The project

Artistar Jewels

Brochure

ARTISTAR JEWELS

Artistar Jewels is a
project realized by Artistar.it

ARTISTAR JEWELS
WWW.ARTISTAR.IT

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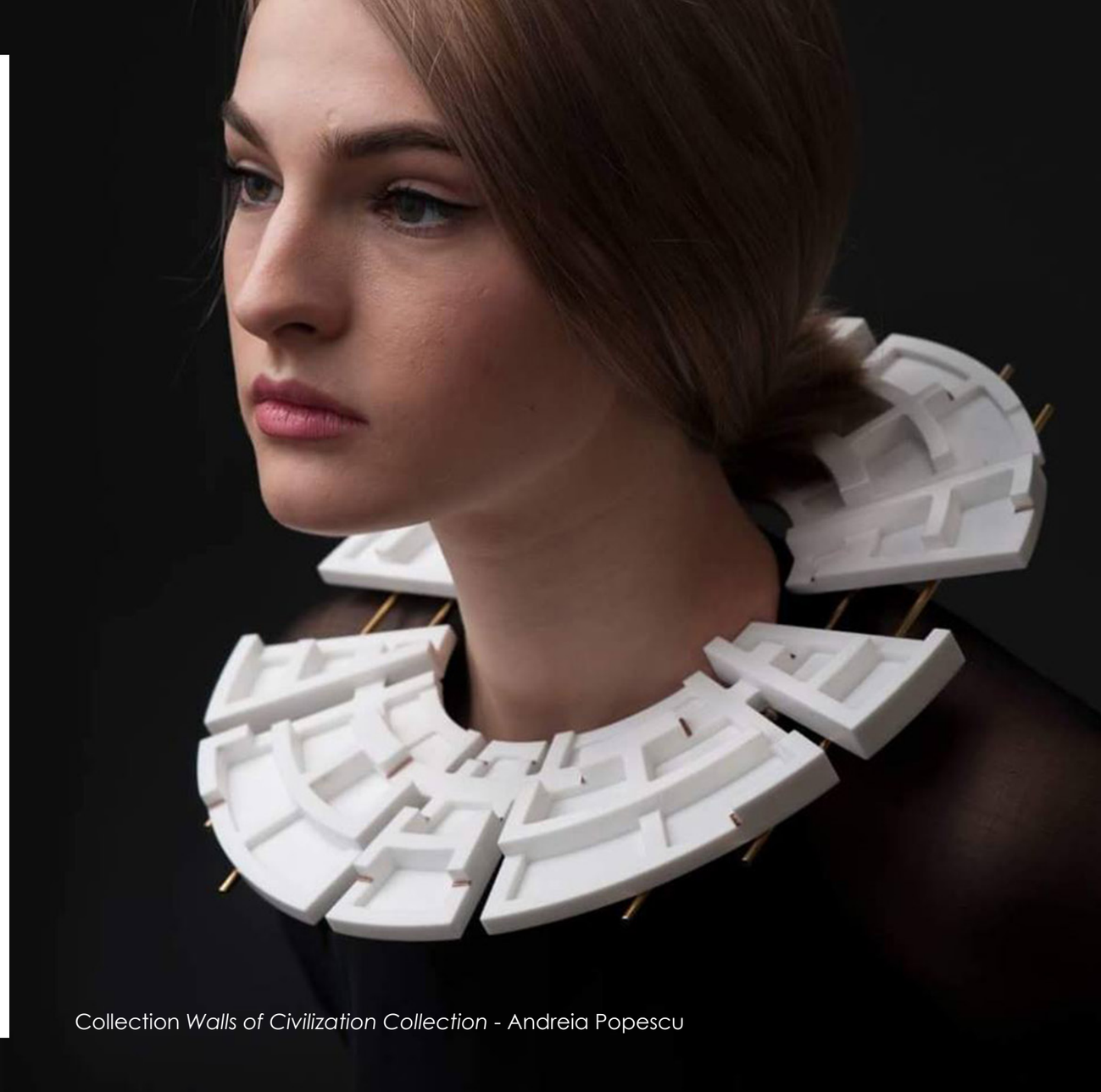
Artistar Jewels

About us

Artistar Jewels is the annual event promoting the **contemporary jewel** art through global programs. It serves as an international window for famous artists and as a springboard for the emerging ones. Artistar Jewels was founded in 2013 in Milan by the designer Enzo Carbone, the aim of the project is to create new commercial occasions and interesting cultural contaminations. **Each year the team selects about 100 international designers** to be part of **the publication Artistar Jewels**, the participants are given public visibility both online and in the real life thank to the several initiatives organized by the group.
All the wearable objects are exhibited through a show organized in a prestigious location in Milan. This event is also the occasion to meet possible customers, retailers, journalists, collectionists with whom establishing commercial relations, also obtaining media attention. The contest Artistar Jewels, that chooses three participants each year, is the unique contest in Italy offering also the opportunity to **all the artists to get advantage of the online shop Artistarjewels.com**, through which each participant can sell her/his own jewels worldwide. The project also gives the designers the possibility to get an international visibility through the book.



