

Artistar Jewels *2017*



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ARTISTAR JEWELS *2017*

Artistar Jewels *2017*
is a project realized by Artistar.it

ARTISTAR JEWELS
WWW.ARTISTAR.IT

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Artistar Jewels 2017

News

Artistar Jewels 2017 is at its fourth edition, the project is characterized by innovative contents and important news aimed at increasing the visibility of the project and its participants. Artistar Jewels 2017 is conceived in the same way that was so successful in the former editions: an international volume including international artists, a show organized in a prestigious location in Milan and the selling of the selected jewels on the online shop Artistarjewels.com.

Several news for the 2017 project:

- New format for Artistar Jewels **book with hard cover**
- **New location for the exhibition:** Palazzo Giureconsulti at the very hearth of Milan
- **The show occurs in February 2017 during the Milan Fashion Week**
- **A prestigious jury made up of experts in the jewelry sector** was selected for the Artistar Contest
- Artistar Contest, **various awards**.
- In the project will be included also some creations by two important artists whose fame is known worldwide: **Gillo Dorfles for San Lorenzo and Philip Sajet**



How to participate

In order **to take part to the selection for Artistar Jewels 2017**, the candidate has to send to **selezione@artistar.it** a brief biography and some pictures of the jewels the artist wants to submit along with a technical and conceptual description of the creation.

The parameters kept in consideration for Artistar Jewels 2017 selection:

- Unique pieces or pieces produced in small series
- Jewels with a recognizable style
- Creations made of traditional materials interpreted under an original and personal view, or pieces realized with a innovative materials.



How to participate

The steps to take to participate to Artistar Jewels 2017.

1. **The editorial staff will make a selection of the best art creations of the artists and designers.** Then, our representatives will call the selected candidates and introduce the project by telling the jewels of our interest
2. **Within 10 days from the receiving of the explanatory email, the candidate has to confirm his/her participation to the project,** by sending the signed contract to selezione@artistar.it
3. In order to formalize the subscription **the payment of the fee shall be done at the signature of the contract.**
4. **Within 30 days from the contract signature, the artist shall send the material necessary to the realization of the volume and the online shop,** by filling in the forms received by email
5. **Within December 2016 the jewels have to be delivered to our headquarter in order to be photographed.** In case the designer wants to include into the publication his/her own pictures, the team of Artistar Jewels will verify that the pictures are characterized by the graphic parameters required.



Artistar Jewels 2017

INTERNATIONAL DISTRIBUTION

The book will be distributed in Italian bookstores and in the major European capitals. It will be also delivered to 350 concept stores, jewels galleries, international journalists . Its digital version will be sent to more than 5000 international contacts in the industry: buyers, jewels galleries and journalists

PHOTO SHOOT

The photo shoot of the images for the book will be taken by Federico Barbieri, photographer specialized in fashion and jewels: http://www.federicobarbieri.com/portfolio_gioielli.html. The pictures will also be sent to the participants, so that they can employ them for their promotion (quoting the credits: courtesy Artistar Jewels)

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 from the 23rd to the 26th February 2017, for the first time within the exclusive location of Palazzo Giureconsulti in Mercanti Street, 2 at the hearth of Milan

ON LINE SALE

All pieces will be on sale on www.artistarjewels.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 and promotion of the entire project for 12 months.

ARTISTAR CONTEST

Once again this year, all the participants will take part in the Artistar Jewels Contest. Winners will be selected by a prestigious jury made up of important players in the sector.

Contest: jury and award

JURY:

Elisabetta Barracchia - editor in chief of **Vogue Accessory** and creative director of the fashion department of **Vanity Fair**

Bianca Cappello - Jewel historian and critic

Gianni De Liguoro - De Liguoro brand associate, founder and stylist

Guido Solari - Scuola orafa Ambrosiana founder

Liza Urla - founder of **GEMOLOGUE**

ARTISTAR CONTEST AWARDS:

1. **Three participants** chosen by the jury **will take part for free to the project Artistar Jewels 2018** and will also have a dedicated area in the **2018 book special contents**

2. **One selected participant, will contribute to the creation of a jewel produced by the maison De Liguoro**

3. **One selected participant will take part for free to the course of Professional Goldsmithing** offered as an award by the Scuola Orafa Ambrosiana di Milano

4. **30 jewels will be selected for a moving exhibition** in the following galleries:

Exhibiting Space Adiacenze - Bologna 1/15 June 2017

Creativity Oggetti - Torino - 11 / 31 May 2017

*Artistar.it will be in charge of all the organization and logistic costs for the moving exhibition

FAQ

How many jewels can I submit?

We suggest to submit to the team of Artistar.it eight/ten images of the jewels of the latest collections. Our team will select 2 of them to participate to the project.

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. It will be available in Italian stores such as Feltrinelli, Mondadori, Hoepli and it will also be purchased through web shops like iBS, Amazon, Feltrinelli.it, Unilibro.it.

How much will the book cost?

The cover price will be € 40,00. Participants will be given a free copy and will be entitled of a discount on the additional purchased copies.

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

No, you don't. A professional photographer will take the pictures that will be inserted in the volume. We ask to receive the jewels at our headquarters within December 2016 so that we can take care of the photo shoot. In case the designer wants to include into the publication his/her own pictures, the team of Artistar Jewels will verify that the images are characterized by the graphic parameters required.

Do the pictures taken for the book have an additional cost?

No all the pictures that will be published will be delivered to the designers without asking for an additional payment. In this way, participants can also have a professional photographic archive of their creations.

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 visitors in order to give them any information for the creations.

Will you organize an opening event in order to promote the show and the creations exhibited?

Yes, there will be a vernissage after which the contest winners will be awarded.

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.it portal. The press review will be available in the dedicated area on Artistar.it website. In addition, the e-books will be sent to more than 5000 international contacts ensuring the spreading of the volume and its content.

Is there any security system inside the exhibit location ?

Yes, Giureconsulti Palace is provided with an alarm system, additionally, all the rooms are monitored by cameras and there will also be a keeper.

Contacts

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