

Alveare di Artemide by Marina Balsano

Alveare di Artemide is not a gallery, but a cultural project that by reopening the dialogue between artists, goldsmiths and collectors, aims to create collections of unique pieces of wearable sculptures to revive the jewel as a work of art in symbiosis with the body, which in turn becomes a feminine socio-cultural-aesthetic instance.

The human body is transformed into a launching pad, where the artist's jewel is confirmed as a strong communicative vehicle and an effective form of interaction with the world, manifesting expressive intentions, which give the material a renewed aesthetic sense.

Essential to the success of this project is the common thread between the artists' work and their jewels: work that must be recognized by most and no longer considered a minor form of art.

Therefore, **Alveare di Artemide** will create only unique pieces, the historically quintessence of art, accompanied by an autographed drawing by the artist. The presence of the artist's drawing will represent the sculpture's authenticity and will be its guarantee of uniqueness which will be impossible to reproduce or falsify.

A first initial production will be reserved only to a small circle of artists called to carry out a special maieutic operation, to distill their work, their thoughts in the jewel, to be involved and in solidarity with the evils that afflict our planet.

It is on these premises that a first initial collaboration with women of responsibility towards sustainability and equal opportunities was born in the heart of Rome.

This synergy of intentions gave life to the Rondine in Fiamme, the first collection of **Alveare di Artemide**. Conceived by a multifaceted artist, Paola Gandolfi, her 7 ideas to wear were subsequently produced by Le Sibille, three Roman artisans of minute micromosaic.

Rondine in Fiamme therefore brings with it 7 wearable sculptures, which represent a sort of energetic talisman, a source of increased vitality, useful for supporting all our battles. The technique used to make these sculptures contributes, piece by piece (thought after thought), to building our wearable object with an explosive content.

Alveare di Artemide will organize and launch, both offline and online, various creative proposals, exhibitions, cultural and editorial events and communication campaigns, to remain, through the itinerant journey of jewel sculptures, always connected and to raise awareness of the most important problems affecting our Mother Earth.