Collection *Walls of Civilization Collection* - Andreia Popescu

Artistar Jewels

Report about the 3 former editions of Artistar Jewels

3
editions already realized
and the fourth in progress

380
involved
designers

760
published
jewels

6
events
organized in Italy

4000
selling shops in Italy
and Europe

IBS, Amazon, Feltrinelli.it, Unilibro.
it etc

10850
contacted internatio-
nal buyers

4000
international
journalists

10000
printed copies

50000
visitators

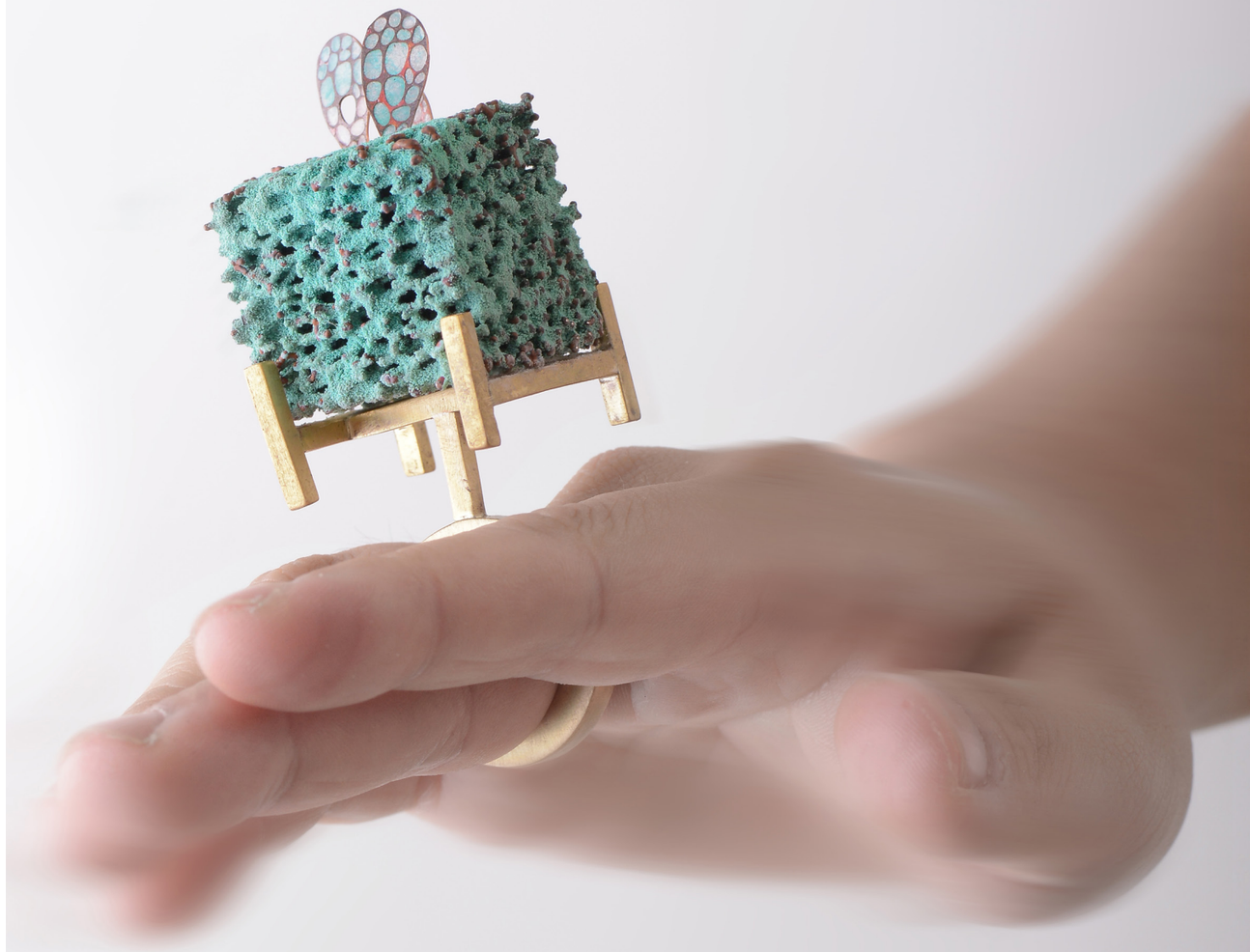
Artistar Jewels

How the project is organized

Artistar Jewels is a global project employing three different channels in order to promote the contemporary jewel: the publishing industry, the organization of event, and the web. Since ever **the book Artistar Jewels,** presenting a selection of jewels accurately chosen by Artistar team, has been published **by Logo Fausto Lupetti Editore,** important partner of this initiative. The volume is distributed in all the Italian and European bookshops. Furthermore, the book is delivered to 300 Italian buyers and art galleries, and it's sent to 5000 important international players in the sector.
All the jewels presented in the volume, are exhibited through **a show** organized in **a prestigious location in Milan**. In the previous editions, Artistar Jewels exhibitions were hosted by Fondazione Maimeri and the trade fair Homi.

