

the FaB

by Artistar Jewels



| MILAN |
October 20 - 23, 2022

the PROJECT

The FaB by Artistar Jewels is the new contest aimed at **brands and independent designers** who want to participate in the **Milano Jewelry Week** within an unprecedented and exclusive context where the jewel is interpreted and becomes a part of a work with great artistic value.

From 20 to 23 2022, as part of the Milano Jewelry Week, the selected creations are exhibited in a show divided into 4 scenarios linked by a fil rouge inside an **iconic historic building in Milan**.

The annual collector's catalogue, divided into 4 scenarios, is presented during an invitation-only evening and collects **the shooting, the illustrations, the artworks and textual stories** of the most renowned names that enhance the chosen jewels.

The two pieces, selected **by a jury made of experts and creatives**, that will have better interpreted their theme **will get awarded** during a public evening: the two award-winning brands/designers are guaranteed **free participation in the next edition of the FaB**.

the CONTEST

foresees that brands and independent designers can submit their applications to participate.

All the selected jewels are exposed in

an EXHIBITION

that will take place during the Milano Jewelry Week from 20th to 23rd October 2022

the COLLECTOR CATALOGUE

curated by a team of creatives:

ten PHOTOGRAPHERS, ILLUSTRATORS and GRAPHICS

guided by an experienced

ART DIRECTOR

is divided into

four SCENARIOS

told through the texts of

four JOURNALISTS

the EXHIBITION

The exhibition is held from **20 to 23 October 2022** in a prestigious **historic building in Milan** city centre. It takes place during the **Milano Jewelry Week** and is part of the thematic paths of the event.

The selected creations become protagonists of **an exhibition that recreates a different** setting for each scenario and that recalls the philosophy that the creative team realizes in **the images published in the catalogue.**

The jewel also becomes an artwork itself: each creation interprets a vision of the scenario in which it is inserted.

Through an exhibition designed to **enhance every single jewel**, the visitors are surrounded by a unique exhibition that **combines art, light and beauty.**



the FIGURES

PREVIOUS EDITION

40.000

visitors

70% Italy - 30% Foreign

30% buyers

20% journalists

20% gallery owners

15% dealers

15% lovers

350

involved brands

60% Foreign- 40% Italy

40 Countries

5.000

jewels exhibited

60

location

4 days of events

60 exhibitions

27 cocktail parties

14 lectures

9 workshops

6 live performances

116

events realized



the SCENARIOS

The creative team will choose for each selected jewel a scenario among the four described below for the creation of the images that will be published in the Collector's Catalogue:

WATER

*Heraclitus taught that everything is in movement and that it is impossible to get wet twice in the same river: the water flows in the same way **TIME** flows, changing the course of things and transforming every situation, people and their mood, even the future perspectives.*

EARTH

*The Earth has always been associated with the primordial element, to life, to fertility, to motherhood: they are countless, the **SYMBOLS** and geometries that represent it in all its shapes, from the seasons to the cardinal points, from its depths to the most diverse forms of life, to Nature in all its forms.*

AIR

*An element of gathering between heaven and earth, the air inspires lightness, abandonment and **TRAVEL**, which in turn lends itself to a thousand interpretations: you can visit concrete places or, on the contrary, you can travel in imagined spaces and times, through immaterial places reigned by the dream and the fantasy.*

FIRE

*Energy, passion, a burning impulse that gets consumed in a short moment ... The tongues of fire, with their bright colours and the heat that we immediately associate with Hell, refer to a physicality without restraints and rules, to the flashes of pleasure without inhibitions and to the most overwhelming **LUST**.*

the COLLECTOR'S CATALOGUE

Collector's editorial product presented annually during the Milano Jewelry Week. In addition to the distribution during the event, it is also **sent together with the December issue of Huesers Magazine** and sent to **over 100 countries** in the world.

