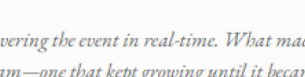


## Enzo Carbone: Every year, we aim to elevate Milano Jewelry Week, not just as an event, but as a living, evolving community.

JANUARY 29, 2025 / BY NASTYA IVLIEVA / INTERVIEW



*This year, I had the chance to collaborate with Milano Jewelry Week, covering the event in real-time. What made this experience truly special wasn't just the jewelry itself but learning how the event came to life. Like any great project, it started as a big dream—one that kept growing until it became something even bigger than imagined. Seeing it today, you can truly feel the passion and dedication that made it happen.*

*This year was especially meaningful, marking the 10th anniversary of Artistar Jewels. This award highlights the event's dedication to supporting craftsmanship, creativity, and innovative brands that redefine the boundaries of jewelry design. Speaking with Enzo Carbone, founder of Milano Jewelry Week and CEO of Prodes Italia, gave me an even deeper appreciation for the vision that started it all and the journey that continues to shape it.*

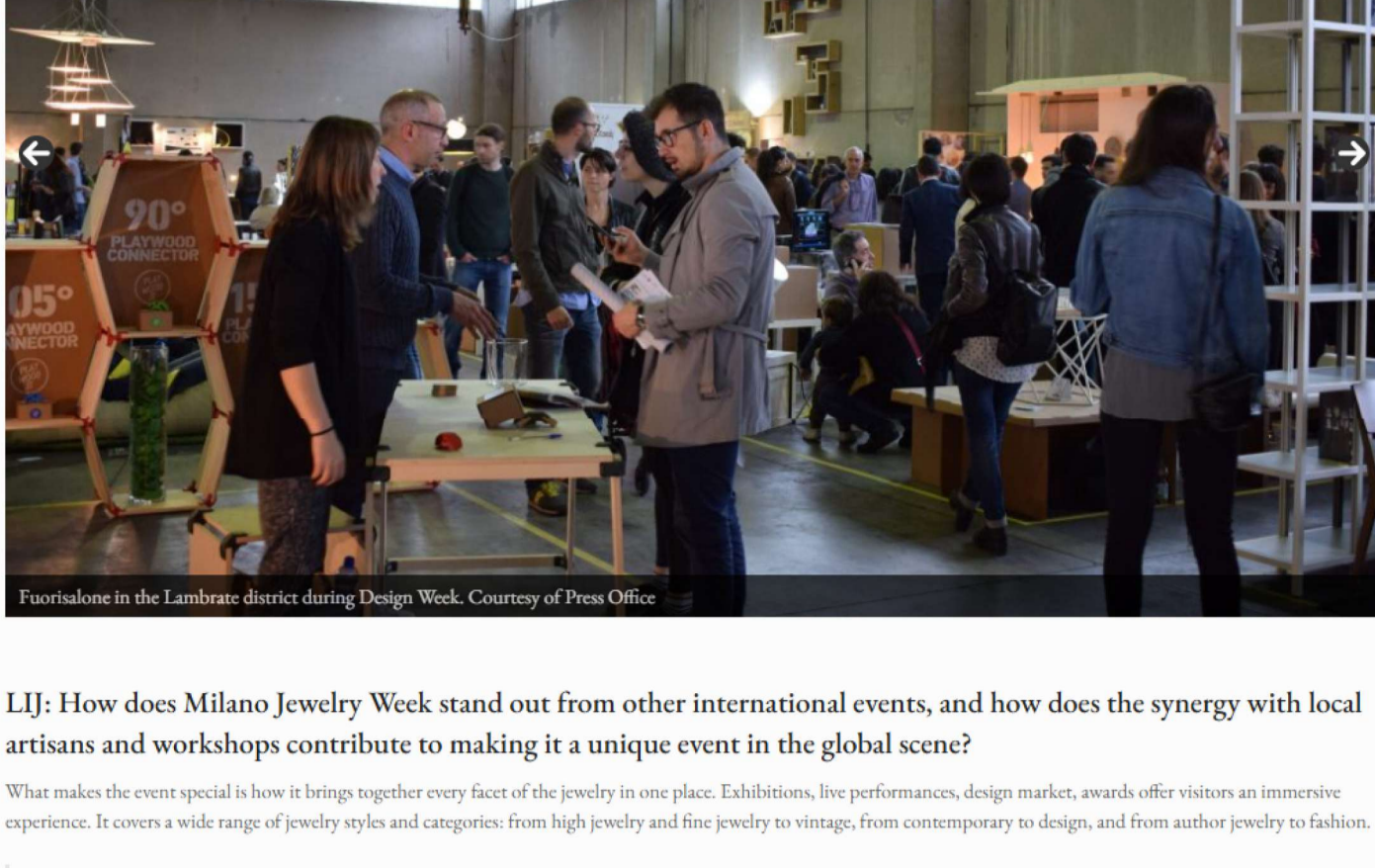
### LJ: What inspired the concept of Milano Jewelry Week, and was there a particular experience or turning point that shaped its focus on the multifaceted world of jewelry?