Who's Artistar Jewels addressed to

Artistar Jewels is a project addressed to designers, artists and international goldsmiths. Unique pieces or jewelry produced in little series made through recognizable style, eye-striking elements, alternative materials employment, personal contemporary interpretation of materials and traditional techniques, special processing and technical quality, technological innovation applied to the jewelry, all this plus a deep individual artistic background and an evocative story connected to the jewel… these are the elements that the Artistar Jewels staff bear in mind for the selection of each creation.



Green square ring, Wu Ching-Chih

Art galleries, Buyers and Press

By the three past editions the book Artistar Jewels has been delivered to more than 10800 contacts of the international sector. In the following lines **we add a list of the concept stores, art galleries, magazines provided with volume.**

International Galleries

Galleria Antonella Villanova, Italia
Alternatives, Italia
Gallerie Annick Zufferey, Svizzera
Ornamentum Gallery, USA
Velvet Da Vinci Gallery, USA
Fablab Noord Brabant, Olanda
Francoise Van den Bosch, Olanda
Lous Martin, Olanda
Platina, Svezia
Guthschmidt, Olanda
Pluimage, Olanda
Cécile van Eeden sieraden Eindhoven, Olanda
Galerie Fragile, Olanda
Oona Galerie, Germania
Galerie Ra, Olanda
Galerie Marzee, Germania
Galerie Spektrum, Usa
Jeweler Swerk, Usa
Mākslas galerija Putti, Lettonia
Sienna Patti, USA
Şakayık Sokak, Turchia
Galerie Viceversa, Svizzera
Ubi Gallery, Cina

Concept Store e Boutique Internazionali

16metriquadri Udine, Italia
CREATIVITY OGGETTI Torino, Italia
Colette, Francia
Dover Street Market, Regno unito
Walter Van Beirendonck, Belgio
Maxfield, Stati Uniti
Jeffrey, Stati Uniti
Cara&Co, Russia
Darkroom, Regno unito
Armani 5th Avenue, Stati Uniti
Symphony Dubai Emirati, Arabi Uniti
L'inde Le Palais, Italia
Bici&Radici, Italia
Fioraio Bianchi Caffè, Italia
Fiori di Rosalba Piccinni, Italia
Figli dei Fiori, Italia
Aromaticus, Italia
Cumini, Italia
Raw, Italia
MartinoDesign, Italia
Penelope Sposa, Italia
Avery Fine Perfumery, Italia
Combines, Italia
Giò Moretti, Italia
Tearose, Italia
Dressebook, Italia
Moss, Stati Uniti
Sollano 16, Messico
Elements, Stati Uniti
Esencial, Brasile
Bellhaus, Stati Uniti
Bacci's, Canada
Forty Five Ten, Stati Uniti
Louis, Stati Uniti
Anna, Regno unito
Cristobal, Regno unito
Diverse, Regno unito
Hub, Regno unito
Lark London, Regno unito
11 Boundary, Regno unito
69b, Regno unito
Nicoletta Bersani Gioielli, Italia
Se fosse…concept store, Italia
Funny Shop Gioielli, Italia
Luisa Via Roma, Italia
Zerogloss, Italia
Trendzeit, Austria
519, Italia
Calypso et Cotonnade, Francia
Materie Shop, Italia
Pop Design Store, Italia
Interno Undici, Italia
Hollupop, Italia
Sbam, Italia
El trebol, Italia
Piroi, Italia
16 Metri Quadri, Italia
Secondome, Italia
Conti gioielli, Italia
Butiq Concept Store, Germania
Volver, Italia
Acqua Distillata Design, Italia
Raum Form Plan, Gernania
Ila Malu, Italia
Amanita, Italia
Mores, Italia
Andreoni di Mauri Anna, Italia
Righouse, Italia
L'arte del regalo, Italia
Secondo me, Italia
Carpe Diem, Italia
D'eco Design, Svizzera
Cargo, Italia
Il bello del superfluo, Italia
Fragrance Store, Essenzaltro, Italia
ALCH di Carmelo D'Amore, Italia
Antonella Casati Casa Ti, Italia
10 Corso Como, Italia
Clotilde De Barriola, Italia
Spazio Asti 17, Italia
Kenji Ishii di Takihyo, Francia
Maurizio Leonardo Tortomasi, Italia
Calicò, Italia
Rua Confettora 17 - Design Shop, Italia
Premiere Boutique, Italia
Biffi Milano, Italia
L'ALOUETTE BOUTIQUE, Italia
Le Noir, Italia
Amaranto Boutique presso Carlton Hotel Baglioni, Italia
Jeunesse Boutique, Italia
Bassini S.n.c., Italia
BOUTIQUE anna s.a.s., Italia
SANSOVINO BOUTIQUE, Italia
Giorgia Boutique, Italia
BOUTIQUE MOLINELLA di Raggi Silva Rosa & C. s.n.c., Italia
Gaudenzi Boutique, Italia
BOUTIQUE WUELLE, Italia
New Galles Boutique s.n.c., Italia
Rosy Abbigliamento, Italia
Mauri Boutique di Betty s.r.l., Italia
Contatto Boutique des Corsets, Italia
Boutique MR SRL, Italia
Magis Boutiqu, Italia
Luisa Rimini Boutique, Italia
Ferretti Boutique, Italia
Franco Boutique, Italia
Lizzy Boutique di Galli Michela, Italia
BOUTIQUE ABBASCIANO, Italia
PENNY BOUTIQUE, Italia
Queen Boutique, Italia
DI TOMMASO BOUTIQUE, Italia
MASSABOUTIQUE, Italia
LINO RICCI SHOES/ACCESSORIES DONNA, Italia
SORELLE RAMONDA S.P.A., Italia
Pot Pourri, Italia
Papini Uomo Donna Abbigliamento e Accessori, Italia

