

First.

The jewellery supremacy

A TALK SHOW MODERATED BY MARIA CONCETTA MATTEI WILL LOOK INTO THE PATH
FOLLOWED BY GOLD IN ITS TRANSFORMATION INTO COIN AND JEWEL

FROM THE GOLD OF THE AMERICAS TO THE GLOBAL ECONOMY

A journey through legend and history via the many gold rush routes

Vicenza, 6 January 2008 - The Vicenza Fair inaugurates a structural renewal unlike any other in its sixty years of history. At the centre of this new strategy, which will come into effect with **FIRST**, the name chosen for the year's first gold jewellery exhibition from 13 to 20 January, is a planned commitment to support the whole of Italy's gold jewellery sector.

This commitment is not just economic and political, but also cultural and aims to increasingly involve the businesses that rotate around the world of gold.

The Vicenza Fair offers a chance to get to know the historical and geographical roots of gold, the genesis of the jewel, which from being a holy icon became coin and jewel, at a talk show to be held on **Saturday 19 January in Palazzo Barbaran da Porto in Vicenza**.

"From the Gold of the Americas to the Global Economy, from legend to history via the many gold rush routes": the title of the convention traces the geographic and historical path of this precious metal. From the New to the Old Continent, through a great number of transformations, gold has changed in meaning, influencing the entire world economy over the centuries.

In the historic headquarters of the Centre for Palladian Studies in Vicenza, famous names from the academic world and the Italian economic and cultural panorama will be contributing to the "Fable of Gold from the Americas", telling a fascinating story that starts with the legend of El Dorado and continues to the modern day, describing changes in the real and symbolic value of gold, from ancient times to the globalised world.

The first part of this encounter, coordinated by the journalist and television presenter **Maria Concetta Mattei**, will feature a historical reconstruction by **Geminello Alvi**, writer and economist, attentive observer of the Italian society and by **Marcello Carmagnani**, Full Professor in the History of Latin America at Turin University. The sociologist **Giampaolo Fabris** and **Giulio Sapelli**, professor of the History of Economics at Milan University will then continue the story through to the modern day.

Having travelled the length and breadth of the oceans between the Americas, Europe and Orient, a visit to the Rooms of Palazzo Barbaran da Porto will lead back to the renaissance canons and geometries of Palladian architecture with the wooden models on show in the permanent exhibition of this Vicenza building.

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