The idea for Milano Jewelry Week came to life in 2018 after realizing how limited the global perception of jewelry often is. At that time, during Milan Fashion Week, we had already organized Artistar Jewels, an event that had become a significant reference point in the jewelry industry. However, we noticed that, within this context, jewelry often took a backseat and was perceived as an accessory. This limited its recognition as an art form.

*Our goal was to change that perception, restoring jewelry to its rightful place as the protagonist.*

We wanted an event to showcase its artistic and cultural richness, involving not just enthusiasts and professionals, but also the media, so that each jewelry piece could express its narrative.

A pivotal moment that inspired this event occurred during my participation in Fuorisalone in the Lambrate district during Design Week. I was struck by the vibrant atmosphere of exchange and innovation, which celebrated all forms of art and creativity. A conversation with Barbara, our key team member, made me realize that jewelry deserved a similar platform. From this idea, Milano Jewelry Week was born: an event that places jewelry at the forefront, showcasing its uniqueness and celebrating its artistic and innovative essence.



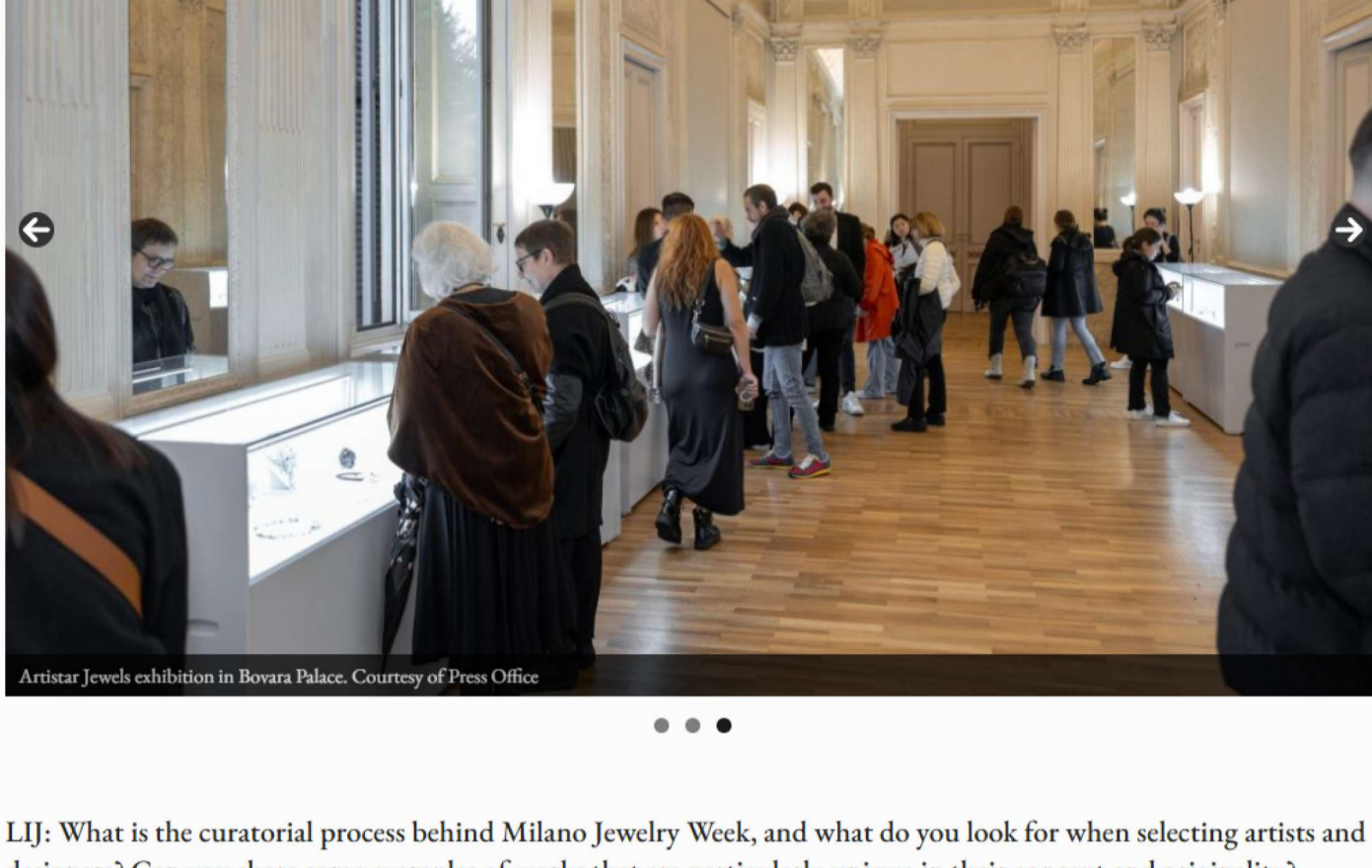
Fuorisalone in the Lambrate district during Design Week. Courtesy of Press Office