Personal Shopper

Monica Sirani
Diletta Brighel
Antonio Lambiase
Daniela De Rosa
Lucrezia Farinella
Viviana Dominici
Elisa Marchiori
Annamaria Bassoli
Paola Coscia
Maria Laura Corsini
Francesca Romana Porta
Elena Kirilova
Benedetta di Fani
Noemi Bengala
Nadia Cristalli
Ughetta Nozzoli
Chiara Farsaci
Anna Lucia Borri
Carla Cattaneo
Maurizia Pennaroli
Emanuela Deola
Cristina Ferro
Francesca Miglino
Annamaria Nardi
Silvia Giacomassi
Personal Shopper Lecce
Svetlana Drozdetskaya
Simona Giantin
Annamaria Lamanna
Rossella Migliaccio
Ida giordano
Chiara Viterbini
Erika Frezzato

International Magazines

"IL" Magazine
Accademia del Lusso
Affari & Finanza
Amusingold.com
Artemest
avvenire.it
beautifulcurvy.com
Bespoke Magazine
BlogoSfere/Blogo Style&Fashion
Bomboniera Italiana
Book Moda
Casa Vogue Brasile
CHI E' CHI del Giornalismo e della Moda
Collection Pan Arab Luxury Magazin
Corriere della Sera
D La Repubblica
Deluxeblog
Designerblog
Diva e Donna
Donna Moderna
Edizioni Condé Nast
Elle
Fashion
Fashion Illustrated
Fashiontimes.it
Fashiontrend Collections
Finetodesign.com
Gazzetta del Sud
Gioiellis.com
Gruppo Class
GZ-Goldschmiede Zeitung
Harthaus Images
How to Spend it Russia
How To Spend.it
iannyseyes.com
Il Giornale
Il Giornale dell'Infanzia
Il Giornale Style
Il Giorno
Leonardo ADV S.r.l.
Lesignorinediviabarberini.it
Marketing Journal
MF Fashion
MFFashion
MILANO FINANZA
MilanoArteModa
Moda 24
Mood Magazine
Neos MDR
orientexpress.it
Pambianco Design
Paper Project
POURFEMME.IT
Preziosa Magazine
QN
Quotidiano.net
Rendez-Vous de la Mode
Stile
Style.it
Threeforfashion.com
Venezia Magazine
VJ Magazine
VO+
Vogue Gioiello

Press Review

Artistar Jewels has been given attention by various magazines, blogs and international web magazines. Below **we add a selection of Artistar Jewels press review**

AlessandraStyle
All events in Milan
Alma Grebiya
Annanì Bijoux
Arte.it
Arte.it, Artistar Jewels Exhibition.
Artspecialday.com
Associazione del Gioiello Contemporaneo.
Beauty and She
Beautytudine
Bijotti&ciciotti
Blogueras
Bobobo Milano
Cercabando
Club Milano
Collezioni.info
Contatto News
Corriere della sera
Corriere Del Mezzogiorno
Cplusaccessoires.com
Daily Accessories
DEcus NObilis
Decus-Nobilis
Deluxe Blog - Blogo Donna
Design-me
Drezzy
Evensi
Fashion Channel
Fashionmag.com
Fashion Show Images
Fashionblabla
GetVamos
Gilt Magazine
Gioiellis
Gioiellocontemporaneo.it
Golcondarte
Goldschmiede Zeitung
Hangtime
Heyevent
IlGiornale.it
Internimagazine.it
ItalyFashionTrend
Jewellery Monthly
Klimt02.com
L'Orafo
Le signorine di Via Barberini
Libero
Luciano Ravera
Moma Style
MovingForward
MyMi
Newslocker
Once Upon A Blog
Pambianconews.com
Periodico Daily
Plannify
Preziosa Magazine
Quotidianomime
Rendez-vous de la Mode
Ro&Ro Electric
Sbaam
Smodatamente
Sob-web
Socialdesignmagazine.com
Spoletonline
Style.it
Switch Magazine
Topicnow.info
Tutto qui
Vanityfair.it
Virtualkiosk.eu
Vivi Milano
Vivi Milano - Corriere della Sera
Vogue
Zero
GQ
Moda 24
Moda Blog
Moda Pour Femme
Modalab
Modalizer
Mondomodablog
My Fantabulous World
My Fashion Magazine
MyLuxury
Natura Donna
DireDonna
Donna Fanpage
Donne sul web
Elle.it
EnquireMag
Fashion Blog
Fashion Collision
Cosmopolitan
Class

