

Fornello di Ziano, October 2014



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 about **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 goldsmiths artists, 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.

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.

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) 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) 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.



Gioielli in Fermento 2015 information

With the collaboration of **AGC Associazione Gioiello Contemporaneo** Italian association for contemporary jewellery
JOYA International Contemporary 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

International Jury Committee (guests from Italy, Spain, US)

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 Contemporary 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

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)

institutional patronages requested

Regione Emilia Romagna

Comune/Provincia Piacenza

Comuni ValTidone (Ziano Piacentino, Borgonovo, Sarmato, Pianello, Nibbiano)

Catalogue (800 copies and digital version)

website and social networks profiles :

www.gioiellinfermento.com

@Jewelsinferment #gioiellinfermento2015 #awinetale #unconventionaljewellery #foodforYourSoul

synergies of the institutional profiles on dedicated networks :

wine branch (by Torre Fornello press office)

contemporary jewellery (by Gioielli in Fermento press office)

for further informations and the announcement, please visit the following online:

www.gioiellinfermento.com

www.agc-it.org/eventi



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



www.torrefornello.it

agc

associazione gioiello contemporaneo
space for innovation

www.agc-it.org



www.eliananegroni.wordpress.com



www.joyabarcelona.com

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www.klimto2.net



www.sblunondisolopane.tumblr.com



www.spv.it

Gioielli in Fermento® Progetto a cura di
Eliana Negroni

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