



BUCCELLATI

MILANO DAL 1919

'THE PRINCE OF GOLDSMITHS. BUCCELLATI REDISCOVERING THE CLASSICS' ON DISPLAY IN SHANGHAI



AFTER THE SUCCESS OF VENICE IN 2024, BUCCELLATI PRESENTS AN IMPORTANT RETROSPECTIVE ON THE MAISON IN CHINA IN A SPECTACULAR EXHIBITION

7 December 2025 - 5 January 2026, Shanghai
Shanghai Exhibition Center

In the heart of the city's luxury district, the Shanghai Exhibition Center will be home to *The Prince of Goldsmiths. Buccellati Rediscovering the Classics* exhibition - an immersive journey into the Maison's exceptional artistic and artisanal heritage - from 7 December 2025 to 5 January 2026.

The title of the exhibition echoes Gabriele D'Annunzio's nickname for Mario Buccellati in 1936: "*The Prince of Goldsmiths*", recognising his mastery in transforming precious metals into timeless works of art. Almost a century later, the retrospective exhibition in Shanghai tells the story of the Maison's stylistic evolution in a dialogue between art and nature, tradition and modernity.

INFO@BUCCELLATI.COM



BUCCELLATI

MILANO DAL 1919

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

"We are delighted to present the second edition of 'The Prince of Goldsmiths' exhibition in Shanghai. 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," declares Nicolas Luchsinger, CEO of the Maison.

Following the success of the first edition in Venice in 2024, the exhibition is coming to the Chinese metropolis, retaining the same curatorial vision and exhibition concept. This new stage enriches and deepens the narrative of the Buccellati Family, the Maison's artistic and historical heritage, expanding the sections dedicated to Buccellati's collections and iconic creations. Both exhibitions are the work of Balich Wonder Studio, which is responsible for the creative concept and executive production, and curated by Alba Cappellieri, who selected the jewellery and silverware on display. The exhibition combines classic stylistic elements such as columns, symmetry and harmonious proportions with multimedia visual language, revealing the origins of Buccellati's masterpieces and the refinement of techniques passed down through four generations - reinterpreting the classic through a contemporary perspective.

"Bringing The Prince of Goldsmiths to Shanghai represents an exciting new chapter in this extraordinary journey. Following the success in Venice, we are delighted to accompany the Maison in a cultural dialogue that transcends borders and celebrates the artisanal excellence of Buccellati's goldsmithing tradition in one of the most vibrant and sophisticated settings in the world," says Marco Balich, Chairman of Balich Wonder Studio.

Claudio Sbragion, Creative Director at Balich Wonder Studio, who has been overseeing the brand's projects for years, adds: *"The exhibition is a constantly evolving project, just like Buccellati's immense heritage. This represents an extraordinary creative opportunity for us: on the one hand, to showcase new relationships between the Maison's creations and the Italian works of art that inspired their aesthetic traits; on the other, to imagine unprecedented digital interactions capable of enhancing Buccellati's latest creations in surprising ways".*

The exhibition itinerary

The exhibition begins with *The Buccellati Generations* section, an introductory room where the butterfly - symbol of transformation and continuity - guides visitors through a reflection on time and identity. Four brooches, designed by Mario, Gianmaria, Andrea and Lucrezia Buccellati, illustrate the Maison's stylistic evolution through the generations.

This leads to a more intimate space, designed as an evocative reconstruction of the Buccellati family's private study. *An Italian Family Story* displays vintage photographs, historical documents and personal items, exhibited

INFO@BUCCELLATI.COM



BUCCELLATI

MILANO DAL 1919

in an intimate setting which makes tangible the enduring commitment of an Italian Family, whose role has been, and remains, central to the Maison's development and the preservation of its heritage.

The exhibition continues with *Manmade Wonders*, three themed rooms exploring the beauty of the Buccellati's creations in their dialogue with the arts. . The first, *Wonders for Special Occasions*, celebrates the couture-inspired interpretations of three generations of Buccellati. Here, a selection of historic cosmetic bags and handbags interacts with contemporary clutches, enhanced by animated projections that highlight incisions and decorative details. The second room in the sequence, *Wonders of Beauty and Proportions*, celebrates the deep connection between the art of goldsmithing and the formal rigour of architecture. Powder compact, cigarette case and silver boxes decorated with geometric incisions recall architectural motifs, Renaissance patterns and urban landscapes. The third area, *Wonders from the Past*, is a tribute to archaeology and classical antiquity, featuring a collection of silver Boscoreale cups created by Mario and Gianmaria Buccellati.

