

The Italian goldsmithing sector workforce takes the stage at OROAREZZO 2018

Arezzo, 5th-8th May 2018 – behind an item of jewellery lies the workforce and various professional figures. Authentic artists who collaborate in the creation of an object that will preserve its charm through time and be resistant, amid continuity and innovation, to wear, tear and fashions.

Forms of art and a status symbol, a weapon of seduction and sacred ornament, an item of jewellery is, perhaps, the material accomplishment of a man-nature union. And, as such, naturally requires experts able to “dream and create big”.

From draughtsman to jewellery designer, from goldsmith to stone-selector, from stone-cutter to mounter and then on to the jewel-cleaner and gemmologist, these are the various professions linked to the world of jewellery. Professions that were handed down from father to son in the past and which are now taught in specialized schools, professional institutes and post-graduate courses, often also with the aid of highly advanced technologies.

OROAREZZO, the exhibition of the Italian goldsmithing sector, organized by IEG, Italian Exhibition Group, scheduled to take place from 5th to 8th May, is the place where craftsmen, technicians, experts and workers come together to share arts, styles and techniques: a showcase of the very best of Italian jewellery-making, able to attract buyers from all over the world.

An important stage for the sector, it is also a moment to give the right value to all the specializations that lie behind the jewellery world: there are at least 7 and all play a part and are spotlighted at OROAREZZO.

Starting from the **draughtsman or jewellery designer**: a key figure in the jewels making process. Active during the initial phase, he/she is the creative mind that conceives the idea for the item, in other words, the line, originality and soul of the future creation.

Passing from the hand-drawn design to the metal, the next figure is the **designer**, whose task is to translate the jewellery idea on the computer from its first graphic expression into a wax or metal model.

Next comes another figure, the **modeller**, the manifestation of an ancient art, who knows how to shape the prototype of the item to be produced. Forged by hand, the model is made in wax, or in poor metal, and then introduced into the production chain.

In the universe of precious stones, a leading role is played by the **stone-selector** who has to know how to identify, select and choose the stones that will best suit the jewellery item's design in terms of size, shape and cut.

Other decisive figures are the **cutter** who will cut and adapt the stones to the model and make the mounter's and **engraver's** work easier. These latter figures now tend to overlap and coincide.

The creative cycle closes with the **bench-worker/cleaner** who does the final operation, which is polishing, donating or returning shine and splendour to the completed item.

Although on the edge of the jewellery production process, the figure of the **gemmologist** is extremely important. His/her mission is to know methods and rules for identifying the nature of gems, evaluating their quality and authenticity and assessing their destination.

In jewellery companies, it is often teamwork that gives the best result!

ITALIAN EXHIBITION GROUP S.p.A.: FOCUS ON

Italian Exhibition Group S.p.A., with the two expo centres of Rimini and Vicenza, is Italy's first trade fair organizer for profitability and expo portfolio (regarding the Food & Beverage, Green, Technology, Entertainment, Tourism, Transport, Wellness, Jewellery & Fashion, Lifestyle & Innovation trades). IEG operates worldwide, with branches in the United Arab Emirates, Brazil, United States and China. It is Italy's leader in the conference-convention sector with Rimini's Palacongressi and Vicenza Convention Centre. www.iegexpo.it

AREZZO FIERE E CONGRESSI

Arezzo Fiere e Congressi Srl, the company whose stakeholders include the Tuscany Region, Arezzo Chamber of Commerce, Arezzo Council and Province, credit institutions and over 300 jewellery companies, with a capital of Euro 40.8 million, is presided over by Andrea Boldi. For 39 years the company has been organizing the OROAREZZO Show - now managed by IEG as part of the IEG Jewellery Agenda - which recorded about 650 exhibiting companies in 2017 from all the Italian gold-silver districts. The congress facility has a Congress Centre Auditorium with seating for 950 and was designed by the GMP Studio in Hamburg. The company has organized cultural initiatives and workshops in prestigious locations in the United States, Canada, United Kingdom, Spain, Belgium, Japan, China, Hong Kong, Chile and Argentina.

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