

**Sign up
NOW!**

3rd Edition



A R T I S T A R
Jewels

HOMI
HOMIMILANO.COM

INDEX

1. ARTISTAR.IT

› INTRODUCTION

2. ARTISTAR JEWELS

› PURPOSES AND OPPORTUNITIES

› PROJECT

› NUMBER

3. HOMI

› INTRODUCTION

› FASHION&JEWELS

› FIGURES

4. ARTISTAR JEWELS ANNUAL

› PREVIOUS EDITIONS

› SEE THE PREVIEW OF BOOKS

› DISTRIBUTION

5. EXHIBIT

› ARTISTAR JEWELS EXHIBITION

› SEE THE PICTURES OF SEVERAL EVENTS

6. REFERENCE

› ABOUT US

› PRESS REVIEW

7. ARTISTAR JEWELS 2016

› INFO AND NEWS

› COSTS

› SERVICES

› HOW TO PARTICIPATE AND DEADLINES

8. FAQ

› FREQUENTLY ASKED QUESTIONS

ARTISTAR.IT

INTRODUCTION

We are a collective of designers, architects, journalists and communication expert aiming **to promote design and creativity**. Through the web portal Artistar.it, we connect all the key players in the industry by offering multiple services.

The portal collects numerous professional **operating in the art and international contemporary jewelry sector** in order to offer them a **dynamic and rich network**. Website subscribers have the opportunity to create a **personal profile** that can be **managed independently**, providing information related to their job: a virtual storefront to spread their creativity easily and in real time.

Site visitors can have a look at the pieces, learn about the design philosophy of their creators and might contact the artists.

Registered users can enjoy a **wide range of services useful for promotion and work training**. They are also offered contests, free workshops, events, business partnerships and much more.



ARTISTAR JEWELS

3rd Edition

PURPOSES AND OPPORTUNITIES

Artistar Jewels, is a project launched by **Artistar.it** that was created with the aim to offer designers and contemporary jewelry artists, the opportunity to get a widespread **promotion of their pieces**. The intent is to expand professional connections **creating real media and commercial contacts**.

Artistar Jewels is now on its **third edition** and has been conceived in the same way that was so successful in previous years. This project involves **selected international artists** and their jewels are included within an **international publication**. This book, whose contents are both in Italian and in English, will be distributed in all Italian bookshops and in the major European capitals ones and its digital version will reach over **5000 buyers in the jewelry industry worldwide**.

The selected jewels will be showcased during an **exhibition** organized within a **prestigious venue in Milan**. The venue for **Artistar Jewels Exhibition 2016 will be HOMI**, the international exhibition dedicated to the home, revolving around people and their habits. This choice comes from the desire to enable all participants to get in contact with the professionals in the sector. The show is the best place to establish **business networks** and receive an **important media feedback**.

Moreover, the jewels will be on sale on the online shop **www.artistarjewels.com**.



ARTISTAR JEWELS

THE PROJECT

Artistar Jewels is a global project that uses three different areas to disseminate the art creations taking part in the project:

> PUBLISHING - ARTISTAR JEWELS ANNUAL

Book catalogue including the best creations selected within the wide range of products in the jewelry industry.

> WEB - SHOP ON LINE (ARTISTARJEWELS.COM)

E-commerce website allowing direct sale of exclusive creations by Italian goldsmiths and designers who make unique and original pieces.

> ORGANIZATION OF EVENTS - ARTISTAR JEWELS EXHIBITION

Events organized to introduce all the artistic achievements of the participants in Artistar Jewels projects.

FIGURES

> PUBLISHING - ARTISTAR JEWELS ANNUAL



3 published books



380 participants to editorial projects



760 published projects



6.000 printed copies



3000 bookshops (Italy and Europe)

> ORGANIZATION OF EVENTS - ARTISTAR JEWELS EXHIBITION



6 organized events



400000 visitors



1200 squared meters set up area



450 exhibitors



1000 exhibited creations

HOMI

INTRODUCTION

HOMI, the international trade fair for home and person, **is the business opportunity for the lifestyle sector**. A new brand, a synthesis of style, business and excellence: in a word, HOMI. It's an original concept for trade fairs with an international flare. Many home dimensions, only one journey leading to ideas and solutions: ALL AT HOMI, WHOSE NAME SAYS IT ALL.

