

Milano, August 2021

Jewelry_at_Home

From September 5 to 10, 2021 - opening hrs. 11am-7pm

Press release

eventi@archivionegroni.it

<https://www.fuorisalone.it/2021/en/brand/621/Archivio-Negroni>

images: https://bit.ly/archivionegroni_fuorisalone

Archivio Negroni hosts a pop-up exhibition about art jewelry and design on the occasion of Milano Design Week (from September 5 to 10 - 2021 / map on Fuorisalone.it)

We at Archivio Negroni are enthusiasts of this concept and finally coming across Fuorisalone at Milano Design Week after a year and a half of "silence" in the city! So, if overseas passionates can't come yet to Italy, we wish to share with You this exhibition together with all the circuit of design showcased during this exciting week.

We start from the consideration that our personal body ornaments, contemporary amulets, coexist in the space we live in everyday.

Reflecting on the special theme of the 2021 Design Fair, "the forms of living", 10 jewelry designers open a dialogue with Archivio Negroni.

Our personal amulets coexist in the space we live in everyday life. Jewelry is a work to be worn and is also a part of our private life that we place casually or with great care, next to what it means for everyone 'being at home'.

In the exhibition hall of the Archivio Negroni, work by Maura Biamonti, Corrado De Meo, Maria Rosa Franzin, Yasuko Kanno, Yukiko Kakimoto, Gigi Mariani, Boglárka Mazsi, Francesca Mo, Kazumi Nagano, Yujin Um, are exhibited in (finally!) and featured through some still life pictures captured by photographer Angela Petrarelli in a suggestive domestic setting. It would be worth a visit! Hoping next edition (April 2022) will be easily open to international audience.

jewelry design by **Maura Biamonti, Corrado De Meo, Maria Rosa Franzin, Yasuko Kanno, Yukiko Kakimoto, Gigi Mariani, Boglárka Mazsi, Francesca Mo, Kazumi Nagano, Yujin Um**

curator **Eliana Negroni**

photo Angela Petrarelli

set design thanks to Giulia Pellegrino

feat. iconic design objects by Norman Foster, Ron Gilad, Davide Groppi, Giulio Iacchetti, Piero Lissoni, Giò Ponti et al.

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RSVP eventi@archivionegroni.it

on Sunday 5, from 3pm meet the designers: Maura Biamonti, Maria Rosa Franzin, Gigi Mariani with curator Eliana Negroni

on Tuesday 7, from 12.15pm online streaming meet the designers: Yukiko Kakimoto, Yasuko Kanno, Kazumi Nagano, Yujin Um, onsite Francesca Mo with curator Eliana Negroni

<https://www.fuorisalone.it/2021/en/how-to-visit-safely>

Archivio Negroni is the dynamic repository of the original workshop set up in the '50s and still active today. It has always managed to transform its activity according to the changes in metal engraving techniques. Since the '90s, it has integrated traditional processes, mechanical and analog, with today's digital technologies and it has placed its know how and abilities in the service of contemporary craft, with a special focus on contemporary jewellery.

The machinery and tools in the historic workshop are meticulously preserved and still functioning. No matter which artefact stored in the archive can be recreated today and modified to suit specific requests. From serial production, typical of this traditional practice, to custom making, creating new textures and bas-reliefs based on drawings, brass, bronze, aluminium or any other metal decorated bands can be obtained through pattern roll milling.

Archivio Negroni is also a space for exhibiting, storytelling, learning, near Politecnico headquarter (Città Studi, Acquabella area in Milan).

Art and design here are in dialog to express all the charme of historical craftsmanship skills, available to designers who wish to share their 'future' heritage.

Via Filippo Tajani 3 - 20133 Milano - Italy

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