Visitors then enter the *Natural Wonders* section, an immersive room that celebrates nature as Buccellati's eternal muse and inexhaustible source of inspiration. Projected arches, inspired by Renaissance botanicals, frame silver flowers and leaves from the Nature collection, suspended against a constantly moving video backdrop. On either side, tableaux vivants display decorative objects inspired by the natural world, including the famous Furry Animals, while Murano glass vases, the result of a collaboration with Venini, stand out in the side niches.

An immersive corridor, *The Buccellati Craftsmanship*, leads visitors into the beating heart of Buccellati's savoir-faire. The tools, gestures and techniques of the goldsmith's art come to life inside octagonal kaleidoscopes with mirror effects. The tour culminates with the screening of Yuri Ancarani's arthouse film: a poetic tribute to the beauty of the Mosaico collection.

The last, most monumental room in the exhibition is *The Gallery of The Icons*, a metaphysical gallery suspended between past and future, a symbolic space that celebrates Buccellati's most iconic creations. Crossing the threshold, visitors enter an immaculate space lined with classic white columns, where historical and contemporary masterpieces of high jewellery from 1920 to the present day are displayed in an immersive projection show that spans a century of creations, revealing the timeless soul of the Buccellati Maison.

####

NOTES TO EDITORS

BUCCELLATI

Buccellati is a renowned high jewellery and silverware brand, admired for the craftsmanship and uniqueness of its creations. They are characterised by the use of rare stones with extraordinary colours, mixed with white and yellow gold, all gracefully engraved like lace. Today, Buccellati jewellery stands out for the design and the techniques used to produce it, such as the hand engraving technique, dating back to the ancient goldsmith traditions of Italian workshops during the Renaissance. The shapes of the collections are all inspired by the designs of the historical archive and the very first creations of the founder, Mario Buccellati. Today, the Maison is owned 100% by Richemont, but members of the Buccellati family: Andrea, MariaCristina, Luca and Lucrezia are still present in the business with top-level managerial roles. Buccellati boutiques are found in major cities and in the world's most prestigious malls.

INFO@BUCCELLATI.COM



BUCCELLATI

MILANO DAL 1919

BALICH WONDER STUDIO

Balich Wonder Studio is one of the leading live entertainment groups in the creation and production of live experiences, bringing visionary projects with long-term value to life; from large-scale ceremonies to immersive shows, from brand events to exhibitions to experiences that transform the territory. Balich Wonder Studio's approach puts emotions first, through unique creativity and flawless execution. Founded in 2013, the Group relies on the talent and expertise of a multicultural team of over 280 people from 20 countries. It operates in Europe and the Middle East through four divisions: Ceremonies, Brand Experiences, Destination Experiences and Immersive Show. In 2023, a majority stake in Balich Wonder Studio was acquired by Banijay, a leading media and entertainment company with 130 labels in 21 territories worldwide. www.balichws.com

ALBA CAPPELLIERI

Alba Cappellieri, Ph.D., is a full professor at the Politecnico di Milano, where she is director of the international Master's programme in Jewellery & Accessories Design. She is a member of the Scientific Committee of the Ecole Van Cleef & Arpels in Paris, the Gijs Bakker Foundation in Amsterdam, the Cologni Foundation in Milan, and the De Beers New Talents Awards in Gaborone. From 2013 to 2016, she taught Design for Innovation at Stanford University. In 2014, she founded and directed the Jewellery Museum in Vicenza until 2021. She has curated numerous international exhibitions and her most recent publications include: Van Cleef & Arpels: Time, Nature, Love (Skira 2019), Gioielli. Dall'Art Nouveau al 3D Printing [Jewellery from Art Nouveau to 3D Printing] (Skira 2018), Catene, gioielli tra storia, funzione e ornamento [Chains: Jewelry in History, Function and Ornament] (Silvana Editoriale 2018).

OUT THERE AGENCY

Founded in 2012, Out There is an independent creative and media agency, an international network of professionals with extensive experience in the fashion and luxury sector. Based in Milan, but maintaining an international approach, Out There offers comprehensive communication strategies and campaigns for brands operating in the luxury market, enhancing their essence both online and offline. Out There develops tailor-made communication strategies and supports brands at every stage of the process, from creative concept to production and distribution across traditional and digital media, integrating immersive technologies to design forward-thinking communication plans. Out There is part of SkyBird S.p.A. Outthere360.com