HOMI, a simple name holding many sensations, the letter 'O' symbolically represents the circle that encloses the environment and the person, and the 'MI' at the end pays homage to Milan, a metropolis par excellence.

The perfect vision and explanation of **the store of tomorrow**, HOMI discusses **lifestyles, multi-cultural themes** and the well-being of the people and their environment.

10 visions of home and lifestyle thanks to the new proposal of **10 areas (the satellites)**, that embrace the contemporary individual in all his/her life dimensions. The satellites will contain all the sectors of HOMI, laid out according to the new display concept, but new sectors, too, all linked to the home and **people** and directly **connected to new lifestyles**.



HOMI

FASHION & JEWELS

This satellite – focused on the blending of different styles - collects anything that you can wear and carry with you every day and every time, for my work at home, traveling. You can find objects and accessories for the home and person that characterize different personalities. They are conceived for multiple uses and for many opportunities related to new lifestyles.

HOMI is welcoming the important Bijoux sector which, since January, has been given a new identity and has merged into the **FASHION & JEWELS satellite**. A strategic sector strongly influenced by Italian design and taste, where **creativity and know-how result in products which are quite unique**. This satellite hosts companies which are specialized in home craft **bijoux, jewelry and precious stones, products which add a sparkle to the glamorous world** of fashion accessories.

> BUYERS AND THE DEDICATED PROGRAMME

The Incoming Buyers team chooses companies via targeted research programmes in the various specialised markets.

Our buyers are highly qualified professionals that stand out on the international landscape.

They are interested in doing business at Homi as it pertains to people, their environments and habits.

NUMBER

> HOMI - EDIZIONE GENNAIO 2015



80000 visitors



73000 squared meters set up area



1500 exhibitors

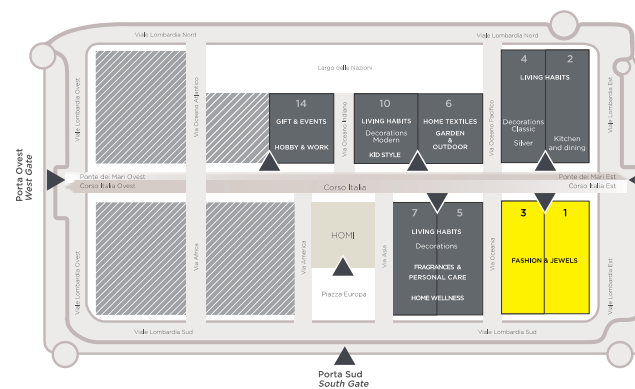


10 satellites



1300 Buyer

> HOMI - PIANTINA - SATELLITI



- Living Habits
- Home Wellness
- Fragrances & Personal Care
- Fashion & Jewels
- Gift & Events
- Garden & Outdoor
- Kid Style
- Home Textiles
- Hobby & Work
- Concept Lab

ARTISTAR JEWELS ANNUAL

PREVIOUS EDITIONS

The aim of Artistar Jewels is to promote artists and their creations by raising public awareness towards the precious heterogeneity of the world of jewelry.

The variety that emerges looking through this publication , wants to make think on what might be called the jewel , without falling into the erroneous and anachronistic belief that the jewelry is synonymous only with precious metals and stones.

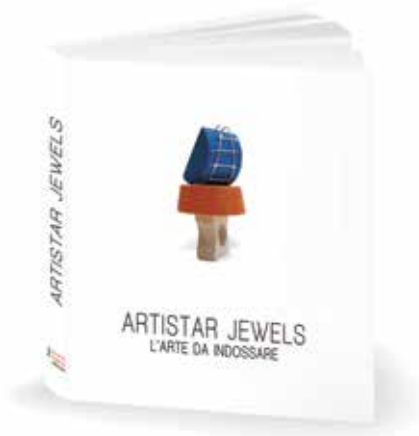
A significant selection of exquisite and unique pieces has been offered, made through a number of techniques and different materials: paper, textiles, plastics, silver, copper, objects of daily use together with rare and precious stones.

