



COMUNE DI MILANO | CULTURA
proudly presents

JEWELS OF TASTE

Enchanting stories among gourmet ornaments

Created by
Mara Cappelletti

Curated by
Maria Canella, Mariateresa Chirico, Anty Pansera
Installation by **Alejandro Ruiz**

Palazzo Morando | Costume Moda Immagine
Via Sant'Andrea 6 Milano
From September 18th to December 8th 2015

Part of the EXPO IN CITTA ermesse, JEWELS OF TASTE: – awe-inspiring gourmand jewelry tales, opens Thursday, September 17th, at 18:00, at Palazzo Morando, Via Sant'Andrea 6 in Milano.

Open to the public from September 18th to December 8th, 2015, the exhibition will take place on the first floor of one of Milano's finest historic buildings, and will be the meeting point between the worlds of jewelry and food.

The exhibition will include over 200 fascinating designer pieces, in a fantastic mix of jewelry, fashion jewelry and fashion accessories, inspiring at times serious, at times surreal or fantastic considerations on the relationship between food and ornament.

JEWELS OF TASTE is an event sponsored by the City of Milano Culture, Directorate Historical Museum with DS Communication, and the Mayor's office, and produced by the Memoria e Progetto, in cooperation with the University of Milano, the Galdus Professional School, Cooro Cooperative and supported by Associazione Orafa Lombarda, and The World Jewelry Confederation CIBJO.

Sponsors and technical partners of the exhibition are DACA Vettrine d'Autore, Daya, Ferrari Group, FPE, and a selection of designers of "Jewels of Taste" selected by Orchestra Italian Lifestyle.

The exhibition's media partners are L'Orafo Italiano, E'Italia, UnPOxExpo and Emobile.

Among the many interpretations of food, the theme of EXPO 2015 jewelry could not be left out. Foods, thanks to its auspicious meaning of wealth and life, traverses the history of jewelry, from ancient ornaments to contemporary pieces, and cultures near and far - from Ancient Greece to eighteenth century China. Grapes, pomegranates, pineapple, strawberries, including wheat, pea pods, mushrooms, tomatoes, pasta, fish, crabs, eggs and game, let alone drinks, find themselves in amusing interpretations such as cocktail rings or masculine accessories like cufflinks.



This concept shapes the exhibition, JEWELS OF TASTE. – Awe-inspiring gourmand jewelry tales , a project conceived by Mara Cappelletti, jewelry history scholar and professor, with installations by Alejandro Ruiz, designer of international renown, and talented and experienced curators like Maria Canella, Mariateresa Chirico and Anty Pansera.

The shapes and colors of table delights has always inspired jewelers and fashion designers, such that, thanks to the goldsmith's art and imagination, food, made independent from of its nutritional function, has over time evolved into an element capable of telling an ironic, unique and fascinating story.

"Food" - explains Mara Cappelletti, creator and curator of the exhibition - "is a prominent and repeated source of inspiration in the world of ornaments. With a reference 'high' jewelry, the gourmand theme is often a source of inspiration for both vintage bijoux, contemporary jewelry and fashion accessories.

With this exhibition we represent all of these worlds, increasingly inspired by each other.

Thanks to the curators' passion and dedication, and in-depth research work, we are proud to propose a series of fantastic stories that combine aesthetic pleasure to taste. "

In a fantastic journey, suggested by the exhibition's installation, designed by Alejandro Ruiz, using the display cases of DACA Vetrina d'Autore, visitors are led between gourmand ornaments organized in four distinct areas ..

THE TASTE OF JEWELS: this section focuses on fine jewels, and features food-inspired works of great jewelers - beautiful nineteenth-century pieces from the De Marchi collection, Art Deco items, masterpieces from the 30s and 40s including historical Mauboussin jewels, and finally contemporary creations.

THE TASTE OF FASHION: culinary inspirations are not infrequent in the world of fashion, whose key designers often reference fruit, ice cream, sweets, berries, pasta and even eggs, to inspire some of their most peculiar creations. Moschino, Ferre, Missoni, Marras, Krizia have successfully experimented with food, as well as true fashion jewelry icons such as Ayala Bar, Mary Frances, Yvone Christa New York and Ornella Bijoux.

CONTEMPORARY TASTE: this section presents a collection of unique or very small series – food-related - items, the most intriguing of the Italian and international scene, resulting from careful research on shapes and materials. Among others, works by Veronica Guiduzzi, Angela Simone, Barbara Uderzo.

VINTAGE TASTE: This section hosts a series of fashion jewels designed between the early nineteenth century and the nineties, with pieces by Trifari, Boucher and Sharra Pagano, and encompasses the historical Fendi, Ferre and Lagerfeld collections.

THE EXHIBITION AND MILANO

JEWELS OF TASTE Awe-inspiring gourmand jewelry tales,, part of the EXPO IN CITTA events suite, highlights two typical Milanese passions: fashion and haute cuisine.



Atelier, concept stores, luxury shops, museums are part of the entrepreneurial and cultural city environment, a true magnet for lovers of "jewels of taste" and "jewelry to be enjoyed."

LOOKING BEYOND

The journey doesn't stop here. Discovering the foods that have inspired some of the most extraordinary creations will also be possible in Brazil in March 2016, and other selected venues worldwide in the not too distant future.

For more information: www.mostragioellidigusto.com

PRESS CONFERENCE

Thursday September 17th, 2015, 11 AM

Palazzo Morando Conference Room | Costume Moda Immagine, Via Sant'Andrea 6 - Milano

Speakers

Filippo Del Corno, Comune di Milano Head of Culture

Claudio Salsi, Comune di Milano, Head of Castello, Archaeological and Historical Museums department

Maria Fratelli, Comune di Milano, Case Museo Director and Historical Museums Directori – Archaeological and Historical Museums department

Mara Cappelletti, event creator and curator

Alejandro Ruiz, Designer

EVENT INAUGURATION (UPON INVITATION)

Thursday September 17th 2015, 6 PM

Palazzo Morando | Costume Moda Immagine, Via Sant'Andrea 6 – Milano

EXHIBITION ESSENTIALS

"JEWELS OF TASTE: Awe-inspiring gourmand jewelry tales"

Created by Mara Cappelletti

Curated by Maria Canella, Mariateresa Chirico, Anty Pansera

Installation by Alejandro Ruiz

Palazzo Morando | Costume Moda Immagine

via Sant'Andrea 6, primo piano, spazi espositivi - Milano

September 18 – December 8 2015

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