



JANUARY 20 - 24, 2023 Vicenza | Italy



Organized by  
**ITALIAN  
EXHIBITION  
GROUP**

PRESS

Press release

## IEG/VICENZAORO JANUARY 2023 – DAILY REPORT 2

### VO VINTAGE, WATCH CULTURE AND THE STATE OF THE ART OF THE SECOND WRIST

[www.vicenzaoro.com](http://www.vicenzaoro.com)

Vicenza, 22<sup>d</sup> January 2023 – When does the history of mechanical watchmaking begin? In Canto XXIV of Dante's Paradise, says **Ugo Pancani**, professor of mechanical and electronic watchmaking and trainer at Fondation de la Haute Horlogerie, in his speech "Italian watchmaking and its secrets" at **VO Vintage**, on the second day of **Vicenzaoro January 2023 - The Jewellery Boutique Show**. The international gold and jewellery show, organised by IEG - Italian Exhibition Group and ongoing in **Vicenza until Tuesday 24<sup>th</sup> January**, outlines watch culture with historical authority as well as the state of the art of the contemporary and vintage marketplace. **VO Vintage**, is the vintage watch and jewellery lounge open to the public, where visitors can buy rare pieces of vintage jewellery and watchmaking from 35 of the best dealers until tomorrow 23<sup>rd</sup> January and follow the events with the most authoritative opinion leaders in the field of timepieces. At VO Vintage, part of the personal collection of Omega Speedmasters belonging to Andrea Foffi, one of the greatest experts on the watch that went to the Moon, will also be back.

Vicenzaoro January is also presenting the market with the 50 exhibitors in the new TIME community for professional operators, specifically dedicated to the contemporary watch and its entire supply chain, including polishing machinery.

#### THE SECRETS OF ITALIAN WATCHMAKING: FROM THE DIVINE COMEDY TO PRESENT DAY

*"And like circles in the temper of orioles / turn so much, that the first one you set your mind on / seems quiet, and the last flies; / so these carols, different- / mind dancing, of his wealth / make me esteem him, fast and slow"*. In describing the movement at different speeds of the soul (carole) as it dances in a circle, Dante uses a simile that is explicit to the movement of clocks (*orioli*). Is the Divine Comedy, in Canto XXIV of Paradise, therefore the first document certifying the existence of mechanical watchmaking? The first witness to the existence of the mechanical watch in history, the birth of which is a true dilemma for experts, collectors and enthusiasts, given the lack of certain evidence, seems to be the Supreme Poet. This was discussed on the opening day at **VO Vintage**, **Italian Exhibition Group's** event dedicated to fine vintage watches and jewellery, staged at Vicenza Expo Centre until tomorrow 23<sup>rd</sup> January, in conjunction with Vicenzaoro January and T.Gold (20<sup>th</sup> – 24<sup>th</sup> January). During the talk "Italian watchmaking and its secrets" thanks to the contribution of **Ugo Pancani**, Professor of Mechanical and Electronic Watchmaking and Trainer at the Fondation de la Haute Horlogerie, moderated by **Dody Giussani** and featuring **Carlo Fontana**, **Sandro Fratini** and **Marco Mantovani**, Ugo Pancani took photographs of Italian mechanical watchmaking over the centuries. From Dante, to Brunelleschi's research and experience, to Galileo and on to the master watchmakers of the 20<sup>th</sup> century and the contemporary age, in order to research and tell the stories of protagonists, who were sometimes unexpected but capable, centuries later, of contributing to writing the authentic history of Italian mechanical watchmaking, between art and science, secrets and knowledge.

#### WATCHES AND COLLECTING: GROWING TRENDS AND PROFILES

After a downward phase, the value curve of the second wrist watch is destined to rise again. This was the verdict that emerged during the meeting "The second wrist market trend", a talk that took place on the second day of **VO Vintage**. The event, moderated by **Dody Giussani**, editor-in-chief of L'Orologio, examined, together with **Giovanni Varesi**, CEO of Antiquorum Italia, the possibility of price and brand forecasts and their reliability.

Predictions that are also possible thanks to new platforms such as Watchanalytics.io, the first tool on Instagram to guarantee algorithms capable of comparing prices on the market with maximum precision, presented by founder **Francesco Bortolan**, **Francesco Boni** and **Stefano Fusai**. For enthusiasts, a moment of analytical discussion that followed the qualitative think tank “Identikit of a collector”, a space to interactively compare experiences and stories linked to watch purchases, which enabled the four profiles of the timepiece collector to be defined: compulsive, studious, reflective and instinctive. The meeting stood out as a moment of sharing between the public and the collectors and members of L'Orologio Club, **Antonio Follari** and **Giancarlo Befera**, with **Jacopo Spangaro**, organiser of the auction-event The One, in the role of conductor and mediator between those present and the speakers.

#### **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, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

#### **PRESS CONTACT IEG**

**Michela Moneta**, press office coordinator, [michela.moneta@iegexpo.it](mailto:michela.moneta@iegexpo.it)

This press release contains forecasted elements and estimations that reflect current management opinions (“forward-looking statements”) especially regarding future managerial performances, investments, cash flow trends and financial organization evolution. By nature, forward-looking statements have an element of risk and uncertainty since they depend on future events. The effective results may therefore differ, even significantly, to those announced due to multiple factors including, merely by way of example: the catering market’s foreign trends and tourist flows in Italy, market trends in the gold-jewellery industry and in the green economy; developments in the price of raw materials; general macro-economic conditions; geo-political factors and changes in the legislative framework. Furthermore, the information in this press release does not claim to be complete, nor has it been verified by independent third parties. The forecasts, estimations and objectives presented herein are based on information available to the Company at the press release issue date