

ARTS AND ENTERTAINMENT

Buccellati brings retrospective show to Shanghai

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*Italian professor Alba Cappellieri curated the show. Image credit: Buccellati*

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Italian jeweler Buccellati is continuing its exploration of its past.

A new exhibition expands on the brand's first show at the Venice Biennale and is entitled "The Prince of Goldsmiths. Buccellati Rediscovering the Classics." The presentation offers an immersive look at the brand's heritage and is on view until Jan. 5, 2026, at the Shanghai Exhibition Centre.

"We are delighted to present the second edition of 'The Prince of Goldsmiths' exhibition in Shanghai," said Nicolas Luchsinger, chief executive officer of **Buccellati**, in a statement.

"As a key market for our maison, China's passion for craftsmanship inspires us, and we are excited to continue our journey here with this important event."

Journey through time

The exhibition's name is drawn from brand founder Mario Buccellati's 1936 epithet "The Prince of Goldsmiths," a nickname given by Italian author Gabriele d'Annunzio.

The exhibition features multimedia installations that marry archival pieces with visual and digital components.



The exhibition underscores the brand's relationship to the arts and natural world. Image credit: Buccellati

Visitors begin the experience in the "Buccellati Generations Room," which features four brooches that chart the family's evolving design aesthetic through the years. Archival photos, documents and personal objects further explore the family's relationship with the brand.

In "Manmade Wonders," three dedicated rooms explore the relationships between the maison's pieces and the art world. There are couture-inspired items, handbags, cigarette cases and a collection of silver cups created by Mario and Gianmaria Buccellati.

These pieces are followed by the exhibition's "Natural Wonders" section, which explores the designs created as a result of the botanical world. An assortment of tools and techniques highlights the brand's craftsmanship while a film by Italian video artist and film director Yuri Ancarani details the Mosaico collection.

"A decade after our arrival in China's Mainland, we are thrilled to return to Shanghai, presenting an exhibition that reveals Buccellati's heart and soul," said the Buccellati family, in a statement.

"We believe that the Chinese market, with its deep appreciation for beauty and history, will resonate with the timeless artistry that defines our maison."

Italian event company Balich Wonder Studio created the show's concept and handled production, while Italian professor Alba Cappellieri curated the show. Buccellati first debuted its exhibition at the Venice Biennale in 2024 ([see story](#)).

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