



mercanteinfiera

Press Release

FESTIVAL OF ONLINE MERCANTEINFIERA EVENTS LAUNCHES TUESDAY 16 MARCH

Dazzi: "not just a temporary necessity, but a narrative vehicle for the fair that will stand the test of time"

(Parma, 10 March) - "**Mercante and its world. A festival of events combining the virtual and real**" is conceived by Fiere di Parma and will open on Tuesday March 16.

This "virtual" initiative will showcase a range of "real" topics to enrich the debate in all fields that find a natural home in the Mercanteinfiera universe: from design to the history of costume, from fashion and costume jewellery to antiques. The online events will feature entrepreneurs, industry experts, collectors and journalists.

*"This talk format - says **Ilaria Dazzi**, Mercanteinfiera Brand Manager - is not just a temporary necessity. It is actually a new narrative vehicle for the fair that will stand the test of time".*

It starts on Tuesday March 16 (at 17:00 CET) with "**Glamour "Made in Italy": History and perspectives**".

Where next for fashion in the post-COVID world? What are the winning elements of our past that we cannot do without? Plus: the new Gucci campaign pays homage to American designer Ken Scott; in his Philosophy collection, Lorenzo Serafini reimagines the '80s woman: so what role does vintage play in the current scenario, and does it still make sense to talk in terms of fashion trends?

Joining the conversation will be **Lucia Mantero**, at the helm of textile company Mantero di Como since 2011 (with his brother Franco); **Fulvio Alvisi**, Lecturer in textile design at the Istituto Europeo di Design in Milan; **Franco Jacassi**, owner of historic Milanese shop Vintage Delirium and **Paolo Aquilini**, Director of the Como Silk Museum, who will be discussing how digitisation is helping preserve the traditions associated with the world's most famous animal protein fibre.

Tuesday 30 March (17:00 CET) is the turn of "**Brilliant illusions. A digital foray into the world of American costume jewellery**".

Often diminished to no more than its aesthetic value, costume jewellery has in fact profoundly shaped the history of Italian and American fashion and made a meaningful contribution to women's emancipation. Our guides will be **Maria Teresa Cannizzaro**, Chair of the cultural association Passato e Futuro - Italian section of the Vintage Fashion & Costume Jewelry Club; and Vice Chair **Fiorella Operto**, with a specific focus on Kenneth Jay Lane. A friend of Andy Warhol, the American costume-jewellery maker imbued his "off-the-shelf" pieces with the democratic spirit of the times: "If a diamond is forever, faux gems are for everyone".

Why is it that a crown adorns the head of Miss America each year? What stories hide behind this symbol of unattainable royalty? **Paola Pennetta**, journalist, author of the blog Lady Violet's Sofa and expert on the English royal family, guides us through the world of costume-jewellery

designers such as Pell (Pellegrino Gaeta) and Trifari. And if there is “a personal touch” in collecting, Miriam Haskell expert and collector **Daniela Russo** will reveal it.

Mercanteinfiera is an internationally recognised art, antiques and historical-design event. The first of **April's** talks (date TBC) will be “**Digital art and antiques: results and outlooks post-COVID**” followed by “**D for design. The alphabet of a style that has revolutionised tastes and trends.**”

The first event features **Stefano Vannucchi**, founder of the Antico Antico sales platform for antiques and antique art; and **Livia Napoleone**, founder of Italian vintage furniture marketplace Indondo. As well as the direct experience of successful online art dealers, **Andrea Maulini**, Lecturer in marketing at the University of Bologna and **Guido Guerzoni**, Lecturer in museum management at Bocconi University and co-founder of the B2G sales strategy will be discussing the potential of technology in these areas.

Italian furniture design can meet all home decor needs, with items that combine beauty and high quality. This has always been the key to its success. But what potential pitfalls lie ahead, for example, with the ongoing development of “total look”?

Discussing this question for the **fourth and final event** will be **Aurelio Magistà**, journalist, Director of RepDesign (a supplement to La Repubblica newspaper) and Lecturer at the IULM University in Milan, together with **Lorenza Luti**, Marketing Director of Kartell. **Alba Cappellellieri**, Lecturer in jewellery and accessory design at the Polytechnic University of Milan and Director of the Museo del Gioiello in Vicenza, will then join us to explore certain facets of the jewellery world: design, history, and the living presence of a museum.

Closing the event will be Damiano Gulli, Public Program Head Curator of the Triennale, reflecting on how the scope of the Museo del Design Italiano extends beyond iconic pieces and collections to interpret today’s issues and needs.

To watch the events (for free), simply visit the website www.mercanteinfiera.it, and click on the relevant link under “*Eventi*”.

PRESS OFFICE

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EVENTS CALENDAR

16 March, 17:00 CET - “Glamour “Made in Italy”: History and perspectives”.

30 March, 17:00 CET - Brilliant illusions. A digital foray into the world of American costume jewellery.

April (date TBC) - Digital art and antiques: results and outlooks post-COVID

April (date TBC) - D for design. The alphabet of a style that revolutionised tastes and trends