



BUCCELLATI

MILANO DAL 1919

Buccellati presents
“Il Galateo—a journey into conviviality”
The maison’s debut at the Milan Design Week 2022



(April 2022, Milan) The historic Italian jewellery house Buccellati, part of the Richemont group, debuts at Milan Design Week with an exhibition focusing on the **contemporary reinterpretation of Galateo (Etiquette)**, intended as the rediscovery of conviviality, placing values such as empathy, grace and kindness at the centre. Curated by **Federica Sala** and with the installation project designed by **Stefano Boeri Interiors**, the exhibition invites four leading names in contemporary design, **Dimorestudio, Ashley Hicks, Chahan Minassian e Patricia Urquiola**, to interpret the table with four historical Buccellati silver collections and the new porcelain collection developed in collaboration with **Ginori 1735**. The exhibition will be presented on the terrace of the Buccellati headquarters, located in the centre of Milan in **one of the Milanese buildings Piero Portaluppi designed in 1919**, the same year in which Mario Buccellati founded the company.

MAISON BUCCELLATI AT THE MILAN DESIGN WEEK

Buccellati is a **prestigious high-jewellery house** admired for the craftsmanship, design and uniqueness of its creations. The maison's expertise is not limited only to high jewellery, but extends to collections of home objects, themselves integral elements of the brand's DNA. Buccellati has decided for **the first time to take part in the Milan Design Week** using its rich collection of table accessories. On this occasion, the maison opens the doors of its world to a local and international public and presents an exhibition that celebrates the traditional and contemporary elegance of Milan.

CURATORIAL CONCEPT

In nowadays accelerated, post-pandemic and digital world where sociability has been lacking, many have felt a strong need to interact again with others. In this context, inspired by its rich table collections, Buccellati decides to explore the contemporary galateo as **courtesy, conviviality and kindness**. Taking cues from "Il Libro del Cortegiano" by Baldassarre Castiglioni (1513/1514) and from "Il Galateo" by Giovanni della Casa (1558), which consider the art of the table the place of excellence where to practice the essential virtues of cordiality, Buccellati invites us to renew the pleasure of receiving at home. **The project therefore rediscovers the Italian culture of Humanism placing moral values back at the centre: among these, also that of conviviality, a fundamental instrument for relationship between men.** A celebration of the pleasure of being together, of the good, of the beautiful, of the properly-done.



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THE DESIGNERS AND THE EXHIBITION

Buccellati and the curator Federica Sala have selected four design signatures with different styles and nationalities, but all characterised by a strong Italian connection: **Dimorestudio** is a Milanese studio, **Ashley Hicks** and **Chahan Minassian** share their time between Italy and, respectively, England and France, **Patricia Urquiola** has been calling Milan 'home' for many years. They are all representatives of an extended and international Milanese identity, a concept that also distinguishes the historic Buccellati maison, a reality founded in Milan but with a strong international presence. Each designer was invited to present **their own interpretation of the contemporary table with one of the Buccellati silver collections** (Caviar, Doge, Marina & Rouche, Tahiti) together with the new porcelain collection developed in collaboration with Ginori 1735.

Buccellati also invited the Milanese studio **Stefano Boeri Interiors** to design the set-up of the four installations, which will be hosted on the **terrace of the Portaluppi's palace** in via Brisa 5, the maison's headquarters. "The work of Stefano Boeri Interiors, architectural studio symbol of contemporary Milan, has projected our city into the future; asking the studio to transform the terrace of Portaluppi, another iconic Milanese architect, meant creating a bridge between the different eras of the city" says Sala.



THE COLLABORATION WITH GINORI 1735

The collaboration between the two prestigious Italian brands, **Buccellati 1919** and **Ginori 1735**, has created the refined table collection in pure porcelain "**Double Rouche - Florence Furnace**". A collection that will be presented at the "Galateo" event during the Milan Design Week and that will be sold exclusively in the Buccellati boutiques around the world. The objects replicate the same decorative motifs of Double Rouche, Buccellati's historic silver collection. Each product from the new collection, which includes plates for the table and gift kits, is presented in three colours (cream white, pale green, intense blue) and is entirely produced by the Florentine Ginori 1735 artisans with the ancient "vetrina" technique.



