

La Venaria Reale 2015

# **The Art of Beauty. The Jewels of Gianmario Buccellati**

## ***The Art of Beauty. The Jewels of Gianmaria Buccellati***

*From 21 March to 30 August 2015 (Rooms of the Arts)*

The allure and the elegance of the **extraordinary jewelry and high jewelry creations by Gianmaria Buccellati** have found an ideal setting at the **Reggia di Venaria**, the grandiose monumental complex in the vicinity of Turin, a masterpiece of architecture and landscape declared part of UNESCO's World Heritage.

In the Rooms of the Arts of the Reggia di Venaria, **from 21 March to 30 August 2015**, the exhibition **"The Art of Beauty. The Jewels of Gianmaria Buccellati"** presents more than **90 precious creations, many of which are on display for the first time**, that demonstrate how creativity, tradition and artisanal excellence have become the cornerstones of the success of Gianmaria Buccellati all over the world.

The exhibition, curated by Chiara Tinonin with Gianmaria and Rosie Buccellati, is the result of the collaboration between the Consorzio La Venaria Reale, the Fondazione Gianmaria Buccellati and the Fondazione di Studi dell'Arte Orafa e dei suoi Protagonisti, coordinated by the Swiss Luxury Culture Management. The exhibition retraces the **fascinating artistic and entrepreneurial history of Gianmaria Buccellati and the ambitions of his genius**, also through his own recollections and the pictures of the photographer Giò Martorana, that provide an original visual journey through the aesthetic tenets of the Buccellati style.

The display is made up of **three sections** and presents Gianmaria Buccellati's extraordinary ability to interpret and elaborate precious materials, leading to innovative creations that dialogue with the past. Gianmaria was able to take a fresh look at the various forms of artistic expression of Antiquity, the Renaissance and Rococo and he found in them an endless source of inspiration for patterns and themes to be transformed and applied to the various categories of precious artefacts.



The first section explores **Gianmaria's childhood years in Milan between the two World Wars**, when his father Mario established his name as the first Italian jeweler to revive ancient goldsmithing techniques from the Renaissance, growing close to the local high society and the cultural milieu of La Scala, and a great friend of Gabriele D'Annunzio. With the contribution of the art historian Paola Goretti, the exhibition presents, for the first time ever, the complete set of plaques that *il Vate* ("the Poet") commissioned to him to celebrate his endeavors and the mottos that he penned for his most audacious feats.

Magnificent and previously unseen pieces of Buccellati jewelry from the 30s and 40s introduce the second section "**An Italian in the world**", that illustrates the **most significant phases of Gianmaria's career after taking up his father's legacy upon his death**, in 1965.

After overseeing for two years the laboratories created by his father, Gianmaria, inspired by a broad vision of the international market, opened various stores in the Far East, notably in Hong Kong and in Japan, as well as in Europe. His success is punctuated by the inauguration, in 1979, of a boutique in Paris, in the prestigious Place Vendôme, the world sanctuary of *haute joaillerie*.

The company grows in parallel to the artistic consecration of its creations. Gianmaria is celebrated with awards and exhibitions organized by the world's leading museums, like the Smithsonian Institution in Washington D.C., the Kremlin Museum in Moscow and, more recently, the Silver Museum of Palazzo Pitti in Florence. The display presents a selection of creations spanning over seventy years that made the Buccellati style unique and distinctive in the history of contemporary jewelry. One example is the *Grand Dame* brooch, designed as a tribute to maternity, that features an extremely rare *Melo-Melo* pearl from the Vietnam sea, the thirteenth out of one hundred existing specimens for color and size.



The display closes ideally with a **celebration of the creative, designing and executing mastery of Gianmaria Buccellati** with unique pieces that are presented as genuine works of art (third section of the exhibition). These include the *Boscoreale Cups*, that Mario and Gianmaria created based on the Treasure of Boscoreale that was discovered in 1895 in the Roman Villa della Pisanella, and the *Precious Objects* series of exquisite cups inspired by the study of and passion for the jewelry collections of Florence in the Renaissance , that were not designed for commercial purposes.

The inspiration for this series took form during a visit of the Silver Museum of Palazzo Pitti in Florence, where the jewelry masterpieces of the Medici are conserved. Deeply fascinated by these artefacts, Gianmaria decided to measure himself against the creation of pieces that would compete, for their execution technique, splendor and opulence, with their precursors.

On display at **Venaria** are also the *Queen's Cup*, created in 2008 for the exhibition at the Kremlin Museum; the *Rainbow Cup* from 2012, conceived as a tribute to Venus goddess of love and beauty, whose image in gold is the fulcrum of the whole structure; the *Holy Grail Cup* from 2013, a personal interpretation of the chalice used by Jesus at the Last Supper; and the *Cup Florentia*, presented for the first time at the recent exhibition at the Silver Museum in in Florence, in praise of the city that more than any other has been able to stimulate through its art treasures the imagination of this Milan-based goldsmith.



**Gianmaria Buccellati** was born in Milan on 21 May 1929. The fourth of five brothers, he is the first to follow in his father Mario's footsteps, starting to work in the Milan shop and laboratories at the age of 16. As a simple apprentice he learned the craft of goldsmithing while honing his innate talent as a designer and creator. At the age of 19 his father entrusts him with the management of the Milan store. The young Gianmaria meets in person the leading figures of Milan's entrepreneurial and financial world, that earn him the experience and connections that will be crucial for his training. At the same time he also collaborates in the management of the laboratories and in production.

After his father's death in 1965, a broad international vision leads Gianmaria to develop his own brand "Gianmaria Buccellati" in Europe and particularly in the Far East, in markets like Hong Kong and Japan. This early expansion is crowned by the inauguration, in 1979, of a grand boutique in Paris, in the prestigious Place Vendôme, the world sanctuary of *haute joaillerie*.

The genius of the Gianmaria Buccellati's art has been celebrated at leading museums with major exhibitions. The most notable examples are the extremely successful event organized at the Smithsonian Institution in Washington DC in 2000, at the Kremlin Museum in Moscow in 2008 and last year at Palazzo Pitti in Florence.

In 2008 the Fondazione Gianmaria Buccellati was created to safeguard Mario's and particularly Gianmaria's vast legacy of expertise, objects and drawings. The Foundation is also engaged in a program to popularize the Italian art of jewelry worldwide.

In collaboration with:



Coordinated by:



***The Art of Beauty.***

***The Jewels of Gianmaria Buccellati***

Reggia di Venaria (Turin), Rooms of the Arts

21 March - 30 August 2015

Opening times (exhibition and Reggia):

Tuesday to Friday: from 9 to 17

Saturday, Sunday and holidays: from 9.30 to 19.30

Monday: closed (except festivities, same openings times as Sunday)

Last admission 1 hour before closing time.

Admission: Full

ticket: 12 euros

Discounted (groups of min.12 people, over 65, categories eligible for discounted tickets): 10 euros

Discounted age 6 to 21(young visitors from 6 to 20 years of age)

6 euros

Schools (groups of min. 18 students, free admission for 2 teachers every 27 students): 3 euros

Free admission for children under the age of 6 and other eligible categories.

*Combo tickets are also available for the Reggia and other exhibitions under way at La Venaria Reale.*

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