

The Second Edition of Milano Jewelry Week

The Milanese week dedicated to jewelry, after the forced stop of 2020, returns with a rich calendar of events

February 8, 2021



Milan, 4th February 2021 – The second edition of Milano Jewelry Week, a Milanese week dedicated to the jewellery world, will be held from 3 to 6 June 2021. Collective and personal exhibitions, vernissages, exhibitions of international galleries and schools, awarding nights, workshops, cocktail parties and performances will enliven for 4 days historic buildings, high jewellery ateliers, goldsmiths' workshops, academies, art galleries, fashion boutiques and design showrooms spread all over the city of Milan.

Milano Jewelry Week, under the patronage of the Municipality of Milan and CNA Federmoda, will illustrate the jewelry world – high jewellery, contemporary, bijou and fashion – from various points of view, from its history to the techniques, passing through contaminations with art and fashion. Recycling, memory – the recollection – in addition to the exploration of materials and manufacturing techniques, from the most traditional to the futuristic, are among the recurring, current and transversal themes that the artists and brands will portray.

Among the major events of Milano Jewelry Week 2021: Artistar Jewels, The Jewelry Hub and Jewelry Drops and the Talent Show. In addition, exhibitions and events by artists and galleries from all over the world and educational-training moments by teachers and experts that will hold conferences and workshops available upon reservation. Among these John Moore, one of the most authoritative and well-known names of contemporary jewellery who, besides giving a lecture, will unveil pieces created specifically for **Milano Jewelry Week**.

Artistar Jewels confirms its role as the richest collection of the event with the exhibition, at Palazzo Bovara in Corso Venezia 51, of contemporary pieces by 200 artists and designers from 40 different countries. Attending the eighth edition of the most well-known body ornament event the winners of Artistar Jewels 2019 Fall Edition: the Florentine goldsmith Alessandro Dari with the ring-sculpture reproducing the woman's sinuosity, the Czech Petra Mohylova with a colourful creation celebrating the playful side of the human body and the Russian duo PalladinGold™ / Tatyana Kholodnova who see jewellery as an alliance of spatial technology and artistic thought.

The Jewelry Hub will display the latest novelties of 40 fine jewelry brands, selected in accordance with strict criteria, within a strong visual impact environment of a historical building in the center of Milan. At The Jewelry Hub, collectors and jewelry lovers will have the rare opportunity to appreciate and purchase highly-refined pieces directly from some of the most innovative creators of the industry.

Jewelry Drops is an unprecedented and very topical *phyigital* collective in which international artists and designers will take part, both in-person and remotely, giving life to a dynamic and original exhibition space that will offer a 360-degree overview of the jewel.

Ambrosiana in Via Tortona, 26 and Director of the SOA Lab & Factory in Via Savona 20, Laura Inghirami – Founder DONNA JEWEL, Assamblage – National Association of Contemporary Jewelry and Lucia Massei – Creative Director of Alchimia Contemporary Jewellery School of Florence.

Enzo Carbone – Founder and CEO of Prodes Italia, the company that conceived and manage the entire organization of the event, states: *"We are all living a very particular historical period and despite the many difficulties, we have never stopped, indeed, we have increased our proposal both in terms of contents and in participants. I am really happy to see a great desire to restart among all the operators"*.

The calendar of Milano Jewelry Week events will be available on the website www.milanojewelryweek.com.

Wine Sponsor of the event is VALDO, a historic winery in Valdobbiadene, founded in 1926 and owned by the Bolla family, joining the Milano Jewelry Week and all the events with its line of sparkling wines "ORO PURO", inspired by the ancient artisan tradition of goldsmiths and embroiderers of the Venice lagoon. This year the gold of Valdo turns pink with the presence of the new Oro Puro Prosecco Doc Rosè Brut.

About MJW

The design, communication management and coordination of Milano Jewelry Week are curated by the Prodes Italia Group which operates in the sectors of high jewelry, design, art and wines and is the creator of Promotedesign.it, Din – Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com as well as responsible for the communication and coordination of Lambrate Design District events since 2018. At its first edition, in October 2019, Milano Jewelry Week was able to welcome 40,000 visitors from all over the world who were able to admire the creations of 350 artists exhibited in more than 60 locations, including high jewellery ateliers, art workshops goldsmith, academies, schools, art galleries, fashion boutiques and design showrooms in the city center. 116 events enlivened a calendar that was not limited to involving operators as normally happens with the most traditional events in the sector but has allowed all beauty and handmade lovers to get closer to the fascinating jewelry world. Collective and personal exhibitions, exhibitions of galleries and international schools, workshops, performances, temporary shops and awarding nights have given multi-faceted interpretations to the history and technique of the goldsmith's art, demonstrating its timelessness and, therefore, contemporaneity.