As a link through the artworks there is the willingness to guide the reader in the discovery of the different artistic interpretations that the same object can have whether it is a ring, a necklace or a pendant.

> Editions	2014	2015	2016
> Designers	115	114	?
> Jewels	230	228	?
> Buyers	250	5300	5300
> Language	ITA	ITA / ENG	ITA / ENG
> Journalist	NO	2000	2000
> Distribution	Book Shop ITA	Book Shop ITA / EU	Book Shop ITA / EU

ARTISTAR JEWELS ANNUAL

SEE THE PREVIEW OF BOOKS



Title: Artistar Jewels
Subtitle: The Art to wear
Publisher: Logo Fausto Lupetti Editore
Distribution: national bookshops and 250 professionals in the sector: hotels, boutique and personal shoppers
Artists Published: 115
Year of publication: 2014
ISBN code: 978-88-97686-52-1



Title: Artistar Jewels 2015
Publisher: Logo Fausto Lupetti Editore
Distribution: national bookshops and 300 professionals in the sector: hotels, boutique and personal shoppers
Artists Published: 114
Digital sending: 5000 contatti buyer del settore
Year of publication: 2015
ISBN code: 978-88-68740-52-8



ARTISTAR JEWELS ANNUAL

BOOK SHOP (EXTRACTED FROM FULL LIST)

ALESSANDRIA > Carraro Daria

ASCOLI PICENO > Zelig Srl

BARI > Gius.Laterza & Figli Spa

BARI > Librerie Feltrinelli Srl

BERGAMO > Internet Bookshop Italia Srl

BERGAMO > Leggere Srl

BIELLA > Libreria Giovannacci Snc

BOLOGNA > Librerie.Coop

BOLZANO > Alte Muehle

BRESCIA > Centro Libri Srl

BRESCIA > La Feltrinelli Libri E Musica

FLORENCE > Casalini Libri Spa

FLORENCE > Internet Bookshop Italia Srl

FLORENCE > Libreria Rinascita Cc Empoli

FLORENCE > Libreria Rinascita Soc.Coop.

FLORENCE > Librerie Feltrinelli Srl

FLORENCE > My Accademy

FORLÌ > Libreria Mondadori

GENOA > Mondadori Direct Spa

IMPERIA > Lib Risko Sas

LECCE > Palmieri Di L.E D.Palmieri Sas

LECCE > Socrate Srl

MACERATA > Libr.Giardini Di Giardini Snc

MANTOVA > Librerie.Coop Mantova

MILAN > Armani Libri Koenig

MILAN > Fastbook Spa

MILAN > Hoepli Spa

MILAN > Internet Bookshop Italia Srl

MILAN - Staz. Garibaldi > La Feltrinelli Express

MILAN - Staz. Centrale > La Feltrinelli Express

MILAN - C.So B.Ayres > Librerie Feltrinelli Srl

MILAN > Megastore Milano Duomo

MODENA > Librerie Feltrinelli Srl

NAPLES > La Feltrinelli Express

NAPLES > Megastore Feltrinelli

PADUA > Mondadori Direct Spa

PALERMO > Magazzino Lf Libri E Musica

PALERMO > Mondadori Multicenter

PAVIA > La Feltrinelli.Com

PAVIA > Libreria C.L.U.Coop Libr.Univ.

PERUGIA > Calzetti E Mariucci S.R.L.

PESCARA > La Feltrinelli Libri

PIACENZA > Amazon It Logistica Srl Mxp5

PIACENZA > Centro Librario Romagnosi

PORDENONE > Giavedoni Cornelio

PRATO > La Feltrinelli Libri

RAVENNA > Librerie Feltrinelli Srl

REGGIO EMILIA > All'arco Srl

RIMINI > Save Srl

ROME > Altroquando Srl

ROME > Internet Bookshop Italia Srl

ROME > La Feltrinelli Libri E Musica

ROME > Libr.Feltrinelli Srl

ROME > Librerie Feltrinelli Srl Mag.