CORRIERE DELLA SERA ACCEDI |

vivimilano
IL MEGLIO SCELTO PER VOI

ESPOSIZIONI

Gioielli da ogni parte del mondo alla Fondazione Maimeri

di **Marco Lottaroli** - Ultimo aggiornamento: 17/12/2014

FOTO | MAPPA

Centoventi artisti orafi e designer internazionali per 240 creazioni che raccontano il gioiello contemporaneo. **Dal 17 al 21 dicembre** lo Spazio Fondazione Maimeri in zona Navigli ospita la rassegna "Artistar Jewels Exhibition" con in vetrina una selezionata collezione di preziosi oggetti ornamentali da indossare, provenienti da ogni angolo del mondo. Comune denominatore l'unicità della loro elaborazione transitata attraverso l'utilizzo dei più svariati materiali, dai metalli rari e pregiati, alle pietre dure, fino alle soluzioni alternative provenienti dal riciclo di oggetti di uso quotidiano. Alta oreficeria, abilità manuale, fantasia e multiculturalità si sposano creando per l'occasione un mix unico di suggestioni e piacevoli contrasti. Orario continuato: 10-19. Sito: www.artistar.it; http://www.fondazionemaimeri.it/

TAG: alta oreficeria | Artistar Jewels Exhibition | Fondazione Maimeri | gioielli |

Lascia un commento

info

Spazio Maimeri
corso Cristoforo Colombo 15
Milano

Contatti:
Tel. 02.36.58.02.08

Quando:
Prima data: 17 dicembre 2014 dalle 10:00

TUTTE LE ALTRE DATE

Prezzi:
Gratuito

Altri mercati nello stesso giorno

- **1** Exponendo al Museo Nazionale della Scienza e della Tecnologia
- **2** Mercatino natalizio alla Chiesa di Sant'Alessandro in Zebedia
- **3** Mercatino di Natale in Duomo

Ristoranti in zona

- **4** El Barbapedana
- **5** Osteria di Via Prè
- **6** Giardinetto

Locali in zona

- **7** Panino Lab
- **8** Blam
- **9** La Fontanella

FAIRS & EVENTS
HOMI

Style is trumps

Two years ago the ***Homi*** emerged under the ambitious label of a "lifestyle show" to follow the trail blazed by the Milan furnishing and decoration fair Macef. With the fifth fair, which took place from 29 January to 1 February, the Homi has now achieved two important goals: increasing visitor numbers and establishing a clear fair identity.

A

Although the increase in visitor numbers to 81,450 is slight, according to Corrado Peraboni, CEO of the fair company Fiera Milano, it constitutes a "real trend shift". The fair identity is also now clearer, also including the "Fashion & Jewels" field. Here the world of fashion and fine jewellery merges in a wealth of fabric, leather, pearls, feathers and sequins with that of fashion accessories. This year's range was truly select. In the welcome area of Hall 1 visitors could even book a consultation offered by the fair management with trend-hunter Maria Elena Capelli to identify the latest directions.

For those interested in the offers of smaller, more innovative brands the Sperimenta area of the "Fashion & Jewels" section and adjacent stands was just the place to visit. Here there was the sculptural silver and bronze jewellery of Natsuko Toyofuku, for example, and the combinations of biscuit porcelain and synthetics created by Cinzia Carantoni for Space Safari.

One complete newcomer was the exhibition of Artistar Jewels, an association for the promotion of jewellery designers, which were selected in advance in the scope of a competition. Names represented here included Andreia Gabriela Popescu, Giuliana di Franco, Artefatto Gioielli and Linn Sigrid Bratland. The initiative represented a further enhancement of the standard of modern jewellery art at the Homi and will hopefully be repeated. The sophisticated setting of the "Fashion & Jewels" area was rounded off by the "Design Direction" exhibition. This event, hosted by Federico Poletti and the fashion design lecturer Alba Cappellieri, also featured Brazilian former model Thais Bernardes, who is now presenting her own jewellery collection. Naturally, mention should also be made here of the second part of the exhibition, "Prêt-à-porter – Il Bijou italiano" detailing the period 1968–2001. This included objects by Giorgio Armani, Franco Moschino, Valentino and Gianni Versace, demonstrating the close relationship that arose between jewellery and fashion in those years. *Roberto Chiloiri* ■

