

deadline February 28th 2015



Fornello di Ziano, december 2014

## Announcement

# Gioielli in... Fermento 2015 - Premio Torre Fornello

**Jewels in Ferment | contemporary jewellery exhibition Torre Fornello Award  
May 3-20. 2015 | fifth edition  
Opening Sunday May 3rd 4pm. at Torre Fornello Vineyard, Fornello di Ziano Piacentino, Italian Wine District, Italy**

in collaboration with **AGC – Associazione Gioiello Contemporaneo**  
**JOYA Art Jewellery Fair Barcelona**  
**Klimto2 International Art Jewellery online**  
**SBLU\_spazioalbello (Non di solo pane - project for EXPO2015)**

**A competition open to designers, artists, goldsmiths and craftsmen, scholars and professionals, for an unreleased piece of jewellery inspired by the following theme:**

**#unconventionaljewellery**

**substantial | spiritual    precious | affordable    contemporary body ornaments**

Every year **Gioielli in Fermento** aims to gather the infinitely individual expressions of contemporary jewellery authors in relation to popular passions: *wine* and *territories*, following the way to an intimate tale around the **wine** and looking at its *terroir* as an ensemble of cultural deep-rooted issues to be inspired and to be involved in.

The **Gioielli in Fermento / Jewels in Ferment** project, with its 5th edition in 2015, consists of a competition open to designers and art jewellers, professionals and scholars, and the related exhibit of a unique piece of jewellery inspired by a specific theme which is renewed every year in concept related to the world of *wine*. **From this edition onwards a section dedicated to Students is established.**

The resulting exhibition is hosted at **Torre Fornello Winery** which dedicated its impressive spaces to the **Vineyard of Arts** and has the opportunity to be presented during the year of edition in other cultural contexts related to contemporary jewellery or exploiting synergy with events related to the world of wine in the role of representative of Italian excellence.

The **Vineyard of Arts** is a wider cultural project promoted by Enrico Sgorbati who, as a collector, opens it to all the languages of contemporary art, and every year it offers the possibility to the artists to collaborate, experiment, discuss their work in the context of the estate of Torre Fornello on the Colli Piacentini (hills in Emilia region). At its core, **Gioielli in Fermento** is the event dedicated to the deepening of the research on contemporary jewellery.

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## Gioielli in...Fermento 2015 the theme of the competition

curated by Eliana Negroni

**#unconventionaljewellery** contemporary body ornaments

**#substantial #spiritual #precious #affordable**

The theme of the year 2015 edition focuses on the substantial value of jewellery to be considered as **food for the soul**, able to satisfy new expressive needs in the contemporary age, both for the jewellery makers and for their audience who feels its attraction and choose to wear a kind of un-conventional jewellery.

It could be a unique piece or a multiple from a limited edition, though still unpublished, with a direct and strong relation between the maker and the observer and wearer. So this is the adopted comparison with wine tasting to help people choose a wine / a piece of jewellery / satisfying a balance between their own values in **substantial** and **spiritual**, **precious** and **affordable** terms.

In addition to this, some research item might be related to one of the design themes of the further project "**Non di solo pane / Not Just Bread**" (\*) which might mark this statement with a body ornament either inspired to this kind of psychological nourishment.

*#foodforYourSoul #unconventionaljewellery #substantialjewellery (tags on social networks)*

well, this will be the inspiration of **Gioielli in Fermento 2015**

(\*) The project "**Non di solo pane/Not Just Bread**" ([www.sblunondisolopane.tumblr.com](http://www.sblunondisolopane.tumblr.com)) is independent from the jewellery competition. Collaboration between the two projects will lead to the selection of some pieces from **Gioielli in Fermento** which will result the most interesting and linked to one of the 5 themes considered in their announcement ([www.sblunondisolopane.tumblr.com](http://www.sblunondisolopane.tumblr.com)) and will be awarded with a special mention "**Non di solo pane/Not Just Bread**" and gain parallel focus in events promoted by **Sblu\_spazioalbello**.

It is up to the participant artist to develop his/her research and work within the proposed themes. The assignments will be decided at the incontestable discretion of the jury.