ROME > Librerie Feltrinelli Srl

TERNI > Libreria Alterocca

TURIN > Fiera Del Libro Cen.Com.Le Gru

TURIN > La Feltrinelli Libri E Musica

TREVISO > Canova Soc. Lib. Ed.Ce R.L.

TREVISO > Centro Biblioteche Lovat Srl

TRIESTE > Don Srl-Trieste

VENICE > La Feltrinelli Libri E Musica

VERONA > La Feltrinelli Libri E Musica

VICENZA > Traverso Sas

ARTISTAR JEWELS ANNUAL

HOTEL & SPA (EXTRACTED FROM FULL LIST)

ABU DHABI > Hilton

HAMBURG > Fairmont Hotel Vier Jahreszeiten

AMSTERDAM > Andaz

AMSTERDAM > Swissotel

ANDORRA > Mercure

BALI > Bulgari

BARCELONA > Fairmont Rey Juan Carlos I

BERLIN > Hilton

BERLIN > Mercure Airport Hotel

BERLIN > Swissotel

BILBAO > Hesperia

BORDEAUX > Hotel Pullman

BOSTON > Hyatt

BOSTON > Omni Parker House

BRUXELLES > Nh Brussels Airport

BRUXELLES > Hotel Pullman

BUDAPEST > Kempinski

BUDAPEST > Sofitel

BUENOS AIRES > Nh

CAIRO > Conrad

CHICAGO > Loews Chicago Hotel

CHICAGO > Omni Chicago Hotel

COPENHAGEN > Tivoli Hotel & Congress Center

DALLAS > Rosewood Crescent

DORTMUND > Nh

DUBAI > One&Only Royal Mirage

DUBAI > Sofitel

DUBLIN > The Croke Park Hotel

DUSSELDORF > Melia

HONG KONG > Conrad

ISTANBUL > Barceló Eresin Topkapi

LONDON > Andaz

LONDON > Bulgari

LONDON > Rosewood

MADISON > Loews Madison Hotel

MALDIVES > One&Only Reethi Rah

MARSEILLES > Grand Hotel Beauvau

MAURITIUS > One&Only Le Saint Géran

MUNICH > Kempinski Munich Airport

MUNICH > Mercure Hotel

MOSCOW > Kempinski

MOSCOW > Mercure Arbat

MOSCOW > Swissotel

NEW YORK > Omni Berkshire Place

NEW YORK > The Peninsula

OSAKA > Swissotel

OSLO > Radisson

PARIS > Four Seasons

PARIS > Le Bristol

PARIS > Rosewood De Crillon

PRAGUE > Barceló Old Town

PRAGUE > Radisson

ROTTERDAM > Nhow

SAN FRANCISCO > Mandarin Hotel

SHANGHAI > Mandarin Hotel

SOFIA > Radisson

STOCKHOLM > Radisson

SYDNEY > Swissotel

SYDNEY > The Darling

TOKYO > The Peninsula

TORONTO > Four Seasons

VIENNA > Radisson

WASHINGTON > Park Hyatt

ZURICH > Mercure Stoller

ARTISTAR JEWELS ANNUAL

PERSONAL SHOPPER (EXTRACTED FROM FULL LIST)

SAUDI ARABIA > Mahwish Baber

ARGENTINA > Valeria Arrambide

AUSTRALIA > Annalisa Armitage

BRAZIL > Jamile Belo

BRAZIL > Juliana Bacellar

BRAZIL > Lilian Checchia

BRAZIL > Marina Cestari

BRAZIL > Patricia Bonadio

CANADA > Deborah Boland

CANADA > Karen Brunger

CANADA > Mary Centorame

CHILE > Personal Shopper Chile

COLOMBIA > Eliana Cegarra

PHILIPPINES > Carmina Bergonia

FRANCE > Camille De Ginestel

FRANCE > Camille Vincent

FRANCE > Catalina Paris

FRANCE > Dress Like A Parisian

FRANCE > Laetitia Plantier

FRANCE > Lilye

FRANCE > Linda Ciccarelli

FRANCE > Mv Stylist Paris

FRANCE > Rima A.