www.homimilano.com

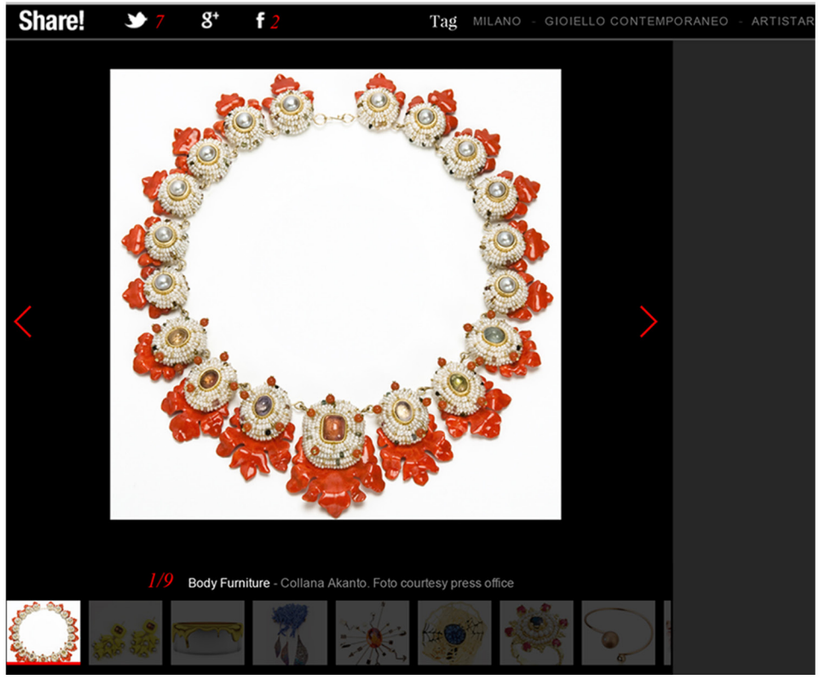
01 ***Andreia Gabriela Popescu*** Necklace in 585 red gold **02** ***Artefatto Gioielli*** Ring "The myth of Persephone" in silver, with garnet **03** ***Natsuko Toyofuku*** "Punto esclamativo" ring in bronze with pearl **04** ***Thais Bernardes*** Silver bracelet with cubic zirconia

VOGUE ITALIA

VOGUE GIOIELLO | Designer | Artistar Jewels Exhibition torna a Milano

Artistar Jewels Exhibition torna Milano

Oltre 200 creazioni firmate da designer internazionali



They say about us

GLORIA TONINI
Journalist

COLLEZIONI Accessori

The fashion world is complicated. It is fun, colorful, but often difficult and unexpected. In this world we are
often in search of that detail that sets us apart. Jewelry is most of the time a lifeline for those who want to
give themselves a touch that captures attention, that something extra. Ornament, precious quirk, intriguing
detail, often handcrafted excellence, this is what we find in Artistar Jewels.

Flipping the book containing Artistar Jewels collections is pleasant for the eyes and mind, brings us into an incredible world that , apparently , can do everything with anything, not only precious metals, but PVC, glass, copper and enamels, usual and unexpected shapes, never predictable combinations. Ethnic, futuristic, retro or avant-garde, we find every possible shade in the jewelry collected by Artistar Jewels, between art and design and something in between a complete catalogue of what it is offered by art jewelry and what anyone would like to wear at least once in a lifetime.

FRANCESCA TANTILLO
Blogger

LE SIGNORINE DI VIA BARBERINI

Some time ago I told you about Artistar and today I'd like to give you a review of the book Artistar Jewels at its third edition that recently has been shipped to me. The volume's aim is to widespread the 236 jewels made by selected designers coming from worldwide. The 200 pages contains the jewels pictures and their description both in Italian and English. What really stroke me, are the very linear and simple graphic features, enhancing the jewels colors and shapes. As soon as I was given it, I started browsing it, and, by looking at the images, I immediately found out that, even though jewels are unique by forms, materials and shades, all of them share a huge creativity: epoxy resin, wood, plastic and silk perfectly combine with metals, semiprecious stones, gold silver, diamonds and gems.

NOEMI BENGALA
Style-coach

NOEMIBENGALA.COM

As a person, I love to learn more about new realities to drive my inspiration or to refer to. As a creative artist I always look for whatever satisfies my hunger for "something new" and, especially in my job, I also try to let the people I work with know these innovations, customers in the first place. I like getting together emerging designers with more sophisticated clients, make it clear that the real luxury does not mean only wearing a brand but creating a unique and personal style. This has always been my philosophy as Style-coach: that is the individual carrying around clothes, not clothes carrying around the individual. And I can only do this by helping my client to get out his personality. Only then we can define together the right outfit, the perfect mix of makeup, hair, clothing, accessories. Nothing is more important than getting out one's personality and that personality has its own specific taste that fits perfectly with a style, rather than with another. The idea of a book that represents the best emerging designers is the perfect way to have more types of styles in the same "ideal place".

MAURIZIA PENNAROLI
Personal Shopper / Blogger

TORINOSTYLE.
BLOGSPOT.IT

Artistar Jewels offers an interesting interpretation of the contemporary jewelry scenario. The book is published each year and it includes a brief description of the artist work and the images of two or three of his/her most meaningful pieces. Artistar Jewels is a very useful tool for all those that work in the sector, but it's also interesting for simple design and jewelry lovers. The artists included in the book are various and different: one can find who process metals but also designers working with organic material only, who employs tissues and semiprecious stones, who chooses paper and so on… The processing techniques also are very different, some come from the traditional goldsmithing, others are very innovative. Jewels selected by Artistar are very original and exclusive, and, even though they are very eye-striking, still they can be daily wore. It's not necessary to wait for a special occasion to wear them. Artistar Jewels is also a very useful tool for a personal shopper that, by this book, can figure out what the independent market offers. By the way, personally, I have to admit that my customers usually ask for clothes suggestions, rarely they ask for jewelry advice. I think that the jewels presented by Artistar can't even be compared to the ones sold by the big companies, especially for their creativity, originality and material and processing attention. Buying a non-industrial product is a precise choice coming from a particular attitude and ideas.