Each of the 4 scenarios in which the catalogue is divided, is introduced by the contribution of one **prestigious journalistic signature**, which contextualizes the theme according to the jewels, all shown within **settings and illustrations designed by the inspiration of important photographers and creatives.**



the DISTRIBUTION

45.000

copies

16.200 USA
20.400 EUROPE
8.400 ASIA

65% B2B

35% B2C

16.800
Retailers & Buyers

900
Vip Lounges

3.000
Executives & Managers

1.500
Fashion & Luxury Consulting

4.200
Wellness & Accomodation

10.800
Luxury & Jewels Fairs

4.800
Luxury & Private Clubs

3.000
Press

DATA

55% 35 - 55
years

10% under
35

25% 55 - 65
years

10% over
65



how TO PARTICIPATE

1. Sending the application through the following link: [APPLICATION](#). Prodes Italia's team contacts the candidates communicating the outcome of the selection.
2. The brand and / or independent designer that overcome the selection can decide with how many jewels to join the project (2, 3, 4, 5, 6 ...) and fill in the membership contract.
3. The Press Office contacts the brand and / or designer to request textual and photographic material useful for web and social promotion.
4. All selected creations must be sent to the headquarters of Prodes Italia Srl / Via Sansovino, 6/20133, Milan / Italy.
5. The creative team analyzes the jewels and incorporates them within the right scenarios by creating professional shooting and illustrations for the catalogue.
6. Prodes Italia's team takes care of setting up the show.



SERVICES & FEES

INDEPENDENT DESIGNER

SHARED
2 pieces

the jewels appear
within one
shot or in an artwork
shared together
with the creations of
others artists

EXCLUSIVE
2 pieces

the jewels appear
within one shot or
in an artwork
exclusively dedicated
to the artist

**YOU CAN PARTICIPATE WITH MORE
JEWELS, THE COST OF EACH SINGLE
ADDITIONAL CREATION IS:**

The participation fee guarantees:

the EXHIBITION & the CONTEST

- Exhibition event during the Milano Jewelry Week from 20 to 23 October 2022 within an exclusive location in Milan
- Set up by the staff of Prodes Italia
- Invitation to the FaB contest awards ceremony and presentation of the collector's catalogue

the COLLECTOR'S CATALOGUE

- Shooting and/or creation of Artwork
- Creation of the collector's catalogue
- Distribution of the Catalogue together with the December 2022 issue of Huesers Magazine (45,000 contacts B2B and B2C)
- Delivery of the free copy of the Collector's Catalogue to the participant

the COMMUNICATION SERVICES

- Publication on the milanojewelryweek.com website of a page dedicated to the exhibitor with name, biography, images and info on the event
- Publication of the event in the Milano Jewelry Week Guide, address of the venue with opening hours, specifications relating to the event
- Publication of a post on MJW's IG and FB social networks
- Location of the exhibition venue with a flag visible outside the location
- Inserting the event pin within the digital and paper map
- Insertion of the event within the thematic paths
- Free Showcase Profile of the independent designer on the social commerce overjewels.com

SERVICES & FEES

BRAND / COMPANY

EXCLUSIVE
2 pieces

the jewels appear within one shot or in an artwork exclusively dedicated to the brand

YOU CAN PARTICIPATE WITH MORE JEWELS, THE COST OF EACH SINGLE ADDITIONAL CREATION IS:

The participation fee guarantees:

the EXHIBITION & the CONTEST

- Exhibition event during the Milano Jewelry Week from 20 to 23 October 2022 within an exclusive location in Milan
- Set up by the staff of Prodes Italia
- Invitation to the FaB contest awards ceremony and presentation of the collector's catalogue

the COLLECTOR'S CATALOGUE

- Shooting and / or creation of Artwork
- Creation of the collector's catalogue
- Distribution of the Catalogue together with the December 2022 issue of Huesers Magazine (45,000 contacts B2B and B2C)
- Delivery of the free copy of the Collector's Catalogue to the participant

the COMMUNICATION SERVICES

- Publication on the milanojewelryweek.com website of a page dedicated to the exhibitor with name, biography, images and info on the event
- Publication of the event in the Milano Jewelry Week Guide, address of the venue with opening hours, specifications relating to the event
- Publication of a post on MJW's IG and FB social networks
- Location of the exhibition venue with a flag visible outside the location
- Inserting the event pin within the digital and paper map
- Insertion of the event within the thematic paths
- Free Showcase Profile of the independent designer on the social commerce overjewels.com

only FOR BRANDS / COMPANIES

- Mention of the participating brand in the editorial dedicated to the FaB event in the September issue of Huesers magazine
- Unlimited E-commerce Profile for the participating brand on the social commerce overjewels.com
- News dedicated on the social commerce overjewels.com

theFaB
a project by:

Prodes Italia

+39 02 36580208

info@milanojewelryweek.com

www.milanojewelryweek.com

