
Threads of Gold
NITA MUKESH AMBANI CULTURAL CENTRE
04/13/2026 - 04/23/2026
Shefali Jain & Paola Barroso | LXMT 501
BUCCELLATI



History of

Maison BUCCELLATI

AGENCE DU ROI RENÉ



MARIO BUCCELLATI

Founder of the Brand

In the early 20th century, following the loss of his father, Mario Buccellati moved to Milan with his mother and brothers.

Shortly after arriving, Mario began his apprenticeship at Beltrami and Besnati, a renowned Milanese jewelry firm located on Via Santa Margherita.

This was the place where young Mario learned centuries-old techniques and traditions of Italian goldsmithing.

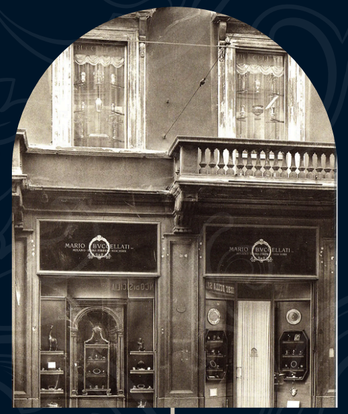
During his training, Mario not only learned the craft but also gained knowledge of managing a jewelry workshop, selecting skilled craftsmen, and understanding consumer tastes and preferences.

Soon after Mario joined, the Beltrami and Besnati business began to decline

During this time, Mario the youngest employee at the firm, demonstrated exceptional artistic and entreprenaurial talent, and eventually took over the business of Beltrami and Besnati.

Mario took this opportunity to establish his own jewelry brand under the name Buccellati, marking the beginning of the house as we know it today.

Timeline



1919 - Foundation of the house

After the end of World War I, Mario took over the business of Beltrami and Besnati and opened his first store at Via Santa Margherita 5, in Milan



1920 - International Recognition

At an exhibition in Madrid, Mario Buccellati's jewelry pieces captivated the Spanish royal family and the members of European aristocracy, marking the beginning of the house's international acclaim



Early 1920s - Emergence of the Buccellati Style

Mario Buccellati reinterpreted the artistic methods of the Greco-Roman and Renaissance period in his own way, rather than drawing inspiration from the styles and fashion of his time, setting himself apart from other jewelry brands.

1925 - Expansion in Italy

In 1925, Mario Buccellati expanded his presence in Italy by opening his second store at Via Condotti 30–31 in Rome, followed four years later by a third store at Via Tornabuoni 71 in Florence





1930s

Between 1922-1936, Mario Buccellati created special pieces beyond jewelry for his close friend Gabriel D'Annunzio, inclusing boxes and cigarette cases. Their friendship creatively inspired his work, where he used the same techniques as his jewelry.

Timeline



1940s - Innovation during war

During World War II, a shortage of gold led Mario to experiment with alternative materials. He began using tombac, a copper-based alloy, to make cigarette cases, compacts and other galanteries

After World War II, Mario's three sons joined the business, supporting its growth and expansion. In 1951, the brand opened its first store outside Italy in the United States, marking the beginning of its international expansion

1950s - Expansion to United States





1960s - Establishing Prestige

In the 1960s, Buccellati established itself as a leading name in the world of jewelry. In 1967, following Mario's death, his sons opened a new key store at t Via Montenapoleone 4, in Milan, placing the brand among the world's most prestigious luxury houses.

Following Mario's death, Gianmaria Buccellati took over and led the brand into a new phase of growth. In the 1970s, Buccellati expanded into international markets, including Japan, and opened a boutique at Place Vendôme in Paris.

1970s - new Leadership and expansion





1980s-2010 - Creative Expansion

The brand has continued to grow under the leadership of Gianmaria Buccellati, with the next generation joining the business and carrying forward its craftsmanship and creative vision

Timeline

GANSU GANGTAI HOLDING (GROUP) CO LTD



2017- Acquisition by Gangtai Group
Buccellati was first acquired by Gangtai Group to expand its global presence, particularly in China

RICHEMONT GROUP



2019 - Acquisition by Richemont Group
The brand was later acquired by Richemont marking a shift towards a more stable and strategically aligned global luxury positioning

Brand Overview



Buccellati is an Italian jewelry house known for its exceptional craftsmanship and timeless designs. Inspired by the artistry of the Renaissance, the brand creates intricate pieces using traditional goldsmithing techniques. Each Piece is entirely handmade by skilled artisans, using techniques passed down through generations.