HONK KONG > Carolyn Chan

HONK KONG > May C. Chan

UK > Carol Collins

UK > Floris

UK > Joyce Bezel

UK > Lisa Gill

UK > Lizzie Edwards

UK > Nicola Emmie

UK > Vanessa Corrigan

UK > Vicki Braithwait

MALAYSIA > Mira Herissa

MALAYSIA > Teresa Dian Chew

MEXICO > LãA Cervantes

MEXICO > Laila Athie

MEXICO > Mariana K. Andres

MEXICO > Norma Angelica

MEXICO > Rachel Azancot

MEXICO > Sofia Aragon

NIGERIA > Eloho Abada

NIGERIA > Louisa Akaiso

NIGERIA > Yetunde Bankole Bernard

SINGAPORE > Alice Chan

SINGAPORE > Catherine Chan

SINGAPORE > Genny Chia

SPAIN > Julie Atenda

SOUTH AFRICA > Manuella Botha

SWITZERLAND > Julie Atenda

SWITZERLAND > Miri

TAIWAN > Jessie Brown, Taiean

USA > Candace Bradfield, Usa

USA > Carin Boyer

USA > Carlee Beavers

USA > Cindy Barron

USA > Connie Bozant

USA > Ginger Burr

USA > Ginny Baldrige

USA > Jeanette Coon

USA > Kathleen Audet

USA > Marie-Therese Norris

USA > Mary Bluford

USA > Miranda Darr

EXHIBIT

ARTISTAR JEWELS EXHIBITION

Each year Artistar showcases contemporary jewelry selected collections within a prestigious 250-square-meter venue in the center of Milan. An event for all who wished to be informed about news and the latest trends.



EXHIBIT

WATCH THE VIDEO OF SEVERAL EVENTS



Show: Artistar Jewels Exhibition 2014
Edited by: Artistar Project
Location: Fondazione Maineri
Address: Corso Cristoforo Colombo, 15 - Milano
Opening: giovedì 19 settembre 2013
Duration of exhibition: 18 / 23 settembre 2013
Catalogue: Artistar Jewels. L'arte da indossare



Show: Artistar Jewels Exhibition 2015
Edited by: Artistar Project
Location: Fondazione Maineri
Address: Corso Cristoforo Colombo, 15 - Milano
Opening: giovedì 17 dicembre 2014
Contest Award Ceremony: 19 th December 2014
Duration of exhibition: 17 / 21 th December 2014
Catalogue: Artistar Jewels 2015



COLLEZIONI ACCESSORI
79
BRAND COLLECTIONS

79

settembre 2014
 n. 600

preziosa



Preziosa Magazine e Artistar lanciano un nuovo contest per il design del gioiello

Un nuovo contest per premiare i talenti del design del gioiello. Preziosa Magazine 2014, in collaborazione con Artistar, organizza il prossimo edizione del premio "Preziosa Jewelry Design". Il premio è aperto a tutti i designer del mondo. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino.



J Jewellery Monthly
 DISCOVER, LEARN & LOVE JEWELLERY



The Artistar Jewels Exhibition

Artistar Jewels stages for this year a select collection of contemporary jewelry made by artists from all over the world. Renew therefore the intention of highlighting the many artistic expressions, enriched for this second edition, by the numerous international submissions.

The exhibition shows the attention of its visitors, the many facets of the world of jewelry, with an essential accessory that can make the owner the subject of the conversation.

