

OPEN CALL FOR THE SECOND EDITION OF THE MILANO JEWELRY WEEK

*The week of the Milanese schedule entirely dedicated to the jewelry world
from the 22th to 25th October 2020*

Milan, 19 February 2020 – The applications for the second edition of Milano Jewelry Week are officially open. The Milano Jewelry Week is the week of the Milanese schedule entirely dedicated to the world of jewelry, and it takes place **from 22 to 25 October 2020**. **The Week is the epicenter of a qualified "jewelry network": real, glamorous, efficient and effective.**

Milano Jewelry Week 2020 will involve **high jewelry ateliers, goldsmith workshops, academies, art galleries, contemporary jewelry artists, fashion boutiques and design showrooms**, with the aim of increasing the number of events by 70% compared to the 2019 edition. Milano Jewelry Week 2020 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 2020 will see its eighth edition.

The calendar of events organized for Milano Jewelry Week 2020 will not be limited to October only: Prodes Italia - the company responsible for the conceiving, organization and management of Milano Jewelry Week - has in fact created the **Milano Jewelry Pearls**, educational and cultural events which, during the year, will mark the step towards the event. Jewelry-themed workshops, lectures and exhibitions will involve protagonists such as Jewelry Academies, Jewelry Galleries and Concept Stores, Field Institutions and Artists and Designers from all over the world with the aim of maintaining high attention and interest towards the jewelry world during the whole year.

Milano Jewelry Week welcomes participants from all over the world. To take part in the initiative it is necessary to send an email to info@milanojewelryweek.com

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: IED - European Institute of Design of Milan, Scuola Orafa Ambrosiana of Milan, Galdus School in Milan,



Patrocinato da:



Comune di
Milano



Federmoda

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

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