What makes Buccellati unique is its delicate, lace-like gold work and intricate hand engraving, requiring immense time, precision and artistry. Rather than mass production, every creation is treated as a work of art.

The pieces created by the brand are not just jewelry, but heirlooms, designed to be treasured and passed down across generations.

Today, as a part of Richemont, Buccellati continues to preserve its heritage while expanding its global presence.



Buccellati family tree

MARIO BUCCELLATI



FOUNDER

GIANMARIA BUCCELLATI



CREATIVE & BUSINESS LEADERSHIP
(SECOND GENERATION)

CHRISTINA BUCCELLATI



GLOBAL COMMUNICATION
LEADER
(THIRD GENERATION)

ANDREA BUCCELLATI



CREATIVE DIRECTOR
(THIRD GENERATION)

LUCREZIA BUCCELLATI



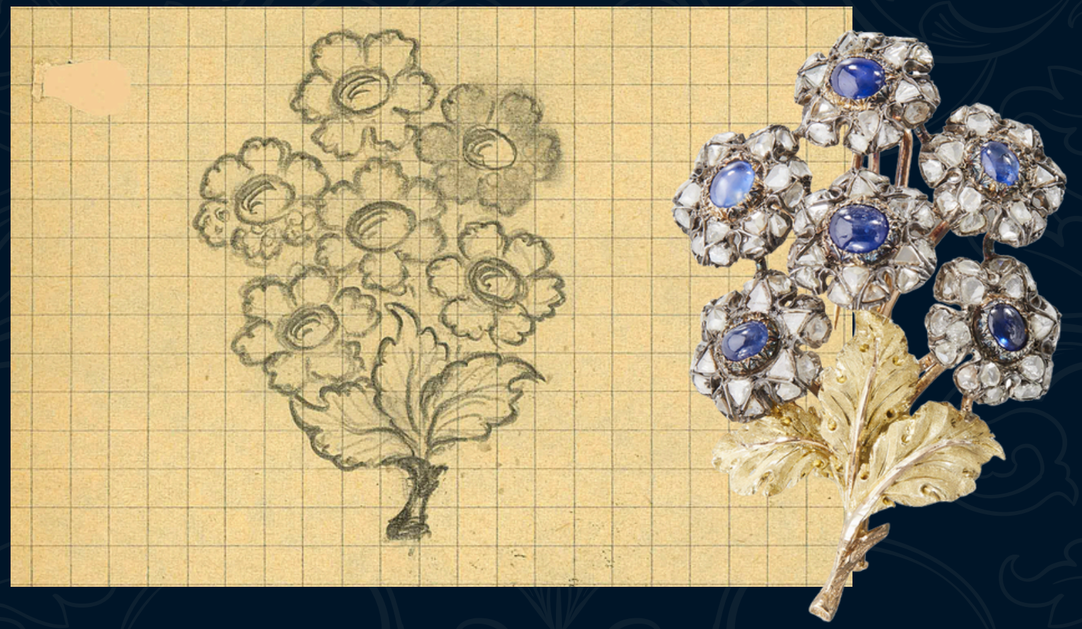
CO-CREATIVE DIRECTOR
(FOURTH GENERATION)



Concept and theme of the exhibition







Exhibition Concept

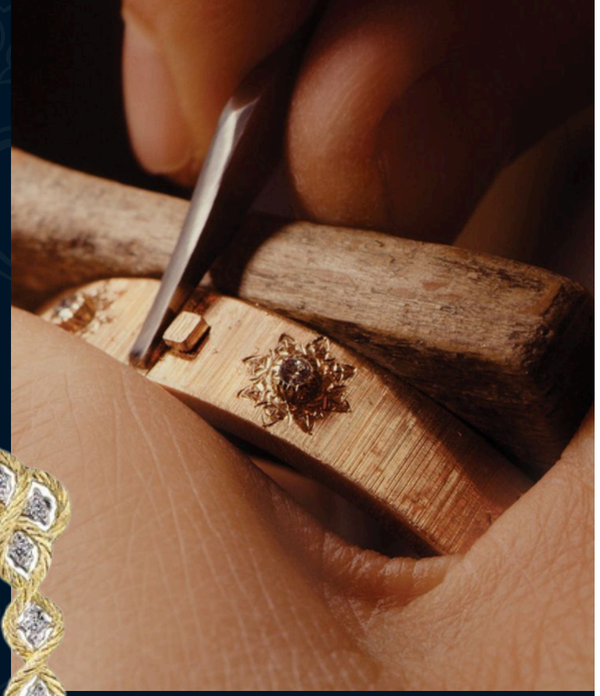
Threads of Gold explores Buccellati’s craftsmanship as the heart of the brand, focusing on five key techniques that define its identity.

