

MILANO JEWELRY PREVIEW

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Quarantine 2 by Asimi

Milano Jewelry Preview is a new editorial project by Prodes Italia, a company specialized in the realization of projects aimed at the international sponsorship and promotion of companies operating in the high jewelry, art, design, fashion and wine fields.

Even in this hard period, Prodes Italia's team didn't stop promoting and spreading beauty and craftsmanship's culture. They have chosen a new format, able to reach everyone. As the name itself suggests, in this special insert, you'll see only a preview of what it will be exhibited in June 2021 but not only: a special selection of the excellence of jewelry, pieces created by artists and designers from all over the world. Established and emerging brands, young talents and well-known artists will show you a

small selection of what you'll witness coming to Milan from 3 to 6 June 2021, during the Milano Jewelry Week. Milano Jewelry Week is indeed one of the top project of Prodes Italia, whose goal is to further strengthen the bond with the city of Milan through the involvement of various commercial activities throughout the city that will exhibit the creations of artists and galleries from all over the world within different thematic paths such as contemporary and artist jewelry, precious pieces and bijoux.

The entire event involves high jewelry ateliers, goldsmith workshops, academies, art galleries, contemporary jewelry artists, fashion boutiques and design showrooms, with plenty of events scattered all over the city of Milan. The 2021 edition will exceed the previous edition's results that welcomed 40,000 visitors from all over the world who were able to admire the creations of 350 artists exhibited in over 60 locations. 116 events animated a calendar that was not limited