Artistar Jewels

A comparison between the different editions

	2014	2015	2016	2017
PARTICIPANTS ARTISTS	115	114	101	T.B.D.
Italian	115	57	71	T.B.D.
Foreigner	0	57	30	T.B.D.
SELECTED JEWELS	230	228	236	T.B.D.
BUYERS AND GALLERIES	250	5250	5300	5350
Italian	250	250	300	350
Foreigner	0	5250	5300	5000
JOURNALISTS	1000	1000	2000	2000
BOOK TITLE	Artistar Jewels	Artistar Jewels	Artistar Jewels	Artistar Jewels
EDITOR	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore	Logo Fausto Lupetti Editore
LANGUAGE				
Italian	✓	✓	✓	✓
English	–	✓	✓	✓
EDITION				
Paper	✓	✓	✓	✓
Digital	–	✓	✓	✓
DISTRIBUTION				
National	✓	✓	✓	✓
International	–	✓	✓	✓
PUBLISHING YEAR	2014	2015	2016	2017

The book in its three edition

The book includes the pictures and descriptions of the selected jewels, written in Italian and English. The layout also presents the biography, the profile picture and the artist contacts.

In each edition, Artistar Jewels has been giving space to famous players in the sector and to the Artistar Contest winners too. Inside the area dedicated to the special contents it's possible to learn the artist background, his/her relation with the material and the project study. All this is enriched by the images of his/her jewels, with details concerning the materials and their processes.

Artistar Jewels
2014

BROWSE THE
DIGITAL VERSION

. Special Content
Interiews to 115 participnats

Artistar Jewels
2015

BROWSE THE
DIGITAL VERSION

. Special Contents
Guests and jury members: Gigi Mariani, Carla Riccoboni, Barbara Uderzo

Artistar Jewels
2016

BROWSE THE
DIGITAL VERSION

. Special Contents
Artistar Contest 2015 winners: Marijke de Goey, Julia Toledo Jewellery, Catrie Lionel Theodore Dean, Ching-Chih Wu

Exhibiting events, the three editions

By the years, **Artistar Jewels Exhibition** has been hosted **by important locations in Milan as the Fondazione Maimeri** and the international trade fair Homi, meeting the press and public interest. Overall, by the former editions, in more than **350 square meters were exhibited more than 700 jewels.**

Since 2013 the volume Artistar Jewels has been launched during the opening event of the exhibition, in this way it's possible to appreciate directly the jewels published in the book.

Artistar Jewels Exhibition
2014

WATCH THE VIDEO

WHEN
18 / 23 September 2013

WHERE
Fondazione Maimeri

SPEECH
Enzo Carbone, Artistar.it founder,
Daniele Lupetti, publisher,
Riccardo Chiozzotto, journalist,
Roberto Borghi, art critic.

Artistar Jewels
Exhibition
2015

WATCH THE
VIDEO

WHEN
17 / 21 December 2014

WHERE
Fondazione Maimeri

SPEECH
Enzo Carbone, Artistar.it Founder,
Daniele Lupetti, publisher,
Flavia Chiavaroli, journalist

Artistar Jewels
Exhibition
2016

WATCH THE
VIDEO

WHEN
29 January / 1 February 2016

WHERE
Homi Fiera Milano

SPEECH
Enzo Carbone, Artistar.it Founder,
Gloria Tonini, journalist,
Eugenia Gadaleta,
Communication Manager