### LJ: How does Milano Jewelry Week stand out from other international events, and how does the synergy with local artisans and workshops contribute to making it a unique event in the global scene?

What makes the event special is how it brings together every facet of the jewelry in one place. Exhibitions, live performances, design market, awards offer visitors an immersive experience. It covers a wide range of jewelry styles and categories: from high jewelry and fine jewelry to vintage, from contemporary to design, and from author jewelry to fashion.

*A key part of the event is our deep connection with the local community. By collaborating closely with Milan's artisans, boutiques, and workshops, we offer visitors a rich and dynamic look at the city's jewelry scene.*

A successful example of this synergy is the opportunity to visit the workshops and witness artisanal craftsmanship in person. This hands-on approach allows designers to connect with local artisans, creating collaboration and creative exchange opportunities that enrich both parties and lead to unique projects. It is precisely this fusion of global creativity and local tradition that makes Milano Jewelry Week a globally impactful event.



Artistar Jewels exhibition in Bovara Palace. Courtesy of Press Office

### LJ: What is the curatorial process behind Milano Jewelry Week, and what do you look for when selecting artists and designers? Can you share some examples of works that are particularly unique in their concept and originality?

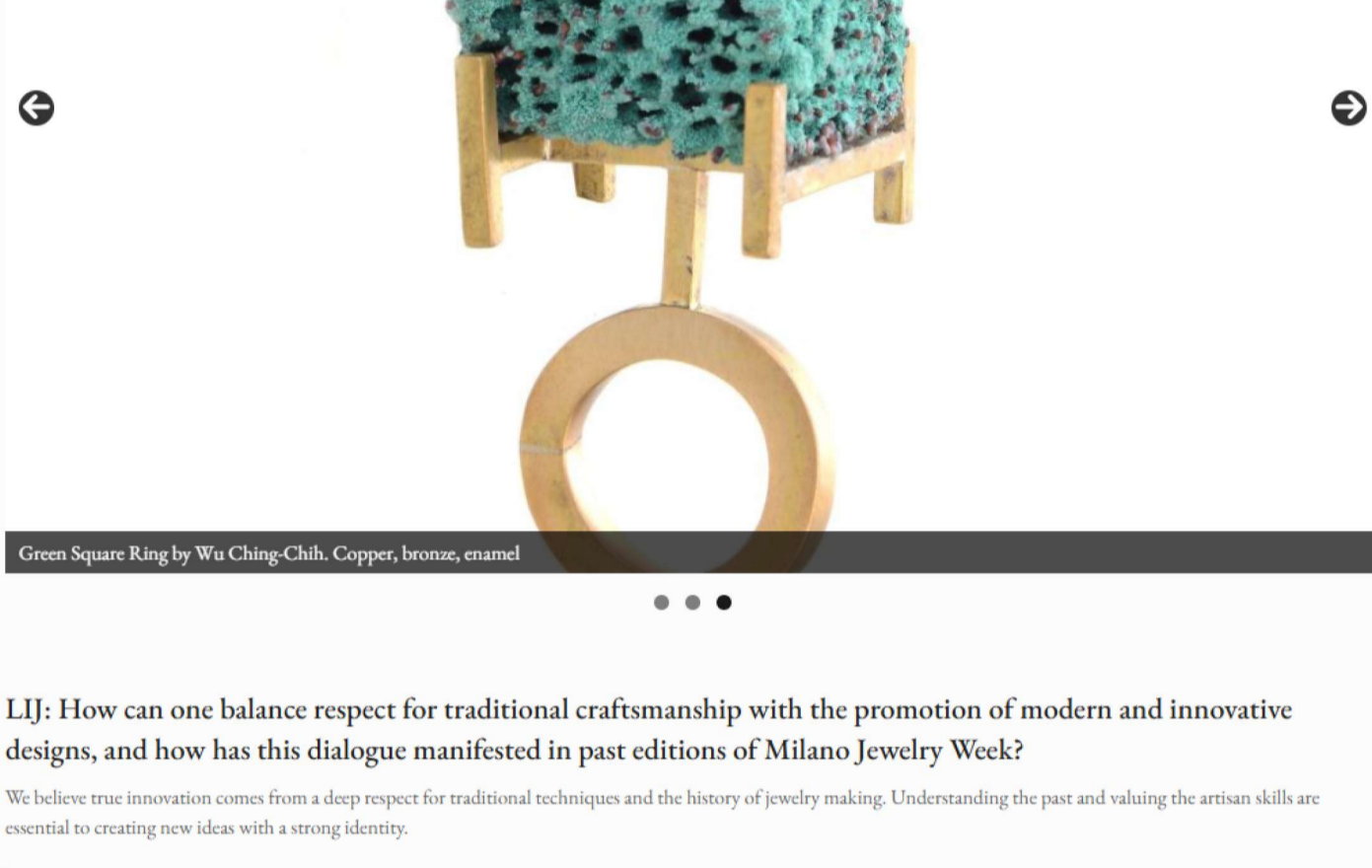
We focus on creating a carefully selected collection for Milano Jewelry Week, emphasizing quality and artistic value. While craftsmanship and product quality are essential, we also consider the concept behind each piece.

*We look for the story each artist tells and the deeper meaning that adds to the piece's overall value.*

One example that comes to mind for the original concept is the Fan Ring by Fururo/Remoto Gioielli. This kinetic piece, made of gold and diamonds, features a mechanical structure that allows the blades to move, creating a truly unique dynamic effect. Another example is the Cubed Cube by Vald Glynn, a ring that plays with geometry and movement, shifting with the motion of the hand, turning the piece into a tactile and visual experience.

We were also struck by the Green Square by WU Chin Chin. This piece impresses with its innovative electric-forming technique and its exploration of transformed objects. It blends art and jewelry into what we call "functional sculpture," with a concept that invites deeper thought and reflection.

These pieces show how our selection process goes beyond aesthetics to focus on innovation, interaction, and the meaningful ideas each piece brings.



