

## PWA MEMBER PATRIZIA FALCONE IN THE ARTISTAR JEWELS EXHIBITION



A Milano presso lo Spazio Fondazione Maimeri Artistar ha inaugurato giovedì 19 settembre alle ore 20 Artistar Jewels Exhibition, la mostra dedicata al gioiello contemporaneo. Presentate più di 200 realizzazioni, tra bracciali, collane, orecchini, anelli e altri monili a rappresentare la creatività dei 115 artisti selezionati.

La mostra che ha avuto inizio mercoledì 18 settembre e si è conclusa domenica 22, è stata pensata e allestita in vista della settimana della moda a Milano. In concomitanza con l'evento è stato pubblicato dalla Fausto Lupetti Editore il catalogo "Artistar Jewels. L'arte da indossare", primo volume dedicato ai gioielli che vede rinnovata la fiducia e la sintonia stretta tra l'editore Daniele Lupetti e il curatore della mostra Enzo Carbone, precedentemente impegnati nella realizzazione di volumi dedicati ad altre espressioni artistiche.



### Patrizia Falcone talks about her creations:

#### 1) How was this passion born and how did you enter this world?

The jewellery sector is, if you can call it so, a goal of a multi-faced artistic career. From an early age I developed a passion for everything related to the art, so I approached both the design and manufacturing of artistic productions, that concerning the world of fashion, where I completed my studies through Callegari Institute of Rome, and the Academy of Fashion and Costume, my training as a designer.

#### 2) What is the design philosophy behind the two creations presented in the book?

The design philosophy of this type of work was born out of personal curiosity that I have always had for the ancient Etruscan, Greek and Roman jewelry. I have always been fascinated by maintaining intact their creative charm and beauty. I find that the quality of the jewel does not reside exclusively in the composition of the material, but basically in the idea and the creative process that leads to the final achievement: in fact, materials even less noble than gold or silver, can be adorned and be enriched thanks to it. I chose two names to be given to my very special lines of jewelry: Meta-idea and Ghenesi. Both are loaded with aesthetic-philosophical meanings, and fully represent my imagination expressed in my pieces. Meta-idea is used for my "high line", and from Meta-idea descends the second line: Ghenesi, which is precisely the line of these two pieces, described in the book.

#### 3) What innovations do you think can be attributed, in your opinion?

The highlight of my work is, in fact, the choice of using "poor" metals, sometimes combined with semi-precious stones, or even in explorations that include the idea of recycled materials, such as plastics and colored strings. Through the search of harmony, in my opinion a fundamental component, and the association of different and unexpected elements, I create unique pieces.

#### 4) What parameters determine the actual value of a creation? What is the target of your creations?

The value of the creations is especially inherent in the idea. The more it is expressed in its originality, with no limits in going through materials and shapes, the more it takes on meaning and value accordingly. The target is definitely an audience open and sensitive to art, who is not attracted exclusively by the trends of the moment, but appreciates the depth and importance of the concept expressed in that creation.

#### 5) Where do you get inspiration for your creations? Is there a link between your creativity and the materials and techniques you use?

I am inspired by materials and images of antique jewelry, and also by each element that attracts my curiosity for lines, shapes, colors and textures; in summary, whatever gives me the possibility to transform it all with my hands.

#### 6) Do you believe that initiatives like this will help to keep this activity alive?

Absolutely yes. We artisans are obviously in more disadvantage when it comes to communication and visibility than large manufacturers; that's why the project proposed by Artistar is an excellent opportunity to be discovered and to bring to the light new techniques, processes and expressions of art otherwise unknown to most people. It's a way to give back to crafts the opportunity to spread ideas and innovations.



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