

Two Prizes for Anna Maccieri Rossi at Artistar Jewels 2019

With her new fine jewelry project, Anna Maccieri Rossi already won two important prizes during the sixth edition of Artistar Jewels

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«Vicenzaoro fully represents this vision of the world of precious jewels so I am excited and proud to finally participate.»

Two important prizes for **Anna Maccieri Rossi**, during the sixth edition of **Artistar Jewels**, held for at Palazzo Bovara in Corso di Porta Venezia in Milan during the latest fashion week. The designer won the **Scuola Orafa Ambrosiana Award** - rewarding the technique and the execution of the jewels - presented by Guido Solari, Director of SOA (**Scuola Orafa Ambrosiana**) and the Ivan Perini Award to reward design and innovation, presented by Ivan Perini. We met her during the latest Vicenzaoro in January 2019, where she launched for the first time her brand. Here are her words to describe the project. «My brand gathers the arts of Italy, my home, and combines them with those of Switzerland, a country where I lived for a long time and from which I inherited technique and competence. My collections tell a story that unites these two cultures: Italian creativity and design and the artistic savoir-faire of French Switzerland. From here, the idea of instilling movement in the graceful object that is a jewel is inspired by watchmaking. My goal is to create a precious object that can tell a story through change, a transformation. Where the theme of time continually occurs, accompanying the wearer. Like in a theatre! And that's exactly what I decided to call my first collection.»



ANNA MACCIERI ROSSI

«My collections tell a story that unites these two cultures»

Anna has designed a series of jewels that 'borrow' automatism and style characteristics from **Métiers d'Art**, creating pieces that are transformable and display the value of time through their movements. A time that mustn't be chased, but remembered and treasured. **My brand** gathers the arts of Italy, my home, and combines them with those of Switzerland, a country where I lived for a long time and from which I inherited technique and competence. My collections tell a story that unites these two cultures: **Italian creativity** and design and **the artistic savoir-faire** of French Switzerland. From here, the idea of instilling movement in the graceful object that is a jewel is inspired by watchmaking. **My goal** is to create a precious object that can tell a story through change, a transformation. Where the theme of time continually occurs, accompanying the wearer. Like in a theatre! And that's exactly what I decided to call my first collection.»

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