

HUESERS - 010

# \_editorial

**A capital of design and fashion, an incubator of trends and a teacher of lifestyle, in a peculiar balance between excesses and sobriety, Milan has always been also one of the world capitals of jewellery. It is the hometown of major brands and at the same time the place where young talents, independent brands, and avant-garde productions continue to find their lifeblood, ready to blend with the city's other great assets - fashion and design. Here, the second edition of the **Milano Jewelry Week** is preparing to "recapture" Milan after a two-year stop imposed by the Covid-19 pandemic. It will be an opportunity to rethink the function of jewellery and the spaces - not only physical - where to experience and contextualise it. After all, the question of spaces to inhabit, protect with more sustainable supply chains, and redefine with the conscious work of humans is one of the hottest in various sectors, from fashion and luxury to textiles and art, the first to venture with some ease into the unknown spaces of digital reality. A new reality that might confuse us in some ways but also makes us already feel part of the future, looking towards new beginnings, and inevitable new reflections.**

HUESERS - 086

preview  
20<sup>th</sup>/23<sup>rd</sup> October 2022

**Milano Jewelry Week** is back after the two-year stop imposed by the pandemic. Looking at the numbers, this second edition promises to be even more international and crowded than the first. "As far as we are concerned - confirms Enzo Carbone, founder of Prodes Italia, the company that created and organises the **Milano Jewelry Week** - the stop from Covid was only physical, as we never stopped planning it. These long months have allowed us to design and work on new formats and to develop new relationships".

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With about 200 scheduled events, 500 exhibitors from 40 countries, and more than 8000 jewellery pieces on display, together with a capsule dedicated to watches, anticipating a major event in 2023 - from 20 to 23 October, special flags will 'invade' the city centre, placed in front of the participating locations: in addition to jewellery ateliers, goldsmith academies and schools, also art galleries, fashion boutiques, design showrooms and commercial activities of different sectors, where goldsmith masters from all over the world will exhibit their creations in new contexts and scenarios.

The event will be under the patronage of the Municipality of Milan, C.N.A. Federmoda and Club degli Orafi, while confirmed partners include prestigious institutions and names such as Assogemme, Borsa Diamanti d'Italia, Italian Gemological Institute, Associazione Orafa Lombarda, A.N.T.I.C.O. - the Italian National Association for the Protection of the Gold Sector, Assamblage (the Romanian Jewellery Association), The Brian & Barry Building.

The MJW will also involve several jewellery schools, hotbeds of emerging talents, becoming a unique opportunity for dialogue and exchange between Italian institutes (IED and Scuola Orafa Ambrosiana in Milan, Alchimia Contemporary Jewellery School in Florence, FOR.AL in Valenza) and its counterparts from Romania, Brazil, Singapore, Nigeria, Mexico. The Milanese Galdus will host lectures and workshops open to the public and a talent show featuring the most promising students at the partner schools.

Among group exhibitions, **Artistar Jewels** is certainly one of the most prominent. Now in its eighth edition, the contemporary jewellery

show will gather over 200 artists and designers at Palazzo Bovara this year. The designers of the winning creations in each category will receive their awards during a spectacular ceremony. Also, the FaB by **Artistar Jewels** will make its debut at Palazzo dei Giureconsulti this year: 150 independent brands and designers will present jewellery inspired by the 4 natural elements. Alessio Boschi, Brand Ambassador and one of the most famous names in international jewellery, will deliver the prizes to the winning projects.

Another place dear to the Milanese people, La Pelota will host The Jewelry Hub, a B2B and B2C event, where the High, Fine, Fashion and Vintage Jewellery collections created by a hundred international brands can be admired. Another noteworthy debut is that of Jewelry Drops, an exhibition of about 500 jewellery pieces at Palazzo Giureconsulti, one-of-a-kind or limited editions, made of unusual or recycled materials.

