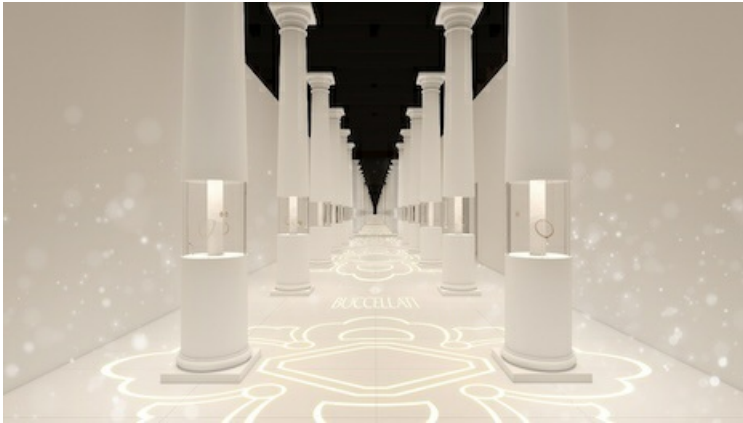


JEWELRY

# Buccellati hosts retrospective exhibition during Venice Biennale

May 10, 2024



The activation's title, *"The Prince of Goldsmiths,"* draws from Italian author Gabriele d'Annunzio's description of the maison's founder. Image credit: Richemont

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By LUXURY DAILY NEWS SERVICE

Italian jeweler Buccellati is celebrating pieces from its past.

A retrospective show covers more than a century of the brand's history, placing 20th-century creations in a showcase called "The Prince of Goldsmiths." Open now through June 18, 2024, the immersive exhibition is curated by Alba Cappellieri, an Italian architect, critic and jewelry design director at the Milan Polytechnic.

"The classics offer the pleasure of rediscovery, evoking worlds of beauty, elegance, art and nature beyond time," said Andrea Buccellati, creative director of [Buccellati](#), in a statement.

"Reinterpreting them means reinterpreting millennial traditions, materials and forms with an always up-to-date look," Mr. Buccellati said. "This is the aim of the exhibition, which becomes for us an even more precious moment as it is hosted in the evocative setting of Venice.

"The classics are a bridge thrown between the past and the future and are also evidence of an original style to be perpetuated in times to come."

## Back in time

Four themes dominate the Buccellati activation, which went live on April 18, coinciding with the current Venice Biennale season.

Upon arrival at *Officine 800*, a new warehouse event space situated on the edge of Venice's Giudecca Canal, four distinct exhibition areas guide visitors.

"Generations," the first room, details the maison's history, from its founding and initial artistry by Mario Buccellati to the modern-day creations of Andrea Buccellati, a third-generation creative director.

The following chamber, titled "Manmade Wonders," showcases silver and gold accessories from the archives.

*Buccellati presents "The Prince of Goldsmiths, Rediscovering the Classics"*

"Natural Wonders," the third of four displays, presents rare high jewelry and silverware works crafted from Buccellati's founding

year in 1919, while a final gallery positions a selection of the brand's emblematic product lines parallel with classical myths.

To attend, visitors must register [online](#). The maison has also released a digital version of "The Prince of Goldsmiths" on its [website](#).

As the summer months commence, luxury jewelry houses are launching activations around the globe ([see story](#)).

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