Green Square Ring by Wu Ching-Chih. Copper, bronze, enamel

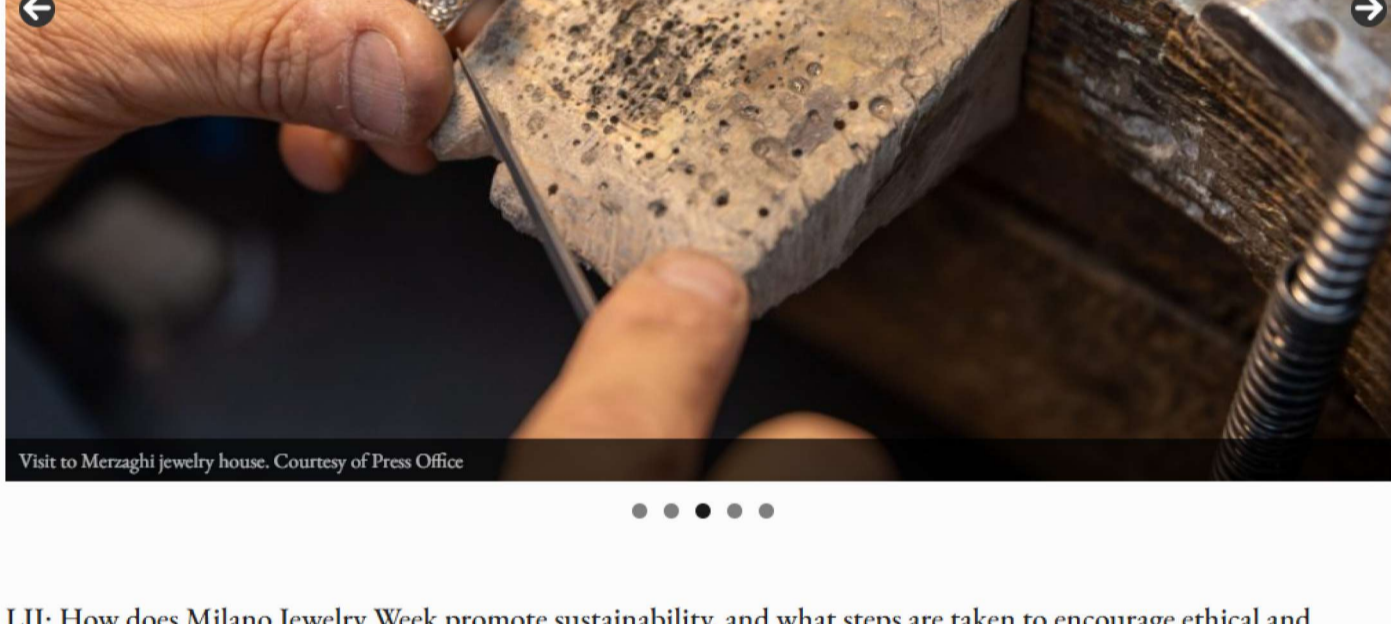
### LJ: How can one balance respect for traditional craftsmanship with the promotion of modern and innovative designs, and how has this dialogue manifested in past editions of Milano Jewelry Week?

We believe true innovation comes from a deep respect for traditional techniques and the history of jewelry making. Understanding the past and valuing the artisan skills are essential to creating new ideas with a strong identity.

*For us, the conversation between tradition and innovation is an ongoing journey, where fresh perspectives can emerge without losing the connection to the craftsmanship that has made jewelry timeless.*

This balance has been a key theme throughout Milano Jewelry Week, especially in an event organized by Gioielleria Merzaghi. The renowned jewelry house, with 150 years of history, invited visitors into their workshop where they could watch the traditional jewelry-making process and discover a precious archive of Maïson's designs. The public had the chance to see how traditional techniques blended with new creative ideas, showcasing a mix of classic materials and modern innovations. They also displayed a fascinating archive of designs from the late 1800s, an invaluable resource for designers and anyone curious about Italian style and the social changes in Milan during that time. It was a huge success, drawing designers, students, and enthusiasts who were inspired by the antique pieces and the live crafting process.

Another example of this fusion of tradition and innovation is a collaboration between Merzaghi and a contemporary designer. Together, they created jewelry using gold and wood, that were both innovative and true to artisan craftsmanship. This fusion of classic techniques with modern design beautifully illustrates how the past and future of jewelry can come together in harmony.



Visit to Merzaghi jewelry house. Courtesy of Press Office

### LJ: How does Milano Jewelry Week promote the sustainability, and what steps are taken to encourage ethical and environmentally responsible practices in the jewelry industry?

During the selection process, we focus on designers and brands that embrace responsible practices, such as using recycled materials, ethically sourced stones, and eco-friendly production methods. To highlight these efforts, we've dedicated a section of Artistar Jewels to brands known for their sustainable approaches.

We also organize panels and workshops that tackle key topics like material traceability and responsible production, creating spaces for reflection and conversation. These initiatives promote sustainability and help educate everyone in the industry on how to contribute to a more responsible future.

At the same time, we highlight how innovation can lead to more sustainable practices. For example, many designers are now turning to advanced technologies like 3D printing to reduce waste and optimize material use, all while preserving the artistry of handmade craftsmanship. A significant example is that of a designer who, using 3D printing, created a collection of rings that combine geometric precision with reduced environmental impact. The final effect not only astonished us with its originality but also made the jewelry a symbol of how the future of jewelry can go hand in hand with sustainability.

