

More than 50 events scheduled for the Milano Jewelry Week, from the 24th to the 27th October 2019

The new week of the Milanese schedule will show the *different* faces of an ancient art but at the same time more contemporary than ever.

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Milan, 10th July 2019 – From the **24th to the 27th of October 2019**, it will take place the first time **Milano Jewelry Week**, the new event of the Milanese schedule entirely dedicated to the jewelry world. About 50 events held in **high jewelry ateliers, goldsmith workshops, academies, schools, art galleries, fashion boutiques and design showrooms** in the city centre will animate a calendar that will not only involve experts as usual in the most traditional sector events but in particular it will bring all lovers of beauty and handmade to understand this fascinating world.

Personal and group exhibitions, galleries and international academies exhibitions, workshops, performances, temporary shops and awarding nights will offer multi-faceted interpretations of the history and techniques of the goldsmith's art, demonstrating its timelessness and, therefore, its contemporary nature.



Nowadays, the mix between the jewelry universe and the fashion and design worlds are very common, just as the ethics of the supply chain has gained new importance in market evaluations. And it's precisely through the elaboration of these and other themes that Milano Jewelry Week will give life to moments of exchange that will show a fascinating and accessible image of jewelry that can attract easily even non-experts.

On the specific call of Milano Jewelry Week **Enzo Carbone** – the Founder of Prodes Italia, the company that conceived and manages the entire organization of the event, says: "I am really proud to see such an ambitious project taking life. We were planning it for many years and finally in 2019 will see its first edition happen. My main goal has always been to create a happening for all the experts in the field, but that, at the same time, will make this fascinating world experienced even by a wider audience. The success gained over the years by Artistar Jewels has given us the opportunity to intercept the need to give the right emphasis to the world of contemporary jewelry, that is growing bigger and bigger through the years. To us, Milan is just the perfect city to welcome avant-garde and new trends by continuing to enhance tradition."



The events

Among the collective exhibition, an important role will be played by **Artistar Jewels 2019 Fall Edition**, an international event dedicated to body ornaments that are now at its seventh edition and that will host **160 artists and designers at Palazzo Bovara in Corso Venezia 51**. The event has hosted important guest artists such as **Giancarlo Montebello, Philip Sajet, Yoko Ono, Pol Bury, Faust Cardinali** and **Gillo Dorfles**. At Palazzo Bovara other two unmissable events will be hosted: **Schmuckgalerie Silbermann**, that will organize a spin-off exhibition of "**in flux**" – breathtaking event launched during the **Munich Jewellery Week 2019** – where 12 creations of Edwin Charmain, Katharina Kraus, Elisavet Messi, and Lingjun Sun will encourage a conversation about the evolution of goldsmith craftsmanship and will investigate the current opportunities of this field and **Assemblage – National Contemporary Jewelry Association (Romania)** that will show **BELONGING/S**, a special interactive project on jewelry and photography.



The complete schedule of the Milano Jewelry Week will be available on the website www.milanojewelryweek.com and will be published on paper guides distributed during the week through the whole city.

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