On display will be also an edition of more than 200 creations of international designers, a new edition to which an especially diverse and varied selection of five primary, versatile substances and 10000 of contemporary jewelry. Each item has been carefully created using a variety of materials, from precious metals and precious stones, hand, with attention to detail and precision coming from the recycling of everyday objects.



l'Orafo

Home Info & Media Kit Abbonamenti Newsletter Pub / Adv Chi

• SFOGLIA L'ORAFO ON LINE • ORAFO INTERNATIONAL 2015 • L'ORAFO EXTRA 2014 •

Artistar Jewels: i gioielli dei talenti emergenti

Artistar Jewels, anche quest'anno, sarà da considerarsi alle creazioni di talenti artisti provenienti da tutto il mondo. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino. Il premio è riservato ai designer che hanno creato gioielli in oro, argento o platino.

vivi milano

Gioielli da ogni parte del mondo alla Fondazione Maimeri

Info: Spazio Maimeri, corso Cristoforo Colombo 10, Milano. Contatti: Tel. 02. 58.98.02.88. Quando: Fino alla: 17 dicembre 2014 dalle 10:00. TUTTE LE ALTRE DATE. Prezzi: Onibulo.

VOGUE

Artistar Jewels Exhibition torna a Milano

Share!

RV RENDEZ-VOU

Artistar Jewels Exhibition a Milano dal 17 al 21 dicembre 2014

ARTISTAR JEWELS EXHIBITION

17-21 DICEMBRE 2014

Lo scorso dicembre gli spazi della Fondazione Maimeri di Milano sono stati teatro dell'ultima edizione di Artistar Jewels Exhibition, manifestazione dedicata al gioiello contemporaneo, organizzata dai responsabili dell'evento: il progetto voluto alla promozione del gioiello d'autore, levato, tenuto dal 17 al 21 dicembre, ha visto la partecipazione di più di 100 espositori provenienti da quattro continenti, autori di un ricco patrimonio di alta gioielleria, sculture, installazioni e gioielli contemporanei. Le creazioni, disponibili all'ammirazione di un pubblico composto di esperti e curiosi, hanno compreso pezzi unici e piccole serie d'autore realizzati con l'ausilio di metalli preziosi e pietre dure, ma anche di materiali meno comuni derivati dal riciclo di elementi vecchi e di uso quotidiano. Il progetto artistico curato da MICHELAR, azienda specializzata nella produzione di complementi d'arredo provenienti dal recupero di imballaggi in legno, ha rappresentato una nuova cornice per il teatro delle opere, con la sua candide e discreta essenzialità. Durante la serata inaugurale una giuria composta da eminenti personalità del settore gioiellero ha assegnato tra i partecipanti tre categorie di premi, istituendo un premio particolare anche sulle metodologie creative responsabili del loro operato artistico. Il premio per il migliore artista orafico è andato al taiwanese Wu Cheng-Chih e a Laurent Théodore Dean, per la capacità artigianale delle loro opere, posizionate al crocevia tra arte e gioielli. Marie De Goey si è aggiudicata il polo come miglior designer orafico,

categoria che contemplava la selezione di piccole serie ontime, tratterie, sculture, meccaniche o artigianali, autore o costi di produzione; il premio di miglior artigiano orafico di ricerca è stato invece assegnato a pari merito alla brasiliana Julia Toledo e alla canadese Carole. Quest'atmosfera non di visitatori si è così arricchita con la partecipazione gratuita all'Artistar Jewels 2016, oltre ad una sezione editoriale riservata sul numero d'infanzia zero di Preziosa Magazine, partner dell'evento espositivo. La qualità delle creazioni esposte ha inoltre invitato la giuria ad assegnare un vasto numero di menzioni speciali, tra cui spiccano i nomi di Dario Scapitta, Janine Kröner, Natalie Sedláková, Johnny Ninos, Laura Ferri e Barbara Müller: le loro creazioni, così come quelle di tutti gli altri partecipanti all'evento, compaiono all'interno del catalogo on-line della piattaforma di e-commerce vivi.milano.it e godono dell'accesso automatico alle sezioni per il temporary shop Artistar previsto in occasione del prossimo Fuorisalotto milanese. La qualità dei cataloghi di promozione degli autori rispetto la filosofia primigenia del progetto Artistar, che punta su interventi on-line ed off-line, tra cui la creazione di un catalogo cartaceo annuale dedicato alle creazioni concorrenti il volume Artistar Jewels 2015, edito da Fausto Lupatini Editore, sarà disponibile nelle librerie a partire da febbraio.

