consolidated profit of 10.8 million euros. In 2018, IEG held an overall total of 53 exhibitions organized or hosted and 181 conferences events in its Rimini and Vicenza expo and conference venues.
<https://www.iegexpo.it/en/>

PRESS CONTACT ITALIAN EXHIBITION GROUP

Head of Media Relation & Corporate Communication: Elisabetta Vitali

Press Office Coordinator: Michela Moneta, michela.moneta@iegexpo.it, mob: +39 345 7065387

MEDIA AGENCY IEG in VICENZA: MY PR Lab

MY PR Lab

Filippo Nani

T. +39 0444 512 550

Mob: +39 335 101 93 90

filippo.nani@myprlab.it

Lisa Scudeler

T. +39 0444 512 550

Mob: +39 338 691 03 47

lisa.scudeler@myprlab.it

Gianandrea Gamba

T. +39 0444 512 550

Mob: +39 392 748 09 67

gianandrea.gamba@myprlab.it