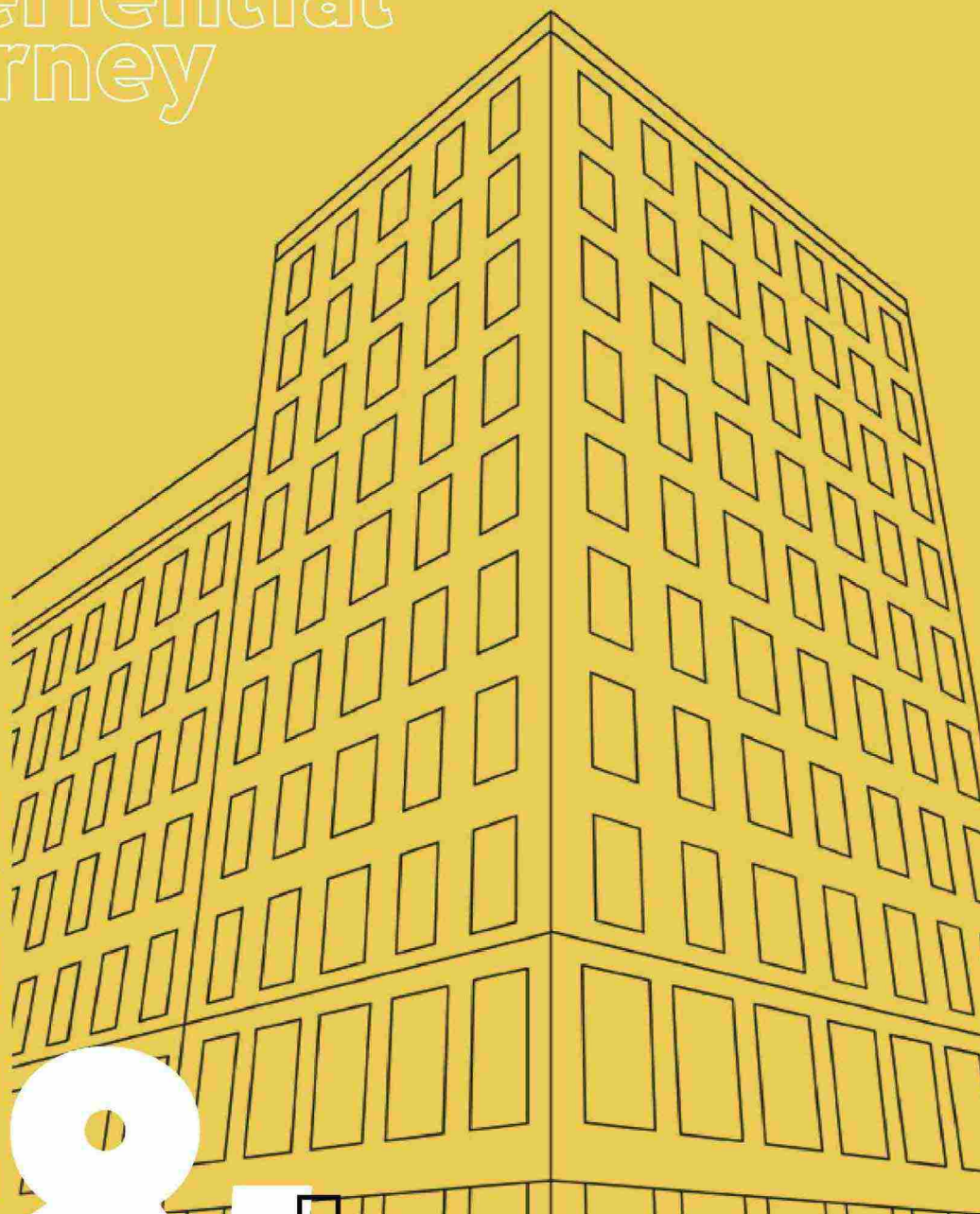
Parallel to the group exhibitions, countless MJW events will feature the likes of Christie's, Sotheby's, Antonini Milano, Brian & Barry Building, Scavia, Gioielleria Merzaghi, Veronesi Gioielli among many others. The **Milano Jewelry Week** jury will include Vanessa Cron, Jewelry Historian, Donatella Zappieri, Jewelry Business Consultant, Gianni De Benedittis with the futuroRemoto award, Guido Solari, Director of the Ambrosiana Goldsmith School and Director of SOA Lab & Factory, Paolo Cesari, President of Assogemme, Azzurra Cesari of Cesari & Rinaldi, and Lucia Massei, Creative Director of Alchimia Contemporary Jewellery School of Florence.

Other awards will include the Borsa Diamanti d'Italia prize and the ASSAMBLAGE Prize with participation in the Romanian Jewelry Week, while partner galleries - Floriano Gallery (Brazil), Babs Art Gallery (Milan), Esh Gallery (Milan), Eleni Marneri Galerie (Greece), Ezüstláz Galéria (Hungary), Sculpture to Wear Gallery (USA, New York) - will select the jewellery to exhibit in their spaces for free throughout the year.



# The Experiential Journey

brian  
& barry



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VIA DURINI, 28

During Milano Jewelry Week the second floor of the Brian & Barry Building, dedicated to jewelry and watches, will host an exhibition where the brands will be the absolute protagonists.

All jewelry manufacturers have been asked to express and describe themselves through a particular piece of jewelry: an earring.