REFERENCE

WHAT THEY SAY ABOUT US

COLLEZIONI Accessori - GLORIA TONINI - Journalist -

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.

STYLE.IT - ILARIA INTROZZI - Journalist -

Creativity, experimentation and refinement. These are the aspects that emerge from the book Artistar Jewels 2015 and the exhibition that took place last December made them tangible.

A melting pot of styles, techniques, colors, nationalities made this event, and therefore this book, one of a kind. Someone, critically, observes and decides who is the best, but in this case it is superfluous, perhaps too conventional: each designer is unique as well as his/her jewelry.

Contemporary jewelry is underestimated, today we tend to buy "fashionable" jewelry, that is to say, cheesy. The goal is to emerge without perishing through certain market logic. How? Changing game rules. Artistar and its creative people, continuing to experiment and produce artworks, could really succeed in this aim in a near future. For a more sophisticated culture for all.

NOEMIBENGALA.COM - NOEMI BENGALA - Style-coach -

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".

PRESS

PRESS REVIEW (EXTRACTED FROM FULL LIST)

6e20	Contatto News	Hangtime	Preziosa Magazine
AlessandraStyle	Corriere della sera	Heyevent	Quotidianomime
All events in Milan	Daily Accessories	ItalyFashionTrend	Rendez-vous de la Mode
Alma Grebiya	DEcus NObilis	Jewellery Monthly	Ro&Ro Electric
Annani Bijoux	Decus-Nobilis	L'Orafo	Sbaam
Arte.it	Deluxe Blog - Blog Donna	Le signorine di Via Barberini	Smodatamente
Arte.it, Artistar Jewels Exhibition.	Design-me	Libero	Sob-web
Artspecialday.com	Drezzy	Luciano Ravera	Spoletonline
Associazione del Gioiello Contemporaneo.	Evensi	Moma Style	Style.it
Beauty and She	Fashion Show Images	MovingForward	Switch Magazine
Beautytudine	Fashionblabla	MyMi	Topicnow.info
Bijotti&ciciotti	GetVamos	MyMi	Tutto qui
Blogueras	Gilt Magazine	Newslocker	Vivi Milano
Bobobo Milano	Gioiellis	Once Upon A Blog	Vivi Milano - Corriere della Sera
Cercabando	Gioiellocontemporaneo.it	Periodico Daily	Vogue
Club Milano	Golcondarte	Plannify	Zero

ARTISTAR JEWELS 2016

INFO AND NEWS

> SELECTION

The editorial staff of Artistar Jewels will select pieces made by international artists and designers who deal with contemporary jewelry and that stand out for their originality, material and aesthetic innovation, consistency between the project and its realization and emotional impact of the work.

> INTERNATIONAL PUBLICATION

Art pieces will be selected and collected in a book edited both in Italian and in English.

> INTERNATIONAL DISTRIBUTION

The book will be distributed in Italian bookstores and in the major European capitals ones. It will be also sent to 300 hotels, spa, fashion boutiques and personal shoppers. Its digital version will be sent to more than 5000 international contacts in the industry: concept stores, fashion boutiques, purchasing groups, importers - buyers, designers - architects, online stores, luxury hotels, spa and thalasso resorts.

> COMPLIMENTARY COPY

Each participant will receive a complimentary copy of the book and will be entitled to a 30% discount on the cover price for any additional purchased copy.

> EXHIBITION

Artistar Jewels Exhibition, will take place within Homi International Exhibition in Milan, from 29 th January to 1st February 2016. Designers will display their pieces within the Satellite Fashion & Jewels with informative signposting, access to the Emp platform for meetings with buyers, access to the buyer hospitality program and they will be eligible for co-marketing activities and will receive 150 free online invitations.

> ARTISTAR CONTEST

Once again this year, the participants will take part in the Artistar Jewels Contest. From 1st to 15th December 2015 jewels will be published on www.artistar.it and will be voted by the website users. The three designers who will receive more preferences from the audience will be awarded and included

ARTISTAR JEWELS 2016

INFO AND NEWS

for free in the Artistar Jewels 2017 edition.