### LJ: What lasting impact would you like each edition of Milano Jewelry Week to have on both established brands and emerging artists? Can you share any success stories that best represent this vision, showing how the event has concretely contributed to the growth of a brand or designer?

We aim to leave a profound and lasting impact on both established brands and emerging artists. For more established brands, it provides a precious opportunity to meet a global audience, create new connections, and strengthen their international presence. For emerging artists, we want the event to serve as a launchpad, offering a platform where talent, quality, and vision can be recognized and valued. Our mission is to build a bridge between visibility, networking, and real growth opportunities, ensuring the participants can continue their journey with new resources and contacts.

One emblematic example of how MJW has transformed an artist's career is the story of Ching-Chih Wu, whose visibility in Asia and abroad grew exponentially thanks to her participation in Artistar Jewels. Her works became a symbol of dialogue between tradition and modernity, attracting the attention of collectors and gallery owners. Susan Lenart Kaamer, on the other hand, used the platform to collaborate with Hollywood stylists, bringing her jewelry to the international stage and increasing her creative prestige.

Another success story is Flaminia Barosini, who after Milano Jewelry Week, managed to break into demanding markets such as Japan, while significantly strengthening her social media strategy, making her brand more recognizable and attractive. Dario Scapitta, with his bold and innovative designs, caught the attention of international galleries, consolidating his artistic path thanks to the connections made during the event.

Designer Gianni De Benedittis also found an ideal stage to expand their reach. After participating, Gianni won prestigious awards and collaborated with major fashion houses, proving how Milano Jewelry Week can be a gateway to new creative and professional horizons.

The event was also a turning point for Eugenia Balashova, who, after her first international exhibition, participated in high-level fairs and exhibitions, significantly increasing her visibility. Finally, Daniela Saraya refined her visual communication and gained direct access to global galleries, taking her brand to new levels of recognition.



The Jewelry Hub during Milano Jewelry Week. Courtesy of Press Office

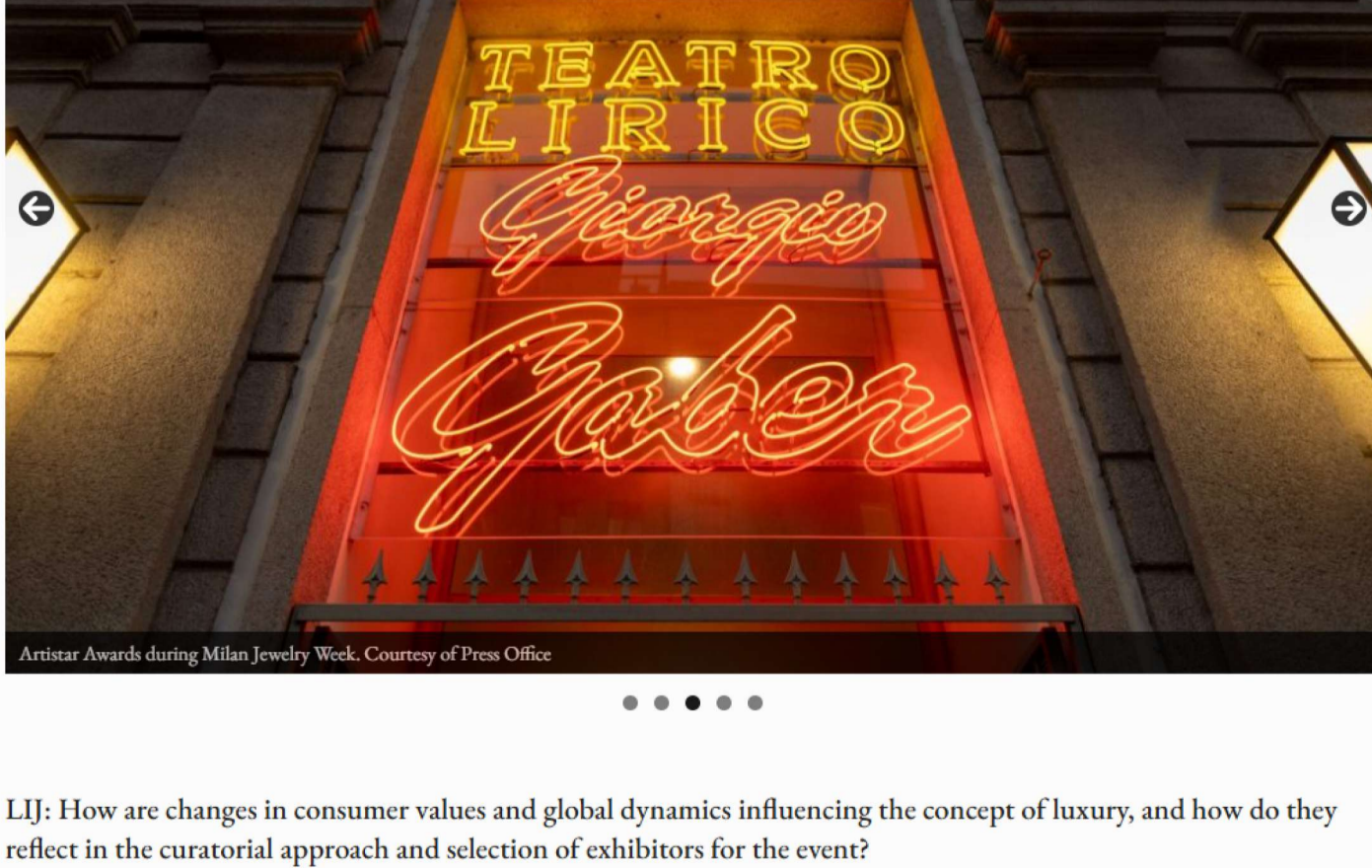
### LJ: What are your goals for the next 5-10 years to evolve the event beyond the dedicated week, making it a global reference point for the sector and an active community throughout the year?

