



press release no. 2

## VO VINTAGE 2022: FROM 9<sup>TH</sup> TO 11<sup>TH</sup> SEPTEMBER, VICENZAORO RENEWS THE PASSION FOR VINTAGE WATCHES AND JEWELLERY

- The third edition of Italian Exhibition Group's event dedicated to vintage watches and jewellery during Vicenzaoro September.
- The community of enthusiasts will join watchmaking *opinion leaders* and experts in watch techniques and history: from Sandro Fratini (with son, Giulio) and Auro Montanari, among the world's most well-known collectors, to top dealers like Robert Maron Watches.
- For the first time at *VO Vintage*, Andrea Foffi with an unprecedented exhibition of a veritable wristwatch icon: the Omega Speedmaster.

[www.vicenzaoro.com/it/vicenzaoro-vintage](http://www.vicenzaoro.com/it/vicenzaoro-vintage)

Vicenza (Italy), 5<sup>th</sup> July 2022 – **VO Vintage**, Italian Exhibition Group's fine vintage watch and jewellery lounge, will be back in **Vicenza** with numerous new features. **From 9<sup>th</sup> to 11<sup>th</sup> September, during Vicenzaoro September** (9-13 September), **the third edition** of the event will offer the community of collectors, dealers and enthusiasts the chance to admire and wear unique objects that bear the value of time as well as to increase their technical skills and exchange views with opinion leaders and watchmaking historians.

### THE FINE VINTAGE WATCH AND JEWELLERY COMMUNITY IN A STAR ROLE

**In a elegant and secure setting in full privacy**, in the foyer of IEG's **Expo Centre**, a unique opportunity for a face-to-face encounter with collectors of the calibre of **Sandro Fratini**, with his son Giulio, and **Auro Montanari**; opinion leaders from the worlds of watchmaking, such as **Bruno Bergamaschi** (aka Giorgione), and Fashion and Lifestyle, such as **Alessandro Squarzi**; the most renowned experts in watchmaking technique and history, such as Professor **Ugo Pancani** from the **FHH - Fondation de la Haute Horlogerie** in Geneva; and great masters of watchmaking, such as **Luca Soprana**.

At *VO Vintage* the public will be able to meet **exhibitors** such as new entry top dealers **Robert Maron Watches** and **Andrea Foffi with Hipster**, and re-confirmations such as **Lucas Relogios** and **Luigi Loiero's Lo Time** for watchmaking; **Ela Antichità**, **Karma Pearls Limited**, **Montegrandi**, **Francesco Pontillo's F&F**, **Barbara Bassi** and **Art Decò Bijoux** for vintage and high jewellery.

In addition to these, *VO Vintage* has selected a number of independent, contemporary haute horlogerie brands from the **AHCI** (Académie Horlogère des Créateurs Indépendants). In fact, in Vicenza, contemporary and vintage will go hand in hand thanks to the concurrence and expertise of Vicenzaoro, a top event for global jewellery with an international community of professional visitors from over 120 countries, which provides a prestigious setting for the event.

### SPEEDMASTER, THE STORY OF AN ICON

From book to exhibition, a double new entry for *VO Vintage 2022*. "**Magister Speedmaster Exhibition. Birth and evolution of an Icon**" is the exclusive exhibition that **Andrea Foffi**, for the first time at *VO Vintage*, will organise at Vicenza Expo Centre with 15 timepieces from his private collection to round up the history of the Speedmaster: from its debut in 1943 with an evergreen movement designed by Albert Piguet, right up to present day. Seven pairs for seven icons: the original and its modern "re-edition". A journey that ends with the platinum model made to commemorate the 25<sup>th</sup> anniversary of the Apollo XI moon landing in 1969. The collector, who described the myths and secrets in meticulous detail in the book "Magister, a Unique Andrea Foffi Speedmaster Selection" in 2021, combines history and contemporaneity. The observer has the pleasure

of discovering the similarities and differences and understanding how the models being made today are an integral part of a story that began long ago and is destined to last through time.

#### **WATCHMAKING CULTURE, THE VALUE OF VO VINTAGE**

The community's passion and desire for knowledge can count on a format based on training and information through a full programme of sessions and meetings with experts, opinion leaders and protagonists from the world of watches and jewellery. **Central to VO Vintage is the sector's culture** with talks and masterclasses that will give everyone, from collectors to first-timers who will experience the beauty of fine timepieces, the opportunity to increase their knowledge and skills. Scheduled events will include **FHH** classes held by Professor **Ugo Pancani** on vintage watchmaking topics, such as proper maintenance. Among the talks, a dialogue on "Past, present and future of watchmaking" with **Sandro and Giulio Fratini, Alessandro Squarzi** and **Maurizio De Angelis** and with **Luca Soprana, Mo Coppoletta** and **Auro Montanari** on "Watchmaking trends, between mechanical savoir faire and the author's aesthetic style". **Bruno Bergamaschi** from the **WatchHouse** forum will moderate some conversations, while **Stefano Mazzariol** will hold a new edition of the "New Master" course.

#### **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, Brazil and India, **for example** – now sees the company positioned among the top European operators in the sector.

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