

Milan becomes a jewel. Made in Varese.

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At the Triennial Design Museum in Milan opens a very particular show, which will, without a doubt, appeal to ladies. Entitled "Jewels for Milan" the show brings together forty original creations made by designers and goldsmith producers from Lombardy who for the first time have worked together to dedicate a precious homage to Milan.

The forty prototypes have been made specifically for the show and it represents, according to the curator Alba Cappellieri, professor of jewellery design at the Milan School of Engineering (Politecnico di Milano), "the opportunity to bring together people and ideas, jewellery masters and young designers, managers and craftsman, research and business, tradition and innovation, regional and global, in that atmosphere of capillary collaboration which is typical of the production system of Lombardy".

As for fashion and design, also for jewellery, the Lombardy region presents characters of excellence: "The inclusion of projects, productions, creations, promotion and communication but contrary to what happened to fashion and design, these forces have neither coagulated nor have undertaken joint projects and strategies".

The first action of the system was to assemble fourteen micro-goldsmith enterprises including those from Varese such as Albor, Maurizio Colombo, Federici, Giampiero Fiorini, Gioielli Unici, Lazzerini, Macrì, Mondia Gioielli and Dante Socci through the Lombard Goldsmiths' Association, the CSO from Mede and the Varese Goldsmith Consortium that together with the Indaco departments of the Politecnico di Milano (Milan School of Engineering) (industrial design, arts and communication), Dig(Civil engineering), the department of chemistry, materials and Chemical engineering and the Politecnico di Milano Foundation have taken part in the regional Artemide with the acronym of Regio(Network Excellence Jewel).

To the Regio group of micro-enterprises of Regio joined other goldsmith societies of Lombardy, heterogeneous for dimension of enterprise and expressive languages, which joined with other designers of Lombardy to realise a jewel for Milan. This is the first time that the major players of the jewellery industry have converged in a common project to remember the constitution of a goldsmith system of Lombardy with the following motto: "Beautiful and well made"!

Several names from Varese also among the designers: From Giorgio Caffi to Giuseppe Boschirolì, Fabio Cammarata and Isabella Del Bono.

This is the complete list of the participants:

Factories: Albor, Antonini, BMC, Elena Bonanomi, Alvaro Bossi, Breil, Breil Tribe, Brioschi Afra, Mario Buccellati, Maurizio Colombo, Ecojewel, Elite Gioielli, Federici, Giampiero Fiorini, Fontana's, Forevermark with CGS, FPM di Marco Picciali, Gioielli Unici, Gioielmede, Invernizzi 1890, Jew & Co., Lazzerini, Macrì, Maschio Gioielli, MCMC, Mondia Gioielli, Muiraquità, Marco Peruccelli, Rossociliegia, Sanlorenzo, Dante Socci, Solis, TIA Jewels, Tornaghi,

Vhernier, Maurizio Zanardi.

Designers: Gio Alas, Alessia Ansaldi, Luigi Baroli, Patrizia Bonati, Giuseppe Boschioli, Elena Bossi, Gaspare Buzzati, Giorgio Caffi, Fabio Cammarata, Giovanna Cutolo, Milli de Maria, Isabella Del Bono, Gabriele De Vecchi, Lia Di Gregorio, Martina Duvia, Manuela Gandini, Nathalie Jean, Alba Polenghi Lisca, Giorgio Lorenzi and Giovanna Vitale, Raffaella Mangiarotti, Sonia Martinelli, Luciana Massironi, Giancarlo Montebello, Giuliana Persegani, Federica Rettore, Karl Heinz Reister, James Rivière, Marco Romanelli and Marta Laudani, Beppe Pasciutti, Maddalena Rocco, Paola Strammiello, Panthea Tassi, Emanuela Tersch, Rossella Tornquist, Secil Ugur, Lucia Venino, Francesco Ventura, Giorgio Vigna, Francesca Villa, Michele Zanin.

Institutional Partners: Lombardy Region, Lombard Goldsmiths Association (Associazione Orafa Lombarda), Politecnico di Milano: departments INDACO, DIG, CMIC, Fondazione Politecnico, CSO di Mede, Consortium of Varese Goldsmiths (Consorzio Varese Orafi).

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