We aim to make Milan an essential destination for the jewelry world, strengthening the international network of designers, artists, and brands, and promoting dialogue between tradition, innovation, and sustainability. We want to expand collaborations with schools, academics, and design institutes to create concrete professional growth opportunities, particularly for young talents.

*The idea is to make the event more inclusive and capable of offering a launchpad for those starting, through mentorship and targeted networking programs.*

Another important goal is expanding the spaces and initiatives dedicated to sustainability. Projects like awards for responsible innovation and supporting brands that use ethical practices are essential to raise awareness within the sector toward a more sustainable future.

Finally, we aim to build a community that remains active throughout the year, extending beyond the event itself. Projects like Milano Jewelry Pearls, thematic workshops, and exclusive digital content will contribute to keeping the dialogue alive and fostering engagement, creating a global network of professionals and enthusiasts who collaborate and inspire each other.



Artistar Awards during Milano Jewelry Week. Courtesy of Press Office

### LJ: How are changes in consumer values and global dynamics influencing the concept of luxury, and how do they reflect in the curatorial approach and selection of exhibitors for the event?

The growing demand for personalisation and unique experiences is transforming the concept of luxury. Events like ours will need to evolve, not only as occasions to purchase jewelry but also as immersive experiences that allow visitors to connect directly with the creativity and artisan craftsmanship. Globally, the fusion of physical and virtual experiences will offer the opportunity to participate from a distance, overcoming geographical boundaries. Augmented reality and online sales will become key tools to keep the event relevant in an ever-changing landscape.