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## Gioielli in Fermento 2015 information

With the collaboration of **AGC Associazione Gioiello Contemporaneo** Italian association for contemporary jewellery  
**JOYA International Art Jewellery Fair** Barcelona  
**Klimto2** International Art Jewellery online  
**SBLU\_spazioalbello** - progetto **Non di solo pane per EXPO2015**  
under the patronage of EXPO2015, ADI Lombardia and AIAP

**Premio Torre Fornello - 5th edition** May 3-20 . 2015 - Opening event and Awards proclamation

### Awards

Italian Entry/Artist awarded

Foreigner Entry/Artist awarded

Student Entry awarded

Special Mention AGC

Special Mention JOYA Barcelona

Special Mention Klimto2 network

Special Mention "Non di solo pane /Not just Bread" (works will be hosted in the circuit "non di solo pane" Expo2015)

### selection admitted works:

Any kind of ornament for the human body, made using any material or technique, will be accepted provided it can be worn. Each author will present one single work to be selected for competition. Previously exhibited works, or works selected for any other competition, may not be submitted. The organization may evaluate the works which could be exhibited in non competing section.

The admission to the competition will be evaluated with the advice of directors of Joya Barcelona Art Jewellery Fair and Klimto2 network, taking into high consideration:

**original material and technique used, experimentation and project research, relevance to the theme, style balance, high quality realization details, wearability.**

### The Jury:

The Torre Fornello Award will be assigned by the Jury Committee invited by Mr Enrico Sgorbati, owner of Torre Fornello, and Eliana Negroni, director of the project **Gioielli in Fermento** :

Roberta Bernabei | Lecturer in Contemporary Jewellery, Critical and Contextual Studies, SAED Loughborough Univ. UK

Leo Caballero | Director of Klimto2 International Art Jewellery online

Paulo Ribeiro | Director of Joya International Art Jewellery Fair

Susanna Vallebona | Curator of SBLU\_spazioalbello Non di solo pane, ADI Lombardia Council Member

Student Section Jury Advisor: Maria Rosa Franzin | Goldsmith artist and professor, AGC Committee president

coordinated by

Eliana Negroni | Gioielli in Fermento project curator

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### Entry registration :

- [Online](#) registration from January 15 until **February 28. 2015**
- Mailto [gioiellinfermento2015@gmail.com](mailto:gioiellinfermento2015@gmail.com) for photos and text attachments only (doc / txt / odt ; caps lock text NOT accepted) preferably using [wetransfer.com](http://wetransfer.com) o [dropbox.com](http://dropbox.com)
- Registration Fee (to be sent online by credit card or paypal) **see attachment**

### Entry data for publishing : please use [online form](#) only

- title, materials, techniques, of entry - english text (italian translation optional)
- concept description (no more than 600 characters) - english text (italian translation optional)
- total dimensions of the work

### Pictures :

- photos of entry (neutral white background, jpg file format, 300 dpi, minimum dimensions 15x15 cm)
- a photo of the artist (min. 5x5cm 300dpi) and/or of your studio, atelier, tools

### Attachment to send:

- signed personal Release Document (Liberatoria)
- *lecturer/school certification confirming student attendance (for submission to the Student Section)*
- notes concerning with Your works, statement, CV (optional)

Your registration to the Competition gives the organization permission to publish the pictures you send for promotional purposes strictly connected to this event "**Gioielli in Fermento / Jewels in Ferment**".

### Entry Pieces:

After registration deadline, the organization will inform the artists about the admission to send the piece for the admission to Gioielli in Fermento 2015

**The jury Committee will confirm by expressed communication about the admission to the competition after viewing the received works.** The materials and works not selected and not exhibited will not be used (in the rare cases where it is found not adherence between photos and object and it would be decided not to showcase, it will be given quickly notice to the author, and the work will be sent back together with a copy of the catalogue 2015 – after May 3th).

The works must arrive in adequate packaging, reusable for return shipping, and if the sale is approved (in accordance with the procedures set out in the release document), the sender must provide a suitable container to deliver the work to the customer.

By April 15th selected will be announced and list of admissions will be published online on the website [www.gioiellinfermento.com](http://www.gioiellinfermento.com)

**Please mind that pictures and information on the selected works in competition will be revealed only after the opening of the exhibition, May the 3rd - 4pm.**

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By **MARCH 30<sup>th</sup> 2015** the selected works with the original signed Disclaimer document must reach: **Negrone Eliana C/o SPV Srl** - the address for delivery will be confirmed in the admission note -

By accepting the Release document and sending the entry, the participant allows the organization of *Gioielli in Fermento/Jewels in Ferment* to manage and showcase the works for the current edition circuit (at least for 12 months), till a specific request of early return addressed by the participant.