> PHOTO SHOOT

We will be taking pictures of the art creations before the beginning of the exhibition and the professional images, not only will enrich the book Artistar Jewels 2016, but also will be given to each participant for promotion of their jewelry.

> ON LINE SALE

All pieces will be on sale on www.artistarsewels.com and will remain online for 12 months. Artistar Jewels will retain a 20% royalty from sold items.

> PRESS OFFICE

Our press office will deal with the disclosure of the entire project for 12 months.

ARTISTAR JEWELS 2016

SERVICES

- › **Publication** of two or more jewels in the **Italian and English version of the book**
- › **International distribution** of the volume
- › Book **shipping to 300 italian professionals** in the industry
- › **Digitization of the book**
- › Sending the **e-book to 5000 international contacts**
- › **Free copy** to the participant
- › **30% discount** on the cover price for any **additional copy purchase**
- › Participation in **the Artistar Contest**
- › **Artistar Contest Award**
- › **Photo shoot** and photo delivery to the participant
- › Publication of two or more **jewels in the online shop**
- › **Press office** for promotion of the initiative lasting one year

- › **Exhibit** in **HOMI in Milan Fair**

Signposting of designers' location

Each designer will have access to **Fiera Milano package of services:**

- access to **Emp platform for meetings** with **buyers**
- access to **buyer's hospitality program**
- **Co-marketing** activities
- **150 free** online **invitations**

ARTISTAR JEWELS 2016

HOW TO PARTICIPATE AND DEADLINES

> STEP 1: SELECTION

- > The editorial staff will make **a selection of the best art creations.**
- > Our representative will call the selected artist and introduce the project by telling the jewels of our interest.

> STEP 2: REGISTRATION

- > The artist will receive an email with detailed presentation of the project, the forms to be fill out prior participation: data form, e-commerce form and contract.
- > The artist will complete **the forms for the publication.**

> STEP 3: REGISTRATION FEE PAYMENT

- > The artist **shall pay the fee in two installments:** the first when signing the contract, the second within the next 30 days. (For the payment you can follow all the instructions listed in the contract).

> STEP 4: SHIPMENT OF JEWELS FOR PHOTO SHOOT AND EXHIBITION

- > The artist will **send the selected jewelry** to our headquarter **in Milan by November, 30th.***

> STEP 5: JEWELS PICK UP

- > **At the end of the exhibition** artists **can collect their objects.*** (All details about days and time for collection will be given to the participants in advance via e-mail)

The ultimate term useful to subscribe to the project ArtistarJewels2016 is November, 23 rd.

* You can use our shipping service at reasonable costs. Check the form ADDITIONAL SERVICES for info and costs.

FAQ

FREQUENTLY ASKED QUESTIONS

› Will I find the book in the book stores?

Yes, you will. The book will be present in all Italian bookstores and also distributed in the major European cities. Certainly it will be easily available in Italian stores such as Feltrinelli, Mondadori, Hoepli etc. (Please see last year's names in the session LIBRARIES (EXTRACTED FROM FULL LIST))

› How much will the book cost?

The cover price will be € 40,00.

› Do I have to provide all the images you need for the publication?

No, you don't. This year we have chosen to organize the exhibition prior to the publication of the book in order to take pictures to your creations in a professional manner. In this way those who participate do not have to worry about photo shooting of their works. Furthermore we will think about the production of images taken by a professional photographer for the book by ensuring a greater consistency and quality of the book itself.

› Do I have to be present at the venue for the duration of the exhibition?

Artist presence is not mandatory. However, we advise you to be in your stand to meet buyers, show them your products and establish cooperations.

› How will the project be promoted?

Our press office will handle the promotion of the entire project through web channels and printed matters: press releases to website and a number of publications in the sector and communication on the social networks and on the Artistar portal. In addition, the e-books will be sent to more than 5000 contacts ensuring the spreading of the volume and its content.

ARTISTAR
Jewels

Artistar

www.artistar.it

www.artistarsewels.com

info@artistar.it

selezione@artistar.it

0236580208