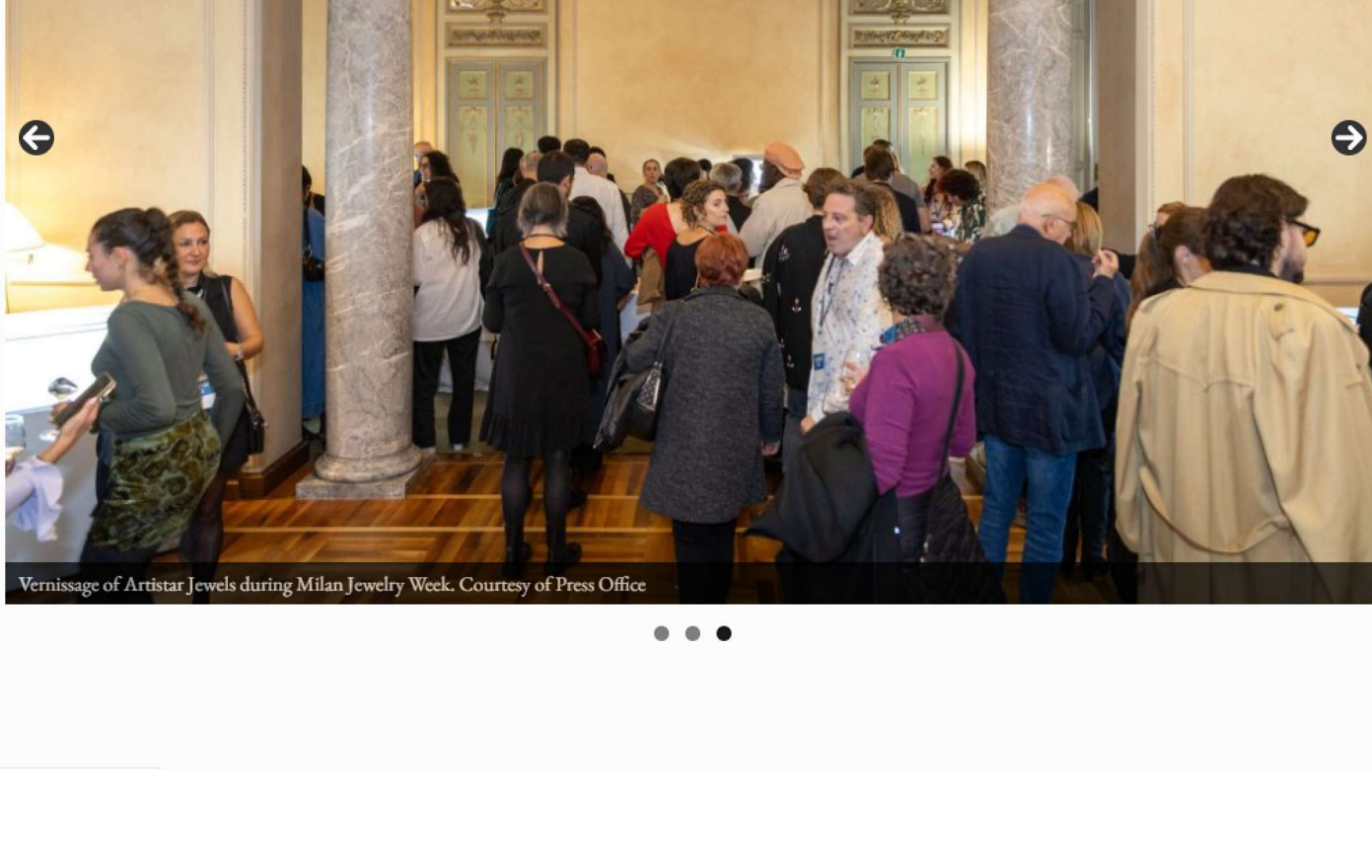
The shift in consumer values is also reflected in the curatorial approach of the event. Today, luxury is not only about aesthetics but also authenticity and meaning. We select exhibitors who create unique pieces that tell stories and meet the growing expectations of an audience increasingly attuned to sustainability and ethics. The focus on personalisation, quality, and meaning is what captures the interest of modern consumers.

### LJ: Every edition brings new challenges, from complex logistics to organising events in uncertain times, and the need to adapt to the rapid evolution of global markets and consumer expectations. What have been the main challenges you've faced in moving forward with Milano Jewelry Week, and how have you overcome them?

One of the biggest challenges has been ensuring that the event remains relevant and engaging in a constantly evolving market. This includes not only keeping up with technological advances and sustainability but also maintaining high-quality curatorial standards. During the pandemic, we launched an online edition, keeping the event alive while engaging with participants digitally. This hybrid approach was highly appreciated by designers and the public. We have also adapted to the new global realities of shifting trends and the changing needs of consumers, particularly by integrating digital tools and improving the audience experience. Despite these challenges, we are constantly innovating and finding solutions to give all participants, both physically present and online, the best possible experience.

### LJ: If you could describe Milano Jewelry Week in one word, what would it be and why?

Essence. Milano Jewelry Week transforms jewelry into art. Each piece narrates a story, and every designer shares their vision, fostering a continuous dialogue between tradition and innovation to create a truly unique experience.



Vernissage of Artistar Jewels during Milano Jewelry Week. Courtesy of Press Office