



10 - 14 September 2021 Vicenza | Italy

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PRESS

VICENZAORO SEPTEMBER 2021, THE SHOW LAYOUT

Vicenza, 10th-14th September 2020 – A **layout organized into communities**, an expression of the sector's entire supply chain, from gold manufacturing to high jewellery, from fashion jewellery to gems and packaging, for an event that re-opens Vicenza's Expo Centre to all the sector's international industry and business community. And that's not all.

Back with Vicenzaoro September will be T.GOLD, the show dedicated to the very best of jewellery machinery manufacturing and technologies applied to gold and jewellery processing, at its September debut and its first appearance inside the Vicenzaoro halls. And then, VO Vintage, returning after its first edition in January 2020, located in a special and exclusive hall on the first floor of the Expo Centre, as well as 'VO' Clock, a new area specifically reserved for contemporary watches.

An area layout, devised by IEG to provide participants with **total safety**, designed under the banner of the **#Safebusiness** protocol and the measures put into act by the group to make attending the show safe and in line with the global trade show community.

The trade show trail will alternate physical, open and inclusive, elegant and essential stands coordinated in both look&feel, able to highlight the importance of each particular skill involved in the creative process, linking the entire community thanks to showcases that enhance creativity and know-how. The ample spaces will be ideally distributed for fluid access and best use.

HALL 7 – The hall connected to the West 3 entrance will immediately greet the public with the iconic Vicenzaoro *Welcome Area* before opening up to the exhibition zone featuring companies in the **ICON** district dedicated to global brands and companies that have been able to transfer exclusiveness and value into their products and become international reference points in the gold and jewellery sector. Continuing on, visitors will find **CREATION**, which groups together companies linked to territorial businesses specialized in processing metals and precious elements. A **Boulevard** of red maples will then lead to the **Main Stage** on which events will alternate with first-rate voices in the gold and jewellery sector, from institutions to thought leaders, the media and key influencers.

HALL 6 – Entering from Hall 7, **CREATION** will extend further along the left side of Hall 6, while the other side will be reserved for **EXPRESSION**, the district that unites companies, studios and professionals that deal in visual merchandising and packaging for gold and jewellery sector products.

HALL 1 – Hall 1 will welcome visitors with a new layout and a continuation of **ICON** from Hall 7 before leading on to **LOOK**. This district, specifically for companies that work in research, innovative planning and cross-fertilization to add value and charm to precious jewellery, shifts the focus onto items inspired by dynamic fashion trends, creative energy and product design experimentation, created through a blend of precious and innovative materials.

The new **VO' CLOCK** exhibition area will be making its debut in the same Hall, a space dedicated to the world of contemporary watches where an exclusive selection of contemporary watch brands will ensure a wide offer among elegant *haute horlogerie* watches, ultra-modern and designer watches and the very latest technological models, the expression of the new concept of time.

HALL 3 – An area that will boast the exclusive presence of the **ESSENCE GEMS** community with companies specialized in the art of gem processing.

HALL 5 – This Hall will host an extension of the **ICON** community.

HALL 2 – This hall, besides giving further space to jewellery manufacturing companies in the **CREATION** district, will feature leading suppliers of semi-finished goods, clasps, mountings and elements for creating jewellery in the **CREATION COMPONENTS** section, followed by **ESSENCE ELEMENTS**, the area for companies that stand out due to their technical skills and the reliability of the raw materials used.

HALL 4 – Following the signs in the boulevards of Hall 2, visitors will be able to enter Hall 4, where the main feature will be the return of **T.GOLD** and leading companies in the production of machinery and technologies applied to the gold and jewellery world. A totally new location for this show, inserted for the first time inside the Vicenzaoro trade show area, completing the exhibition offer, which thus includes and hosts the industry's entire supply chain. The T.GOLD hall will also be welcoming the special **Start Up&Carats** area, a focus on innovation that will feature 12 certified start-ups and innovative SMEs.

HALL 8.1 – Escalators located in the lobby of the West 3 entrance and in Hall 7 lead to the Hall that will be hosting the return of **VO Vintage**, the marketplace open to a public of high-quality vintage watch and jewellery enthusiasts and collectors.

FOCUS ON ITALIAN EXHIBITION GROUP S.p.A.

Italian Exhibition Group (IEG), quotata sul Mercato Telematico Azionario organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Cina, Messico, India - che l'hanno posizionata tra i principali operatori europei del settore.

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