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THE HEADQUARTERS OF BUCCELLATI

Buccellati's headquarters in Milan are located in the building designed in 1919, and subsequently extended in 1936, by the famous Piero Portaluppi, architect of the Milanese bourgeoisie and entrepreneurship. The palace in via Brisa, inspired by what was called the rationalist style of the time and made of grey stone worked with smooth ashlar in art-decò style, is based in front of the archaeological area that houses the remains of the Emperor's Palace Romano Massimiano (4th century AD) and the Tower of the Palazzo dei Gorani, (11th century AD). The Buccellati headquarters extend over several floors, including, on the fifth floor, the panoramic terrace from which one can admire the whole city and where the "Galateo" exhibition will be installed during the Milan Design Week.



The Palazzo in via Brisa, part of the Gruppo Reale Immobiliare's properties, underwent a renovation project designed by the Milanese Studio Park Associati in order to obtain the Gold level of LEED (Leadership in Energy and Environmental Design) certification from the Green Building Council. The interiors, designed by the Milanese Quadrilatero, are inspired by the rigour typical of the early twentieth century industrial environments, tempered by the use of the most advanced technology with lighting and designs from some of the most prestigious Italian brands.

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Notes to Editors

BUCCELLATI

Buccellati is a renowned high-jewellery brand, admired for its craftsmanship and the uniqueness of its creations. Distinctive is the use of rare stones with extraordinary colours, mixed with white and yellow gold, all nicely carved like laces. Today, the Buccellati jewels stand out for their design and for the techniques used to create them, such as the hand-engraving technique, dating back to the ancient goldsmithing traditions of the Italian "bottega" during the Renaissance times. The shapes of the collections are all inspired by the historical archive drawings and by the very first creations of the founder, Mario Buccellati. Today, the Maison is 100% owned by the Richemont Group. Andrea Buccellati is Honorary Chairman and Creative Director, with other members of the family in key management positions. Buccellati boutiques are present in the most important cities and in the most prestigious Malls of the world.
<https://www.buccellati.com>

GINORI 1735

Ginori 1735 has been for almost three centuries one of the main global brands in the field of luxury and lifestyle, the expression of the Italian excellence in pure porcelain and in the highest quality artistic design. Part of Kering Group since 2013, Ginori 1735 has always been associated with great figures of fashion, art, design, architecture, film and decor. The Manifattura creations represent a perfect blend between heritage and innovation. They include tableware collections, art and living objects, gifts, flatware, drinkware and textile articles, expression of a passion for Italian culture, colour, art, and gracious hospitality. The iconic crown that marks the back of tableware in some of the finest homes and most exclusive restaurants around the world stands for the most sophisticated merging of craft and art. This brash combination of taste has always been at the heart of the brand. Over centuries, the Manifattura evolved its process and production, bringing together ancient techniques and contemporary world view to produce homewares under the direction of visionaries. The Ginori 1735 mission is to forward a modern Renaissance, a rebirth and rediscovery of the pleasure, personal expression, and art of everyday life. Today, the Ginori 1735 world is shaped by a multiplicity of voices, opinions, and styles. It reinvests its legacy with the vision of the next generation of cutting-edge style masters, that bring art into everyday life and everyday life into art. Ginori 1735 counts on a distribution network which includes: Florence and Milan flagship stores, one monobrand store in Moscow, selected dealers in Italy and a presence in high-level Department Stores and multi-brand Specialty Stores all over the world. <https://www.ginori1735.com>

PORTALUPPI BUILDING, VIA BRISA 5

For its own headquarters, Buccellati collaborated with several leading companies in the field: Artemide (lighting), Giorgetti (textiles), Florim (flooring), Cardex (Arper and Knoll for chairs and armchairs), Moroso (armchairs), Nespoli (plants), EXA (general contractor), Cerruti Contract (decorators), One4 (audio/video equipment), Protectas (security systems).

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