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从塔兰托金饰到宝格丽珠宝：意大利馆珠宝展诠释古今意式手工艺精粹

上海，2010年10月12日——一个绝美的意大利珠宝展将于今天在意大利馆二层展区揭开其神秘的面纱，向大家展示意大利古往今来的手工艺精粹。本次珠宝展将展示来自意大利南部塔兰托考古博物馆的珍贵珠宝，以及来自宝格丽博物馆的炫丽藏品。塔兰托金饰展将从本月2日开始一直持续到世博会结束，展出作品的年代从公元前600年一直跨越到公元19世纪，可谓是意大利卓越设计才华的一个完美力证。

塔兰托考古博物馆本次提供的这八十件精美饰物是珍贵的历史见证，展品完美体现了公元前4世纪至1世纪期间，塔兰托这座古希腊重要城市中的贵重金属加工尤其是金饰制作水平；而且也充分体现了这一时期在整个历史上留下的辉煌印记。本次的展品包括镶嵌有各类宝石的金戒指、皇冠、耳环和手镯等。这些首饰包含了深刻的象征意味，供生时佩戴或作死后陪葬的用途，如珍贵材料镀上超细金箔制成的陪葬皇冠等。

本次与塔兰托金饰杰作联袂展出的，还有来自宝格丽博物馆的珍贵藏品。宝格丽凭借其经典传承融合现代完美的风格闻名于世，在珠宝领域可谓是独树一帜。宝格丽的珠宝作品数量众多，原汁原味的丰沛色彩组合，打造了独一无二的“宝格丽风格”，诞生了众多非凡的艺术作品。本次宝格丽珠宝展将展出近40件上世纪20年代至90年代独一无二的作品，其中包括Serpenti系列最初的一批手镯及手表藏品，标志着宝格丽在钟表制作方面的最初成就。其他的藏品包括著名的Tubogas系列的众多珠宝，Tubogas系列以经典的瓦斯管设计而闻名，利用弹性金属打造漩涡型曲线，制作过程极为复杂，需要极端精细的手工艺。宝格丽珠宝的复杂精细与极致奢华“俘获”了万千大众，培养了一批忠实的品牌拥护者，这其中不仅有皇室成员，也有好莱坞影星，如索菲亚·罗兰、奥黛丽·赫本、伊丽莎白·泰勒，莎朗·斯通、杨紫琼、查理兹·塞隆、妮可·基德曼、张梓琳、马艳丽、吕燕、李小璐和黄豆豆等。

“意大利的奢华珠宝，与以同样的风格与优雅气质定义的意式生活，可谓是如出一辙。”2010年上海世博会意大利政府总代表贝良米诺·昆迭里(Beniamino Quintieri)先生表示，“这次展览体现了意大利设计的创造力与卓越品质，同时也彰显了我们的设计师们精湛的技艺，以及他们为意大利工艺扬名世界做出的重要贡献。”

意大利文化遗产及文化活动部文物管理与开发司司长玛利奥·瑞斯卡先生表示：“此次展览再次证明我司致力于推广和开发我国丰富的文化遗产资源这一路线的正确性，而一流私人企业的合作也同样重要。”

珠宝设计工艺在意大利的历史源远流长、种类丰富多样，充满激情。这一工艺的历史可以追溯到三千年前的伊特鲁里亚人，他们生活在今天的托斯卡纳地区，他们制作的饰品之精美，以及珠宝与金属加工工艺之完美无可企及。此次展览是意大利悠久手工艺传统的生动写照，正是它使意大利数百



年来永葆珠宝设计领域的杰出地位。今天，意大利继续演绎着欧洲珠宝行业的动力源泉的身份，继续徜徉于古典与现代风格之间，书写着时尚艺术的历史。

For immediate distribution

From the Gold of Taranto to the Gems of Bulgari: The magnificence of Italian craftsmanship from past to present

Shanghai, October 12 2010 – Demonstrating the magnificence of Italian craftsmanship throughout the ages, an exhibition of the finest Italian jewellery opens today on the second floor of the Italian Pavilion. Gems and precious metals from the Archaeological Museum of Taranto in southern Italy will be displayed alongside an exquisite selection of items from Bulgari's Museum Collection. Running from October 2 to 31, the exhibition – “Gold of Taranto” – features pieces dating from 600 B.C. to the 19th century – a powerful testament to Italy's continued design excellence.

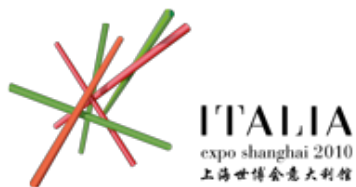
The 80 pieces of fine goldsmithery on loan from the Archaeological Museum of Taranto constitute not only invaluable historical testimony to how the working of precious metals, particularly gold, evolved in this important city of the Magna Grecia between the 4th and 1st century B.C., but also fully embody the splendour of the period. Gold rings with engraved stones, diadems, earrings and bracelets are among the works on display. Worn in life as in death, some of these objects are imbued with profound symbolic meaning, such as the funerary crowns made of ultra-fine gold leaf gilded onto precious materials.

Exhibited alongside masterpieces from the “Gold of Taranto” will be the Bulgari Museum Collection. Bulgari established itself as a jeweler with a distinctive talent in integrating classical and contemporary styles. The sense of volume and original chromatic combinations became the distinctive features of the ‘Bulgari style’, and gave rise to extraordinary works of art. Approximately 40 one-of-a-kind jewels, created between the ‘20s and ‘90s will be exhibited, including several of the first bracelets and watches from the Serpenti collection, which marked the beginning of Bulgari's success in the watchmaker's art. Other items of great interest include a number of classic jewels from the famous Tubogas line, with its signature flexible metal weave of two tubular chains, whose absence of soldering requires an enormous amount of meticulous craftsmanship. The intricacy and luxury of Bulgari jewels have captured the hearts of many, cultivating a strong following among Royalty, Hollywood sirens like Sophia Loren, Audrey Hepburn and Elizabeth Taylor and present stars, like Sharon Stone, Michelle Yeoh, Charlize Theron, Nicole Kidman, Zhang Zilin, Ma Yanli, Lv Yan, Li Xiaolu, and Huang Doudou.

“Italian luxury jewellery is synonymous with the same style and elegance that defines the Italian way of life,” expressed Beniamino Quintieri, Commissioner General of the Italian Pavilion. “A strong illustration of Italian creativity and excellence in design, this exhibition also highlights the outstanding technical skills of our designers and the fundamental role this has played in creating our world-leading reputation.”

“This exhibition – Mario Resca, Director General for the Promotion of Cultural Heritage of MiBAC (Ministry of Cultural Heritage and Activities) declared – demonstrates once again that the way my department has taken to promote and improve our great cultural heritage is right, thanks also to the collaboration with first-level individuals and enterprises.”

Jewellery design enjoys a rich, diverse and passionate history in Italy. Stemming back three thousand years to the Etruscans who populated present-day Tuscany, many feel the beauty and perfection of technique they achieved working with gems and metals has never been matched. This exhibition is a vivid portrayal of the strong tradition of craftsmanship that has enabled Italy to maintain its preeminent position in jewellery design over the centuries. Today, Italy – the powerhouse of the European jewellery industry – continues to make fashion history with both classical and contemporary styles.



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