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**THE FIRST EDITION OF THE MILANO JEWELRY WEEK IS A RECORD ONE  
40,000 visitors from Italy and abroad were able to admire the creations of over 350  
artists exhibited in over 60 locations**

**Milano, October 29th 2019 - From Thursday 24th to Sunday 27th October 2019 the first Milano Jewelry Week took place**, a new week of the Milanese schedule entirely dedicated to the jewelry world. An engaging and varied calendar that has counted **90 different events at more than 60 locations** - high jewelry ateliers, goldsmith workshops, academies and art galleries, design schools and showrooms and fashion boutiques - **attended by around 40,000 people from Italy and abroad**.

**Enzo Carbone**, Founder of **Prodes Italia**, the company that created and managed the entire organization of the event, says: *"I am really proud to have seen such an ambitious project taking life. For many years we wanted to achieve and finally, in 2019, it saw its first edition. The main goal has always been to create a happening for all the experts in the sector, which at the same time made this fascinating world discover even to a wider audience. The success that has sprung up over the years by Artistar Jewels, which in its seventh edition has recorded the attendance record, counting 5,000 visitors out of a total of about 40,000 of the entire event, can only lead us to work at Milan Jewelry Week 2020 with even greater enthusiasm and optimism"*.

**During the festival over 350 artists exhibited their jewels at group and personal exhibitions, vernissages, galleries and international school exhibitions, awards nights, workshops, cocktail parties and performances** offering different points of view on the history and technique of the goldsmith's art and returning a multi-faceted and accessible image of the jewel to which even non-experts were able to get passionate about.

The **Milano Jewelry Week** was rich in quality content and was able to enhance both emerging talents and established names on the international scene. Visitors were able to admire the creations of young students from 11 international jewelry academies within the Galdus School: **Scuola Orafa Ambrosiana di Milano, IED Milano, Galdus, Assamblage (Romania), Accademia Di Belle Arti di Brera, Accademia del Gioiello For.al di Valenza, Scuola di Arte Sacra di Firenze, Saimaa University of Applied Sciences (Finland), PXL University of Applied Sciences and Arts (Belgium), Stellenbosch University (South Africa) e Hard To Find (Mexico)**. Wearable sculptures of world-famous artists have been hosted in the Brera art galleries and in Milan's jewelry galleries, including **Arnaldo Pomodoro, Ugo Nespolo, Chiara Dynys, Alex Pinna, Riccardo Gusmaroli, Antonio Paradiso, Jessica Carroll, Orna Ben-Ami, Fabrice Schaefer**. An important contribution to the week was given by the historic ateliers and goldsmith shops located in the city center, which for the occasion showed and illustrated to the public unpublished pieces and opened the historical archives of their collections as it happened, for example in **Gioielleria Merzaghì** that has retraced the history of jewelry through wonderful drawings made since 1870. Great public success also for the more than 20 workshops and lectures that enriched the Jewelry Week calendar: both enthusiasts and those in the sector were able to deepen the theme thanks to numerous experts who made their knowledge and their passion available to the public.

Milano Jewelry Week is an initiative supported by the **Municipality of Milan through the Patronage of the Assessorato Economia Urbana e Lavoro Unità Moda, Design e Creatività** and CNA Federmoda, which constitutes a national and unitary system of general representation of the Italian fashion industry.

Prodes Italia is already at work for the next edition with many news and reveals the exclusive dates of the Milano Jewelry Week 2020 which will take place from 22nd to 25th October 2020.

Facebook: @MilanoJewelryWeek  
Instagram: @MilanoJewelryWeek  
Website: [www.milanojewelryweek.com](http://www.milanojewelryweek.com)

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#Milanojewelryweek2019

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### Prodes Italia

The conception, communication management and coordination of Milano Jewelry Week events are organized by the Prodes Italia Group operating worldwide in the sectors of high jewelry, design, art and wines and creator of Promotedesign projects .it, Din - Design In, Design For, Artistarjewels.com, Treened.com, Bestwinestars.com and Weating.it as well as responsible for the communication and coordination of the events of Lambrate Design District from 2018.

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