



## **“Bijou Green...Towards a better world”**

**Jewels and environmental sustainability in the new project of OTP association**

**Jewelry exhibition hosted by PLUS ARTE PULS Gallery, Viale Mazzini 1, Roma**

**Opening Friday July 5th, from 3 until 9 pm**

**Until Sunday July 7- In Town section of Altaroma 2019 Official Calendar**

The art of jewelry embraces environmental sustainability during Altaroma. **Friday July 5th, from 3 pm**, in the **In Town section** of the kermesse, at the **Galleria Plus Arte Puls** situated in Viale Mazzini, the non-profit association **Officine di Talenti Preziosi (OTP)** presents its new creative project **Bijou Green ... Towards a better world**. A **multifaceted event** that from the afternoon will involve an **artistic performance**, with a tableau vivant of models of the Course of Portamento & Stile of the **Accademia Koefia** directed by **Rossano Giuppa**, experts from the jewelry and fashion sector in a **talk show** moderated by the jewel historian **Anna Fiorelli**, followed by an **exhibition of "green" jewels** with the **video installation "Politik"** by the artist **Antonello Matarazzo** and an anthology of the previous OTP projects, open **until 7 July**. Alternative and waste materials, creative reuse, certified supply chains, ethical gold and good practices for the **association founded in 2013** by the jewel design professor and **president Marina Valli**, joined since 2016 by the **vice president**, jewelry designer and teacher Ied **Gioia Capolei**. Research, experimentation and high craftsmanship, with **the aim of creating a bridge for the young people of the academies and the world of work**, are the pillars of OTP that involves professional artisans and goldsmiths, as well as enthusiasts, to promote the culture of jewelry in all its expressions. Also through **update courses** and **exclusive events** that become a meeting point between interlocutors and buyers. And thus spread the passion for creation and the narrative value behind a precious work of art destined to be worn as a detail of one's personality. *“The OTP project intends to promote and enhance the historical reality of design and artisan production in the territory. Dealing with jewelry design at the Accademia di Costume e Moda since 1983, we have privileged as an associative mission the enhancement of creativity and specific knowledge in this field with original initiatives related to current issues. - explains the president Marina Valli - For the summer edition of Altaroma we have chosen environmental sustainability but **the concept of sustainable also translates into solidarity with the involvement of Komen Italia**, an association committed for 20 years at the forefront in the fight against breast cancer all over Italy. We are currently working on a new project that we will launch in September, **a prize in memory of my father Giovanni Valli**, Bvlgari's designer from 1945 to 1990, open to professionals, goldsmiths, designers and young creatives who have attended schools and specialized institutes”*.

More info: <http://www.officine-di-talenti-preziosi.it/>

## **Friday July 5th**

**From 3 pm, the creations will come to life in a site specific performance, coordinated by Rossano Giuppa.**

**From 4 until 6 pm, Talk "Supporting *sustainable* jewelry. Comparing paths and processes of the goldsmith and fashion worlds "**

What is the current goldsmith reality in comparison with the theme and what are the efforts that companies find themselves and will they find themselves, in the future, to face in order to adapt to the precise standards required by regulations and the market? They will be asked for an impeccable business conduct and a product in which they are added to immaterial values such as innovation, creativity, craftsmanship, absolutely sustainable production chain processes, conforming to models that favor the protection of the environment, workers and the community of reference.

### **They will attend the meeting:**

Steven Tranquilli, National Director Federpreziosi Confcommercio Imprese per l'Italia

Pierpaolo Donati, President Fedepreziosi Confcommercio Roma

*Federpreziosi Confcommercio Imprese per l'Italia brings together jewelry companies in the entire supply chain - retailers, wholesalers, representatives, dealers in precious stones, artisans and manufacturers - carrying out protection actions, representation towards institutions, training and development, communication*

Loredana Prosperi, Responsible of Laboratorio Lucia Gori, Professor - Istituto Gemmologico Italiano, I.G.I.

*I.G.I. - Istituto Gemmologico Italiano, with offices in Milan, Rome, Valencia, Catania, it is among the most authoritative bodies in the field of gemology: analysis, training, research, cultural promotion. With hundreds of members throughout Italy, it adheres to Federpreziosi Confcommercio Imprese for Italy and to Confindustria Federorafi and, internationally, to CIBJO (World Jewelry Confederation).*

Stefano Dominella, President of Sezione Tessile, Abbigliamento e Moda, Unindustria

*Unindustria, Unione degli Industriali e delle Imprese di Roma, Frosinone, Latina, Rieti e Viterbo is the largest entrepreneurial association on a regional scale of the Confindustria system for territorial extension.*

Francesco Schianchi, Design Professor, Politecnico di Milano

Alessandra Paglicci, Export manager, Gimet S.p.A.

*Sustainability becomes Solidarity: Marina Valli, OTP president, e Komen Italia talk about a precious experience.*

Giorgia Di Simone, OTP associate, founder and designer of the brand Studio Barattolo, talks about her experience inside the association.

*Jewel historian Anna Fiorelli moderates the meeting*

**From 6 until 9pm, opening Jewelry Exhibition with the musical contribution of DJ Giovannino.**

**The illustrations of the exhibition panels are curated by Barbara Brocchi and Emanuela Fletzer.**

**From 6th to 7th July the event continues in the gallery with an opening from 11 am to 7 pm:**

Presentation of the "identity jewelry shooting" by professionals of the sector to raise awareness and deepen the themes of training on jewelery design-illustration, Cerapera-Design and Cad realization techniques.

**PARTICIPANTS DESIGNER IN “BIJOU GREEN” PROJECT, ASSOCIATES & ACM STUDENTS**

Valentina Allotti, Laura Arnofi, Gioia Capolei, Antonella Caspoli, Lavinia Colabumbo, Barbara Consoni, Christel Deliège, Gioit Gioielli Italiani, Valentina Lucarelli (*that participates in Altaroma-Showcase, July 2019*), Lina Mancini, Oro bronzo by Sabrina Marzi, Gloria Passidomo, Carlo Maria Sambati, Patsa di Patrizia Santamaria, Ilaria Trimarchi, Stkreo by Stefania Tortella, Marina Valli, Lorella Verrillo.

**ACCADEMIA COSTUME & MODA:** students Cristina Caione, Matisa Mendes and Sabrina Pancot have made some bijoux reusing materials that Swarovski and Blumarine have donated to the Tessuteca of Accademia Costume & Moda ,via della Rondinella-Rome.

**MAIN PARTNERS:** Gimet S.p.A., Gidue S.p.A.- San Zeno, Arezzo. Allestimento curated by Vertecchi per l'Arte- Rome, Start-up Aperion - Rome, Galleria Plus Art Puls -Rome, Marco Carpineti Vini Biologici-Cori, Eco Eventi -Rome, Shopper by Roma Allegra -Rome, Studio Ottant8. Make up-hair styling Rea Academy Beauty- Rome. Models wear AnnaGiulia Firenze creations. Photo credits still life e catalogue by Gianni Russo, Latina. Video and photo of the event by Federico Maria Ciolli and Leonardo Esposito.

**Art installation “Politik”, music video by the artist Antonello Matarazzo:**

*“POLITIK”, 2017, photo-video, 02:08”.The polis of insects in an interconnected world before the Internet.*