



Is pleased to point out on Tuesday 17th April the opening of the exhibition nearby the Triennale di Milano

LUXURY DESIGN – LUXURY NEW CODES AND JEWEL DESIGN (17th - 23rd April)

IAAD will contribute to the exhibition thanks to a plan carried out by the department of INDUSTRIAL DESIGN students.

Milan, from the 18th to the 23rd of April 2007

On the 18th of April, nearby the Triennale di Milano, the exhibition "Luxury Design – Luxury Neocodes & jewels design" opens, held by Denis Santachiara, carried out thanks to the contribution of the Fondazione della Cassa di Risparmio di Alessandria and of the Comune of Valenza. The exhibition, sponsored by the Regione Piemonte and the Provincia di Alessandria, shows the steps through which the jewels of Valenza have developed. In the first part of the expositive development, called Back up, dedicated to the distinguished past of the goldsmith district of Valenza, some exclusive jewelry models are introduced, rediscovered thorough great awards and international appreciations, like the creations of Antonio Gié and Rino Frascarolo's "Bestiario". One section is dedicated also to the jewels in the wartime period. The section called Codes and neocodes forms the exhibition's core and it is focused on modernity: present-day artists and designers create jewels design inventing adornment new codes and the creation of objects expressing a high tech new luxury, free subject, to have on: from jewels to piercing to MP3. Prototypes have been produced on the basis of famous and young designers plans, both with experience concerning jewelry and coming from other sectors. Prototyped models, realized by goldsmith firm in the District of Valenza, are characterized by original concept and technologies. An example of every prototype will be showed in next exhibitions in the Museo dell'Oreficeria in Valenza. Matali Crasset, Kazuyo Komoda, Alberto Meda, Claudio Caramel, James Irvine, Nucleo Italia, Marco Ferreri, Marta Dell'Angelo, Tatiana Naoumenko, Loretta Baiocchi, Enrico Manfredi's creations are showed and realized by the most distinguished goldsmith firms in Valenza and its environs: Teorie, Stilnovo, Milano, Antonio Ponticello, Vito Lapadula, Angelo Spinelli, Carlo Ricci, Emmeti, Dirce Repossi, Gilberto Cassola & C, Ferraris gioielli e Carlo Barberis.

Next to the works created by these great masters, there are also plans and prototypes carried out by the students of Istituto d'Arte orafa Benvenuto Cellini, Istituto IAAD in Turin and Istituto FOR.AL. There is also another section, called Luxury on demand, dedicated to the future hypothesis of the luxury production, where a small laboratory has been organized working in rapid manufacturing. The presence of the Salone del Mobile 2007 edition at the Triennale represents for the goldsmith district the first participation to different initiatives organized for Turin 2008 World Design Capital offering also the realization of itinerant exhibitions in North Europe Design Capitals.

Head Office: Triennale di Milano

Address: Viale Alemagna, 6

Times: from 10.30 a.m. to 10.30 p.m.

Tickets: free entrance

Phone: 028373476