

JEWELRY

## Buccellati, Milan-based goldsmith school team up to preserve Italian tradition

March 23, 2023



*Top performing students in the Buccellati x Scuola Orafa Ambrosiana Masters of Goldsmith Arts program are offered positions in the brand's workshops. Image credit: Buccellati*

By LUXURY DAILY NEWS SERVICE

Italian jeweler **Buccellati** is ensuring that the artisanal traditions of the Renaissance will be available to future generations.

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The brand has partnered with La Scuola Orafa Ambrosiana in Milan to create a masters degree in goldsmith arts, comprising courses in goldsmithing, engraving, embossing and chiseling and microscope encasing.

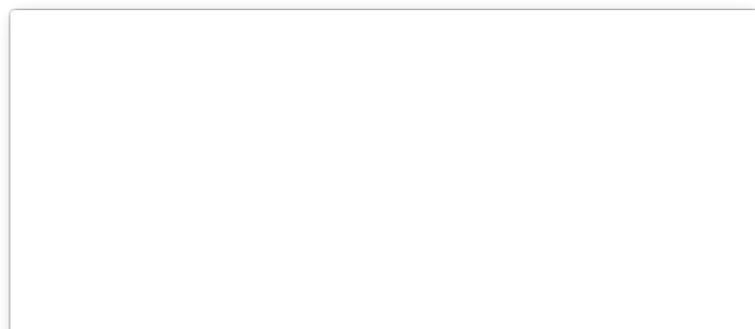
The program answers the industry demand for new skilled jewelers as major houses expand their production sites throughout Italy and beyond.

Forging ahead

Founded in 1995, La Scuola Orafa Ambrosiana recognizes the growing need for highly specialized workers in the fields of goldsmithing and jewelry making.

Major houses such as Buccellati and peers Bulgari, Cartier and Pomellato are expanding their presence in Milan and the surrounding Lombardy region as well as in Turin and the Valenza goldsmithing district near Piedmont.

Semi-annually, Buccellati offers the top six performers in the masters program not only financial support but the opportunity to join its workshops.



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A post shared by Buccellati (@buccellatimilan)

Each of the program's units comprises 130 hours. La Scuola Orafa Ambrosiana, which has a twin school in Tokyo, works with fellow area institutions such as Milan's Polytechnic University of Milan and the Marangoni Institute of fashion and design.

Buccellati's co-creative director, Lucrezia Buccellati Wildenstein, a *Luxury Daily* 2023 Woman to Watch, noted the challenge of balancing the brand's DNA with the constant ingenuity required to engage new audiences and adapt to new trends. She also predicts an increasing demand for special and one-of-a-kind jewelry pieces ([see story](#)).

This is a balance that students in the Buccellati x Scuola Orafa Ambrosiana program seem to be successfully striking.

In a short video introducing the program, students describe the satisfaction they derive in applying the time-tested artisanry learned from the curriculum while leaving their own unique imprint on each piece that they create.

Such distinctiveness is a hallmark of the brand itself says Raffaella, a goldsmith associated with the school.

"When you look at a Buccellati jewel, you recognize it immediately, and that is what makes the difference," she said.

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