Photo from Milano Jewelry Week 2019
Next date: Milano 3-6 June 2021



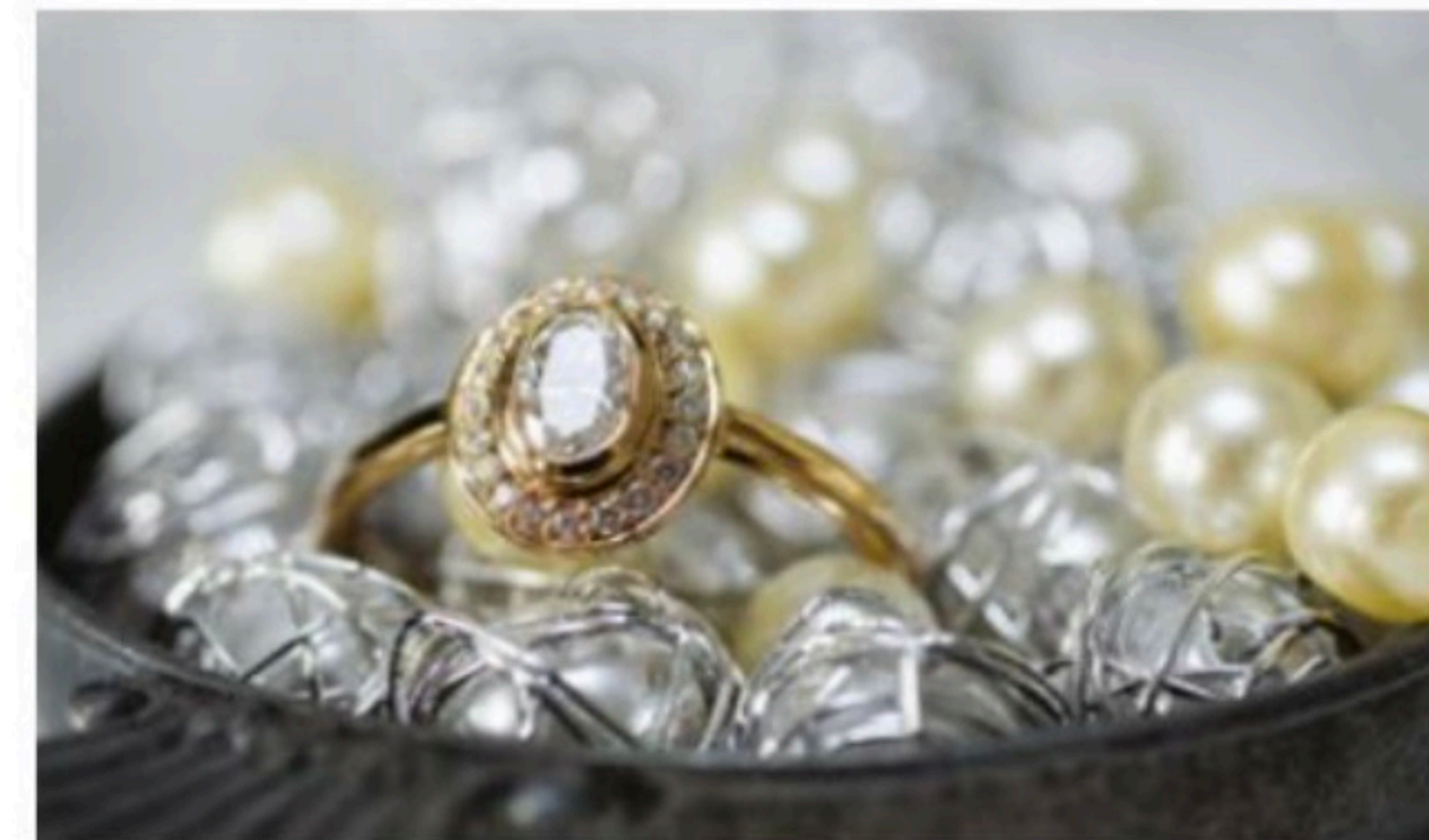
Riccio di mare by Autofocus gioielli

to involving operators as it usually happens with the most traditional events in the field, but has allowed beauty and craftsmanship's lovers to approach the fascinating world of jewelry. Collective and personal exhibitions, talent shows with academies from all over the world, international galleries, workshops, performances, temporary shops and awarding nights have shown multi-faceted interpretations of the history and techniques



Floating Pearls 2.0 Collection by DF ARTelier

of the goldsmith's art, showing its timelessness and, therefore, its contemporaneity. While waiting for June 2021, you can flip through the following pages, where you'll witness modern and traditional techniques, creativity and inspiration, fluidity and rigidity. All the pieces shown in this insert are very different from each other: precious metals such as gold and silver against leather, precious stones against ashes, lost wax against laser cut.



This Preview shows conceptual creations such as the 99 pieces made from the burning of an artist's own diary, converted into beautiful flower, but also fairytales with the three rings representing three different characters with their own personality, an example of how an accessory can relate with the wearer, creating a special and unique bond between them. The artists' creativity is unlimited and body creams can accompany silver pieces, made by the same jewelry artist. Wearing a jewel is a sacred ritual and as such skin must be nourished and prepared. Not only conceptual pieces but also sculptural and architectural artworks, where Domes and Cathedrals become wearable because jewelry can also tell different cultures' stories, enhancing the universal value of understanding and equality. These creations teach us also, that not only gold and diamonds are precious but also natural inserts, waste materials and unusual shapes can make the piece unique, irreproducible and priceless.

Engagement Ring by Atelier ALVES



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Interior & Jewelry Designer, Daniela Fischli leads Df ARTELIER and the FIP Studio Fischli office. She graduated in interior architecture, but her passion for jewelry has never left her, pushing her to attend the Scuola Orafa Ambrosiana in Milan. Jewelry is like a miniature architectural project: as in architecture, where one project is never the same, no customer will ever wear the same jewel, but their own version of her design. She creates unique pieces with simple lines with an eye-catching part, a detail that attracts attention. She enhances the uniqueness and beauty of small imperfections, as in stones and pearls.



Golden Ratio Collection
ring

The lines of the collection follow the criteria of the golden section, a proportional ratio used in architecture since ancient times. The big ring is made of gold-plated 925 silver, with Kyanite cabochons. The base of the ring, with a satin finish, is adjustable.



Believe Collection
bangle

The fil rouge of the collection is represented by the symbol of the star, which has always been a divine guide for man. Symbol of light and positive energy, by associating it with a second symbol, the lion, it becomes a powerful lucky charm. The hammered bracelet is made of gold plated 925 silver.



Gong Collection
necklace

The circular lines and the hammered finish resemble the image of the "Gong", suspended and played in the East since ancient times to ward off negative energies.

The bold necklace is made of gold-plated 925 silver, with Kyanite cabochons. The chain emphasizes the slender shape of the wearer.



Floating Pearls 2.0 Collection
earrings

The collection plays on the contrast between clean and geometric lines, and soft and irregular lines. The particularity of the pearls lies in their naturalness, there is no one identical to the other. The earrings are made of gold-plated 925 silver, with a salmon pink "suspended" pearl.