They took up this challenge giving life to an artistic path which will lead the visitors to discover the intrinsic characteristics of every jewelry brand present on the floor.



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JOAILLERIE PARIS

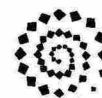
ALBERT M.

Branzallure  
MILANO



CRIERI  
VESTIAMO DIAMANTI

CRISTINA  RAMELLA



etrusca  
GIOIELLI



GISMONDI

lawrent gandini

MORO & GONNASSANTI  
GIOIELLI DA VIAGGIO

PIPPO PEREZ

POESIA

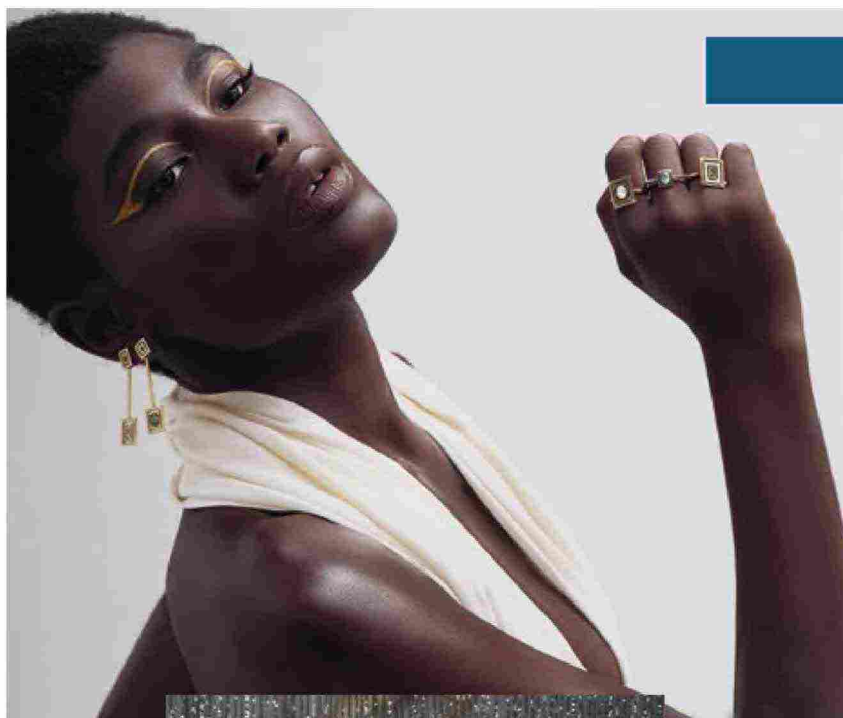
PENSIERI BRILLANTI



THAIS  
BERNARDES

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## october

**JIS - Jewelers**  
**International Showcase**  
Miami Beach, 30 September / 3 October  
Info: [jisshow.com](http://jisshow.com)  
**Luxe Pack**  
Monaco, 3/5 October  
Info: [luxepackmonaco.com](http://luxepackmonaco.com)  
**Watch & Jewellery**  
**Middle East Show Sharjah**  
Sharjah, 5/9 October  
Info: [mideastjewellery.com](http://mideastjewellery.com)  
**Istanbul Jewellery Show**  
Istanbul, 6/9 October  
Info: [istanbuljewelryshow.com](http://istanbuljewelryshow.com)  
**Milano Jewelry Week**  
Milan, 20/23 October  
Info: [milanojewelryweek.com](http://milanojewelryweek.com)  
**JA New York**  
New York, 23/25 October  
Info: [ja-newyork.com](http://ja-newyork.com)

## november/ december



**Jewellery Salon Riyadh**  
Riyadh, 1/5 November  
Info: [jewellerysalon.com](http://jewellerysalon.com)  
**Kosmima**  
Thessaloniki, 5/7 November  
Info: [kosmima.helexpo.gr](http://kosmima.helexpo.gr)  
**JWS - Jewellery & Watch Show**  
Abu Dhabi, 9/13 November  
Info: [jws.ae](http://jws.ae)  
**MIJF - Malaysia International Jewellery fair**  
Kuala Lumpur, 11/14 November  
Info: [mijf.com.my](http://mijf.com.my)  
**JOGS Show**  
Palm Springs, 18/21 November  
Info: [jogsshow.com](http://jogsshow.com)  
**Jewellery Arabia**  
Bahrain, 22/26 November  
Info: [jewelleryarabia.com](http://jewelleryarabia.com)  
**HKJMA - Hong Kong Jewelry Manufacturers' Association**  
Hong Kong, 24/27 November  
Info: [jewelry.org.hk](http://jewelry.org.hk)

\*Event dates are subject to change or cancellation.  
Please check the status of your event in the website.

see you at