



**Bijou & Gioielli ... KM 0... KILOMETROITALY
ALTAROMA IN TOWN
29 giugno 2018 dalle ore 11
Salotto 42 | Piazza di Pietra Roma**

Officine di Talenti Preziosi, the non-profit born in 2013 by the wish/will of the jewelry design professor Marina Valli, daughter of Giovanni Battista Valli, Bulgari's designer from 1945 to 1990. The main goal of the association is to disseminate and promote interest in art, culture and the value of jewelery in the local area, also through the creation of themed events, with the collaboration of designers, creatives and artisans. The association aims to enhance the design and research as key moments for the creative process of jewelry, based on experimentation with materials and shapes able to arouse emotions in those who'll have the chance to wear it.

In the past years OTP provide the public with a research on senses: the first event was dedicated to taste "Food Bijou- 2015", followed by the one dedicated to smell with "Bijou & Parfum - 2016" including in the end the "sixth sense" in terms of its overall, "Sensi e Bijou- 2017" event has been set up, presented at ALTAROMA 2017 in the "IN TOWN" section.

The new project, called "Bijou & Gioielli ... KM 0 ... KILOMETROITALY" will take place in the beautiful Piazza di Pietra, and it aims at enhancing and highlighting the historical reality of the design and the craftsmanship in the territory.

Bijou's projects created for the event will have a recognition mark/stamp (DOC) that enhances the fact that is a "MADE IN ITALY" product. Passion, style and uniqueness are attributes of the jewels crafted with inert materials, as silver, bronze associated with enamels, marbles and precious stones, through professional processes, with a strong focus on design.

Jewels and bijou will be presented inside "Salotto42" the historic bookbar located in Piazza Pietra right in front of the mighty Adriano's Temple, the perfect location to perceive the identity and value of the initiative, in one of the most beautiful one plazas of the historical center in Rome, rediscovering the past and at the same time designing future, starting from KM.0 placed in the Roman Forum, the starting point of all the consular roads that radiate out into the world.

The future can only start from the awareness of these roots and the enhancement of Rome's cultural and artistic heritage. The future has never been so present.

Valentina Allotti, Laura Arnofi, Barbara Consoni, Christel Delière, Gabrielle Delille, Debora Di Bernardino, Lina Di Matteo, Studio Brattolo di Giorgia Di Simone, Emera Gioielli, Marina Ettorri, Elisa Marcantonio, Orietta Montanari, Sabrina Pancot, Susanna Papini, Angela Pezzino, Patsa di Patrizia Santamaria, Flavia Serviotti, Lorella Verrillo are the extraordinary designers that are going to present their wonderful creations together with **Marina Valli** and **Gioia Capolei** **President and Vice President of OTP Association**, designers responsible for the coordination of the project.

In the splendid setting of Piazza di Pietra the creations will come to life in a site specific performance, coordinated by Rossano Giuppa, which will involve four models, in an ideal path, involving also the perfumery TONATTO, the 28 PIAZZA DI PIETRA fine art gallery and the Salotto42, in a harmonious set of movements, sounds and images able to emphasize the uniqueness and beauty of jewels and spaces.

EVENT TIMING

ore 11-14 performance riservato alla stampa

ore 18-23 opening cocktail

DRESS: Alessandra Giannetti

BAGS: Alviero Rodriguez

SHOES: What For

MAKE UP & HAIR STYLING: Giuseppe Leanza

OFFICIAL PARTNER: RASPINI

Special thanks to Raspini, the Tuscan brand icon of silver fashion jewelry. The brand has joined the OTP mission with which we share the dedication to craftsmanship and the sensitivity towards the enhancement of Made in Italy

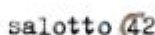
PATROCINIO: Comune di Roma, Federpreziosi Roma e Confcommercio Roma

PRESS KIT: www.officine-di-talenti-preziosi.it

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GIOVANNI RASPINI ALVIERO RODRIGUEZ



ALESSANDRA GIANNETTI

WHAT FOR

