



## IEG/VICENZAORO JANUARY AND VO VINTAGE 2024 – DAILY REPORT

Monday, 22<sup>nd</sup> January 2024

### THE EVENTS ON THE FOURTH DAY OF THE SHOW

[www.vicenzaoro.com](http://www.vicenzaoro.com)

*Vicenza (Italy), 22<sup>nd</sup> January 2024* – The role of experts in jewellery sales, technology at the service of jewellery, historical re-processing in Gianmaria Buccellati creations, and awarding young design talents from all over Italy. These were the focuses of the events on the fourth day of **Vicenzaoro January 2024 - The Jewellery Boutique Show**, the international gold and jewellery show organised by IEG - **Italian Exhibition Group**, ongoing in Vicenza until tomorrow, Tuesday January 23<sup>rd</sup>, in conjunction with **T.Gold**, the jewellery machinery exhibition, and **VO Vintage**, an event open to the public specifically for vintage watches and jewellery, which closes today, Monday, January 22<sup>nd</sup>.

#### RETAIL TALK: LAB-GROWN AND NATURAL DIAMONDS, THE ROLE OF THE EXPERTS

Lab grown diamonds: 85% of consumers have heard about them from jewellers and experts (42.2%) or online (38.5%), but 80% choose natural diamonds due to the lasting value that increases over time and the aspect of rarity and uniqueness. These were the main findings that emerged from the study carried out for Federpreziosi and presented by **Pierluigi Ascani** from Format Research, at Vicenzaoro. Interest in lab-grown diamond, which has a long history, is, however, growing. "It dates back to 1954, the same year that the Vicenza Gold and Jewellery Show was born," said Loredana Prosperi, director of the Italian Gemmological Institute, "and it is interesting how, from the very start, the professionalism of the jeweller was of fundamental importance in correctly orienting consumers. Now more than ever, even on ethical and sustainability issues". The jeweller plays a key role as a point of reference for the customer, as an industry expert able to distinguish natural stones from those produced in laboratories. The debate, moderated by Federpreziosi director **Steven Tranquilli**, involved Federpreziosi president **Stefano Andreis**, the president of the Italian Gemmologists Association **Rinaldo Cusi**, and **Davide Bolzoni**, jeweller and gemmologist.

#### GEM TALK, GIANMARIA BUCCELLATI: THE MASTER OF DIALOGUE BETWEEN PAST AND PRESENT

Gianmaria Buccellati's extraordinary ability to understand and process precious material, which led to the birth of innovative creations in dialogue with the past, was the focus of the meeting entitled Milanese Goldsmith Art. Gold, Enamels and Semi-precious stones. An itinerary among luxury, fashion, princes of Europe and artists. From Visconti to Gianmaria Buccellati. The talk was hosted on the third day of Vicenzaoro, Italian Exhibition Group's format ongoing at Vicenza Expo Centre until January 23<sup>rd</sup>. During the event, **Paola Venturelli**, Scientific Director of the Gianmaria Buccellati Foundation, highlighted the goldsmith's ability to re-process the various artistic expressions of Antiquity to derive motifs to be applied to different types of jewellery. Deeply fascinated by these artifacts, Gianmaria decided to try his hand at creating works that could compete with those of the Medici, such as the 2013 Holy Grail Cup. The presentation of the gemmological analysis of this extraordinary, one-of-a-kind piece was given by **Loredana Prosperi**, Director of the Italian Gemmological Institute. Yellow gold, rose gold, silver, citrine quartz, diamonds, emeralds, cabochon garnets, tanzanites. A tribute to life and Italianity: a flourish of vine shoots and ears of wheat decorating a block of citrine quartz, hollowed out internally and left in its raw state externally.

## DESIGN FOR RESEARCH: THE WINNERS OF THE MAURO BASCHIROTTO PRIZE

**Valentina Scarselli** from the Porta Romana e Sesto Fiorentino Art School, **class II O at the Caravaggio Art School in Rome**, **Aurora Toscano** from the Bruno Cassinari Art High in Piacenza, **Francesco Innocenti** from the Art School in Grosseto and **Chiara Asnicar** from the Gian Giorgio Trissino High School in Valdarno, were classified as top five in the "**Mauro Baschirotto**" Prize for scientific research, a jewellery design competition sponsored by the Vicenza-based "**Mauro Baschirotto**" Rare Diseases Association, an NPO that has been awarding international researchers for over ten years. The task of the competition was to design a ring inspired by DNA's double helix. The award ceremony took place today, Monday, January 22<sup>nd</sup> during Vicenzaoro January - The Jewellery Boutique Show, IEG - Italian Exhibition Group's international gold and jewellery show, ongoing at Vicenza Expo Centre until January 23<sup>rd</sup>. The award ceremony was attended by **Giuseppe Baschirotto**, president of the Mauro Baschirotto Foundation, who recalled the genesis of the eponymous Rare Diseases Association and encouraged the young people in attendance to «dream for the future», along with **Marino Smiderle**, director of the Giornale di Vicenza, **Marino Pesavento**, owner of Pesavento, **Andrea Nardin**, president of Vicenza Province, and **Marco Carniello**, Global Exhibition Director Italian Exhibition Group. About 100 young people were in the hall.

## INTELLIGENCE IN JEWELLERY BETWEEN MATERIALS AND PROCESSES: THE SITUATION AT THE JEWELRY TECHNOLOGY FORUM

«We add knowledge to the jewellery world and generate an exchange of information» says **Massimo Poliero**, president of the **Jewellery Technology Forum**, CEO of Legor Group SpA and vice president of A.F.E.M.O. The Forum, created 17 years ago and organized by **Legor Group** and IEG, always accompanies the jewellery sector at Vicenzaoro January. Because jewellery evolves as the technologies that produce it evolve. During the Forum, speakers from Italy and abroad network with goldsmiths, production managers and academia. A major theme at the 2024 edition of the Vicenza JTF was the evolution of 3D printing. In Sunday's panel, JTF chose to have experts speak on new alloys for goldsmithing, Fairtrade and Fairmined certifications, materials such as steel or titanium, welding techniques, nickel-free treatment, Binder Jet Additive Manufacturing jewellery production with platinum and silver, digital jewellery and, last but not least, the state of the art in gemmological material analysis and techniques to distinguish natural diamonds from lab-grown diamonds and imitations. The relationship between the industry and the credit system was covered by a panel from Intesa Sanpaolo.

Log on here to download further images: <https://we.tl/t-4QYoi4aBs8>

## PRESS CONTACT IEG/VICENZAORO

head of media relation & corporate communication: Elisabetta Vitali; press office manager: Marco Forcellini; international press office coordinator: Silvia Giorgi; press office specialist: Luca Paganin, Mirko Malgieri. [media@iegexpo.it](mailto:media@iegexpo.it)

Trade press office coordinator Jewellery & Fashion Division: Michela Moneta [michela.moneta@iegexpo.it](mailto:michela.moneta@iegexpo.it)



## FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecasted elements and estimations that reflect current management opinions ("forward-looking statements") especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market's foreign trends and tourist flows in Italy, market trends in the gold-jewelry industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press

release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date