

JEWELRY

# Pomellato, Venetian Heritage preserve art history in Italy

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*The Milanese jeweler is partnering with an international nonprofit to preserve classics at Italy's Ca' d'Oro museum. Image courtesy of Pomellato*

By AMIRAH KEATON

Milanese jeweler Pomellato is extending a partnership with international nonprofit foundation Venetian Heritage in the name of art conservation.

The brand is embarking on a project that will ensure the long-term preservation and appreciation of masterpieces at a major metropolitan museum via a restoration effort kicking off in Italy this season. Pomellato has created a one-of-a-kind high jewelry piece in light of the engagement and is additionally getting involved at the Venice Film Festival.

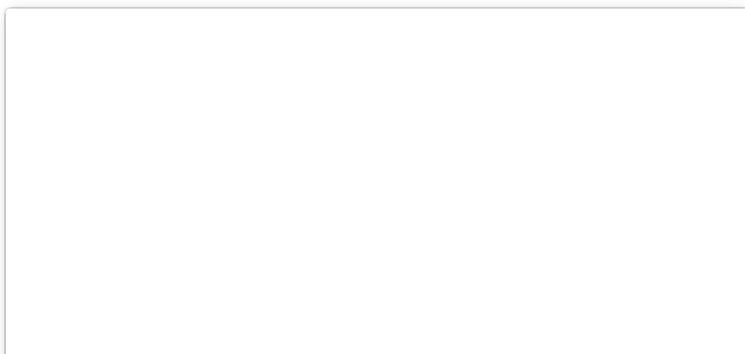
"Our collaboration with Venetian Heritage is born from our shared passion for safeguarding Italy's artistic heritage," said Sabina Belli, CEO of **Pomellato Group**, in a statement.

"By supporting the conservation of these masterpieces, we aim to ensure that future generations can continue to appreciate the genius of Italy's greatest artists."

## Pomellato shows support

Pomellato is backing the creation of five state-of-the-art display cases located in the Galleria Giorgio Franchetti alla Ca' d'Oro, helping keep centuries-old cultural relics from Italian sculptors in solid condition.

Terracotta models by Gian Lorenzo Bernini, credited with inventing the Baroque style of sculpture, will benefit from the move, as will early 17th century scenes depicting the Labors of Hercules from Roman pioneer Stefano Maderno and late Baroque works by Italian marble master Camillo Rusconi.



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A post shared by Pomellato (@pomellato)

Pomellato will bring its celebration of art and craftsmanship to the 81st Venice Film Festival, which began on Aug. 28, hosting VIPs at a gala dinner happening during the event, aimed at honoring the enduring legacy of the city of Venice.

"We are grateful for Pomellato's unwavering support and shared commitment to preserving Venice's cultural heritage," said Toto Bergamo Rossi, director of Venetian Heritage, in a statement.

"The Bernini terracotta models are a true treasure, and the new display cases will not only protect them but also enhance the viewing experience for visitors," Mr. Rossi said. "This collaboration with Pomellato is part of a larger project of Venetian Heritage dedicated to the renovation and restoration of the Galleria Giorgio Franchetti alla Ca' d'Oro Museum."

### Looping back

A new release rounds out this season of updates from Pomellato. Enveloped in diamonds, the Bernini Loupe necklace features a large, rose gold pendant.

Its veiled rock crystal gem, formed in a domed shape cut matching that of a magnifying glass, appears in similar effect to the mist that falls over Venice in the autumn months.

The high jewelry launch is available exclusively at its Venice boutique on Calle Larga XXII Marzo starting in September.



*Starting this month, the Bernini Loupe high jewelry necklace will be available exclusively at Pomellato's Venice boutique on Calle Larga XXII Marzo. Image courtesy of Pomellato*

"The Bernini Loupe necklace is an invitation to pause and appreciate up close the beauty that surrounds us, just as Bernini's models offer us a window into his creative genius," said Vincenzo Castaldo, creative director of Pomellato, in a statement.

Last year, the house lent its resources to a round of restorations Venetian Heritage called "Light and Reflections," adding the Venetian Dream necklace, which reflected architectural details found upon a landmark structure, into the mix ([see story](#)).

As far as product is concerned, Pomellato's recent acquisition of Italy's Valenza Setting Lab ([see story](#)) proves it does not plan to slow production anytime soon.

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