Shipping including insurance and custom charges in both directions will be always at expense of participants (shipping expenses for return charged to the receiver)

Custom declaration (in case of): we recommend to declare “*present*” “*samples*” or “*design for contest*” for custom description and a small amount value (10 Euro)

### **Exhibition Opening and Award ceremony:**

Exhibition opening and the Award ceremony will take place on Sunday May 3 at 4pm in The Vineyard of Arts at Torre Fornello (Fornello di Ziano P. near Piacenza, Emilia Romagna Italy).

The exhibition will be open until May 20.

The awarded works will be acquired by **Torre Fornello Award Gioielli in Fermento** private collection.

A catalogue of all the selected works will be published, as part of the Vigna delle Arti books collection. The project has the patronage of the Province of Piacenza and Ziano Piacentino District.

Suitable promotion of the project will be provided with mutual collaboration with Joya Art Jewellery Fair Barcelona and Klimto2 International Art Jewellery online network.

A list of displayed pieces and values will be made available for public consultation, and reservations to buy will be communicated to the artists in question and settled by them directly at the end of the exhibition project .

The touring exhibition annual program of **Gioielli in Fermento #gallery** will involve the selected artists interested in taking part of the project and will be published online during year 2015 on [www.gioiellinfermento.com](http://www.gioiellinfermento.com) - [www.agc-it.org](http://www.agc-it.org) - [www.klimto2.net](http://www.klimto2.net) and advertised as much as possible on sector and institutional media.

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## Awards:

### Premio Torre Fornello 2015

Individual boot participating at JOYA Barcelona Art Jewellery Fair October 2015 thanks to Torre Fornello and Joya Le Departement Art Jewellery Showroom

- awarded artists will be reported in all communication concerning their participation in JoyaBarcelona as "awarded artist Premio Torre Fornello 2015"
- The awarded works will be acquired to the **Torre Fornello Award - Gioielli in Fermento** private collection
- the Torre Fornello awarded artists will provide a customization to the Torre Fornello Award plaques of the following edition

### Gioielli in Fermento 2015 special mentions

Special mentions might be assigned by AGC, JOYA, Klimto2, SBLUspazioalbello to the most interesting works.

A couple of further awards will be assigned for Gioielli in Fermento 2015, consisting in the online publishing of the artist profile (new or annual renewal) on Klimto2.net network.

### Gioielli in Fermento 2015 Award Student Section

A special section this year will be dedicated to students (students graduated in 2014 or attending a course of studies or master in art, jewellery design, gold/metalsmithing, or equivalent techniques - student attendance to be confirmed by lecturer/school and sent with submission).

Under the advise of Prof. Maria Rosa Franzin, AGC Membership Contemporary jewellery Italian association membership, with online individual profile opened in the designer section, will be granted to the winner/s.

for further informations, please visit the following:

[www.gioeillinfermento.com](http://www.gioeillinfermento.com)

<http://gioeillinfermento.com/gioielli-in-fermento-2015/>

<http://www.agc-it.org/eventi/>

[http://www.klimto2.com/Gioielli in Fermento](http://www.klimto2.com/Gioielli%20in%20Fermento)

facebook page **Gioielli in Fermento**

twitter and instagram **@Jewelsinferment**

**Gioielli in Fermento®** Progetto a cura di

Eliana Negroni

email. [gioeillinfermento@gmail.com](mailto:gioeillinfermento@gmail.com)

web. [www.gioeillinfermento.com](http://www.gioeillinfermento.com)

faceBook page. Esposizione Gioielli in Fermento

twitter. instagram. [@Jewelsinferment](https://twitter.com/Jewelsinferment)

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## fees and deadlines

REGISTRATION FEES :

BASIC FEE .....	60 EURO
AGC MEMBER .....	40 EURO
STUDENT .....	40 EURO <i>online registration followed by lecturer/school certification of student attendance</i>

With ALL FEES the registered author will receive a copy of the Catalogue *Gioielli in Fermento 2015*, in any case, whether selected or not.

**For non corresponding fees, registration will be suspended till correct integration or, after deadline, it will be cancelled without any refund.**

**SO, MIND THE DEADLINES:**

**NOW ! →**

**LET'S FOUND OUT MORE ABOUT THE PROJECT  
AND DOWNLOAD DOCUMENTS**

**FROM JAN.15  
TO FEB.28 →**

**ON LINE REGISTRATION  
REGISTRATION FEE AND SEND PICTURES**

**BY MARCH 30 →**

**SEND THE WORK**

**BY APRIL 15 →**

**ADMISSION**

**MAY 3 →**

**AWARD CEREMONY AND EXHIBITION OPENING**

**MAY 4 TO 20 →**

**EXHIBITION**