



Press Release no. 03 (English Translation)

OROAREZZO, PREMIÈRE CHOOSES “LOVE AND BEAUTY” TO INSPIRE DESIGNERS AND YOUNG TALENTS

- **Italian taste meets the most sublime sentiment at the 33rd edition of the jewellery contest devised by Beppe Angiolini to celebrate Made in Italy manufacturing**
- **At IEG's Oroarezzo, creations by the big names will be competing alongside the projects of the young under-30s in the Talents category**
- **The jury will announce the winners on Sunday 12th May at Arezzo Fiere e Congressi**

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Arezzo (Italy), 23rd April 2024 – Transforming sensitivity and sentiment into a precious object. This is the challenge of the **33rd edition of Première**, the **Oroarezzo** contest that celebrates the productive and creative excellence of Made in Italy in the gold, silver and jewellery sector. At the Italian Exhibition Group - IEG event, scheduled to take place at Arezzo Fiere e Congressi - in the Italian manufacturing district of Arezzo, Tuscany - **from 11th to 14th May**, the jewellery competition will focus on the **theme of “Love and Beauty”**.

A PERFECT MARRIAGE BETWEEN SENTIMENT AND MATTER

«How can sentiment be converted into an object?» wonders **Beppe Angiolini**, artistic director of the competition, honorary president of the National Chamber of Fashion Buyers and ambassador of Oroarezzo. «This has always been the challenge of art. An exciting feat whether we are talking about the great works of architecture and painting or a small creation, such as a piece of jewellery». Space is therefore given to creativity, focusing on the beauty and uniqueness of precious materials to tell the story of that most sublime sentiment: love. «Not only hearts and padlocks: love is simultaneously chain and freedom, wings to fly and the concreteness of building a future. The important thing is to preserve the lightness of dreams», Angiolini concludes.

OROAREZZO: INTERNATIONAL SHOWCASE FOR GOLDSMITH EXCELLENCE

Première is an exceptional stage for Oroarezzo's exhibiting companies, highlighting at each edition the **know-how and creative potential of Italian goldsmith manufacturing**. «With Oroarezzo, the world's gold market spotlights turn onto the city and its excellence», says **Matteo Farsura**, Global Exhibition Manager for IEG's Jewellery & Fashion division. «A tradition of undisputed goldsmith mastery that, thanks to the joint action of local institutions and trade associations, offers incoming international buyers a unique experience enriched by an unparalleled artistic and cultural heritage, the liveliness of the entrepreneurial fabric and a warm welcome».

EMERGING TALENTS: THE "TALENTS" CATEGORY FOR GOLDSMITH SCHOOL STUDENTS

Oroarezzo 2024 confirms its commitment to **training young talents** in the goldsmithing sector and is once again proposing the **“Talents”** competition category, open to students from goldsmith schools. The youngsters will have the opportunity to showcase their talent by participating with their jewellery designs alongside those of the event's exhibiting companies. The winner of the competition will be given the chance to produce their project in collaboration with one of the companies exhibiting at the show and present it at the Italian Jewellery Summit 2024, organised by IEG in Arezzo at the end of the year. The “Talents” initiative

is an important meeting point between supply and demand in the jewellery sector, providing young people aspiring to a career in this field with the opportunity to come into contact with companies and make themselves known.

THE PRIZE-GIVING CEREMONY AT THE SHOW ON SUNDAY 12TH MAY

The competing jewellery, as well as the Talents' proposals, will be judged by a jury composed of sector operators, journalists, fashion opinion leaders, bloggers and style experts, chaired by Beppe Angiolini. The prize-giving ceremony will take place on **Sunday 12th May at Arezzo Fiere e Congressi**.

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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