

POSTPONED TO 2021 THE SECOND EDITION OF THE MILANO JEWELRY WEEK

The Milanese week dedicated to jewelry will take place from 3 to 6 June 2021

Milan, May 21, 2020 - The second edition of Milano Jewelry Week, Milanese week entirely dedicated to the jewelry world, will be held **from 3 to 6 June 2021**. The event, which is like a hub of a qualified and real "jewelry network", **was originally scheduled for October 2020**, but the health emergency that has affected the whole world country has led, with a deep sense of responsibility, to the postponement decision.

Milano Jewelry Week 2021 will involve **high jewelry ateliers, goldsmith workshops, academies, art galleries, contemporary jewelry artists, fashion boutiques and design showrooms, with the aim of increasing, compared to the 2019 edition, of the 70 %, the number of events**. Milano Jewelry Week 2021 also intends to further strengthen its bond with the city of Milan through the involvement of various commercial activities located throughout the city that will exhibit the creations of artists and galleries from all over the world within different thematic paths such as contemporary jewelry, artist's jewelry, precious jewelry and bijou. **Artistar Jewels** also reconfirms its presence in the Milano Jewelry Week. With the participation of over 150 international artists, in 2021 will see its eighth edition.

Enzo Carbone – founder of Prodes Italia, the company that designed and will manage the initiative, says, *"With Milano Jewelry Week, my goal was to create a happening for all the experts in the field, which at the same time would make this fascinating world discover even to a wider audience. The success resulting from Artistar Jewels has given us the opportunity to intercept the need to give the right emphasis to contemporary jewelry, which has expanded rapidly in recent years, seeing Milan as the perfect city to welcome avant-garde and new trends while continuing to enhance tradition. The first edition of Milano Jewelry Week in October 2019 gave strength to our beliefs: about 40,000 visitors from all over the world were able to admire the creations of 350 artists exhibited in more than 60 locations and also had the opportunity to participate in 116 different events. Unfortunately, the health emergency we are facing does not allow us to organize such a complex event with cosmopolitan DNA in the autumn of 2020, as originally planned, in total safety. The new dates of June 2021 have therefore been chosen very carefully, identifying the most suitable period of the year - also climatically - so as not to overlap with other sector events and events in Italy and worldwide"*.

The promotion and calendar of events proposed for Milano Jewelry Week 2021 is not postponed until next year. In fact, **Prodes Italia will launch a new editorial project in autumn 2020 that will connect producers with commercial realities all over the world. A special insert dedicated to the field's excellence will be published in October, within the bilingual magazine L'Orafo Italiano which will be sent directly to the main buyers to show them a preview of the brands that they can then admire live in June 2021.**

About MJW

The creation, communication management and coordination of Milano Jewelry Week events are responsibility of Prodes Italia in collaboration with L'Orafo Italiano for the 2020 edition. Prodes Italia operates all over the world in the field of high jewelry, design, art and wines and it is the creator of the projects Promotedesign.it, Din - Design In, Design For, Artistarjewels.com, Treneed.com, Bestwinestars.com and Weating.it as well as responsible for the communication and coordination of Lambrate Design District events since 2018. L'Orafo Italiano is the most authoritative magazine in the gold sector. For over seventy years it has been a fundamental tool for operators and



enthusiasts to update themselves and a cultural reference point. Today, the magazine is accompanied by a website, newsletter and social channels. **At its first edition**, in October 2019, Milano Jewelry Week was able to welcome **about 40,000 visitors from all over the world** who were able to admire the creations of **350 artists** exhibited in more than **60 locations**, including high jewelry ateliers, goldsmith workshops, academies, schools, art galleries, fashion boutiques and design showrooms in the city center. **116 events** animated a calendar that was not limited to involving operators as normally happens with the most traditional events in the field, but has allowed all lovers of beauty and handmade to approach the fascinating world of jewelry. **Collective and personal exhibitions, exhibitions of galleries and international schools, workshops, performances, temporary shops and award evenings** have in fact given multi-faceted interpretations of the history and technique of the goldsmith's art, demonstrating its timelessness and, therefore, contemporaneity.

Some of the participants in Milano Jewelry Week 2019: Assamblage – National Contemporary Jewelry Association (Romania), Didier Ltd (U.K.), Faust Cardinali (France), futuroRemoto Gioielli by Gianni De Benedittis (Italy), Galdus (Milan), Galeria Alice Floriano (Brazil), Hard to Find (Mexico), IED – Istituto Europeo di Design (Milan), Nicolas Estrada (Spain), Schmuckgalerie Silbermann (Germany), Scuola Orafa Ambrosiana (Milan).

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