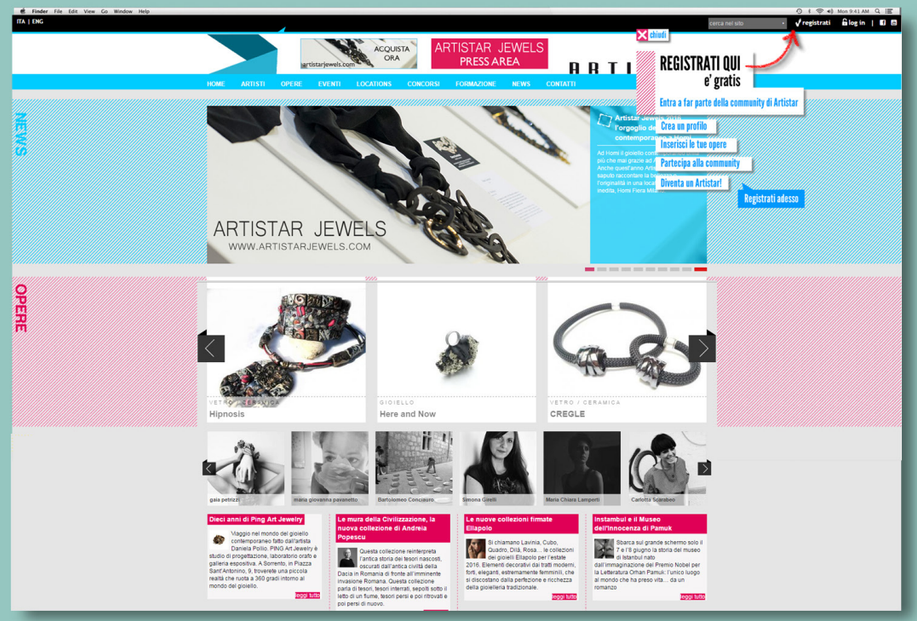
Artistar on web

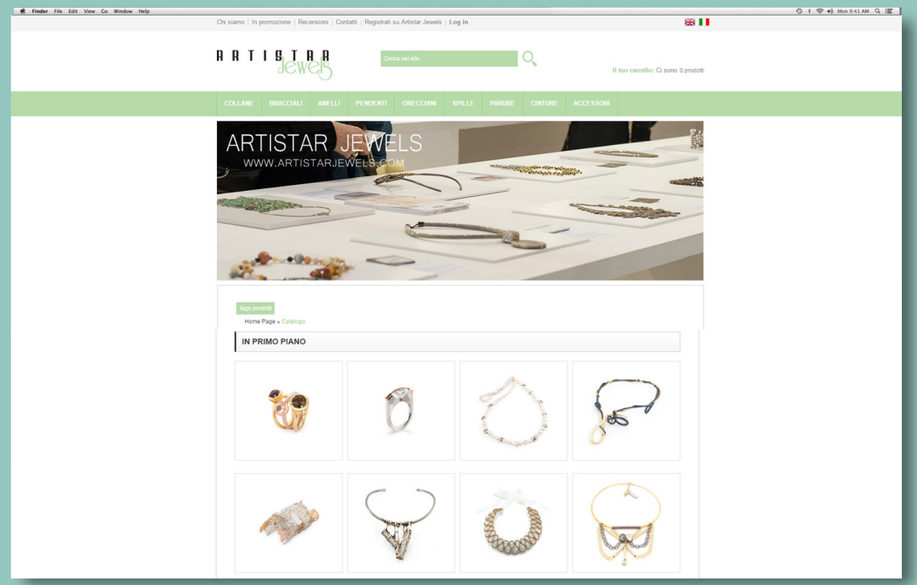
Artistar.it

We are an organization made up of designers, commercials and communication experts and, through several initiatives, we promote all the forms of contemporary art. Our group was born in 2012 and, through the **web portal,** it serves as virtual space conceived for all the protagonists of the contemporary jewels scenario. **The project is thought to encourage the contact between all the sector interlocutors.** We collaborate with various organizations as companies, universities, specialization schools, publishing houses and art galleries in order to enhance the interaction between artists and potential purchasers. **The objective has always been to offer the users, a dynamic network able to be a powerful tool allowing the meeting between the parts and their collaboration.**

Artistarjewels.com

Artistarjewels.com is the online shop selling exclusive jewels made by designers and international artists. Rings, bracelets, pendants, brooches and other accessories characterized by innovation, technical mastery and uniqueness can be chosen, booked and acquired directly from the website. Through Artistarjewels.com **we aim to underline the importance and the uniqueness of jewels, expressions of an elaborated artistic research.** Adopting this strategy, we try to anticipate the market demand of creativity, a market always more interested in unique objects. **All the accessory lovers can choose among the creations, those that, more than others, reflect their personality, being sure to be the owner of objects characterized by extraordinary technical and creative features, what they are wearing isn't just a simple jewel, but an intense story of beauty to be lived day by day.**





The initiatives realized by Prodes

Our group works in the design and contemporary art sector, it realizes different initiatives involving the publishing industry, the organization of events, project of ad-hoc communication strategies and e-commerce platform. Prodes Group is composed of two 'souls': Artistar, that deals with contemporary art, and Promotedesign.it, involved in the product design sector.

THE MAIN INITIATIVES OF ARTISTAR.IT

The main initiatives of Artistar.it are:

Artistar.it, the web portal promoting all the forms of contemporary art, establishing a virtual area addressed to the sector players.

Artistarjewels.com is the online shop selling contemporary jewels only. Artistar Jewels is an international project addressed to all the artists and designers of contemporary jewel. Artistar Jewels is an important international window for famous artists and a springboard for the emerging ones. The aim is to offer important professional occasions for all the creative talents taking part to the project.

Artistar Jewels Exhibition is the international show dedicated to all the creations published in the book Artistar Jewels Annual.

PROMOTEDESIGN.IT MAIN INITIATIVES

Promotedesign.it, website dedicated to the world of design, it represents a virtual place that helps the meeting between creative talents and professional figures in the sector. In so doing, it creates a network of possible relations between the people working in the sector and simple design lovers.

Din – Design In, is an exhibiting event realized by Promotedesign.it, for 5 years it has been giving visibility to international designer organizing a show in Lambrate District. The industrial location between Sbodio street and Massimiano street each year hosts about 150 designers exhibiting more than 120000 visitors.

Design For, a book/catalogue with the best design-concepts carefully chosen by promotedesign.it; a really useful tool of visibility for all the producer-companies.

Treneed.com, e-commerce born with the aim to diffuse and sell innovative design products on the international market.

Contacts

ARTISTAR.IT

Headquarter
Via Sansovino, 6
20133 Milano

+39 02 36 58 02 08

www.artistar.it
www.artistarjewels.com

info@artistar.it

Info Press

press@artistar.it
+39 02 36 58 02 08