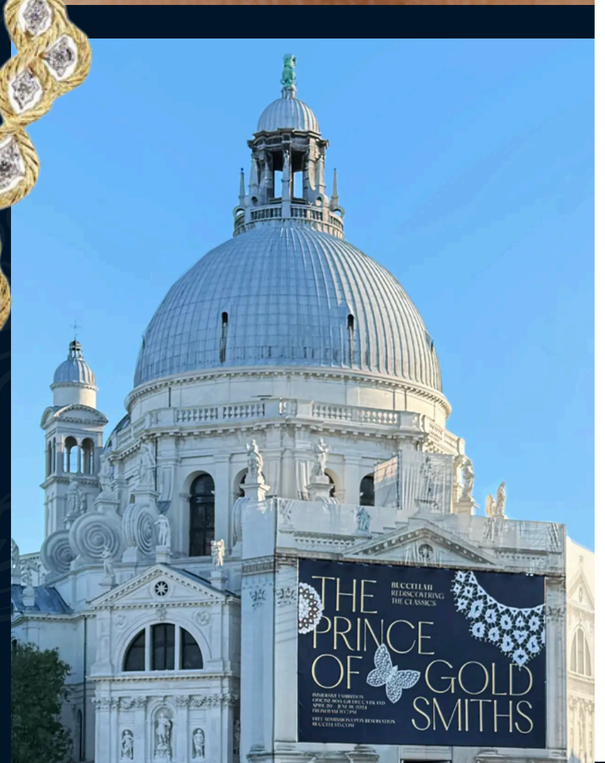
Through immersive rooms, the exhibition shows how these techniques are preserved and reinterpreted across generations. Each space brings the making process to life, highlighting the precision, time, and artistry behind every piece.

More than showcasing finished jewelry, the exhibition presents craftsmanship as a living legacy, where tradition and innovation come together to create timeless works of art.

Relevance of Exhibition

For Buccellati





Buccellati is expanding its global presence and enhancing its visibility through exhibitions while remaining deeply rooted in its craftsmanship and handmade identity.

As a niche luxury brand, its strength lies in its unique craftsmanship and artistic techniques rather than mass production.

Threads of Gold directly supports this vision by focusing on Buccellati's five key craftsmanship techniques. By bringing the making process to life, the exhibition allows audiences to understand the time, skill, and artistry behind each piece.







Relevance for Younger Consumer

Buccellati stays true to its timeless style, with every piece handcrafted by the artisans rather than mass produced. The brand does not follow trends and remains committed to its traditional techniques, even though they are time-consuming and require great skill.

Each piece is created as a work of art, designed to last and be passed down through generations.

In today's world shaped by AI and automation, this kind of hand craftsmanship feels rare and meaningful. Younger consumers are increasingly drawn to this authenticity, valuing the human touch, individuality, and deeper emotional connection behind each piece that mass produced products often lack.

Threads of Gold brings this to life by showcasing Buccellati's craftsmanship techniques and making process, allowing Gen Z to understand the time, skill, and artistry behind each piece.





Exhibition Theme

The theme of the exhibition focuses on revealing the craftsmanship behind Buccellati's creations.

Each space is designed to highlight a specific technique, presented through process-led visuals alongside the final pieces, allowing the visitors to engage with both the making and the final outcome.

This approach enables visitors to understand the intricacy of the craft, as well as the time, skill, and precision involved in each piece, emphasizing that every Buccellati creation is handcrafted as a work of art rather than mass produced.



Nita Mukesh Ambani Cultural Centre (NMACC) | Art House, Level 4
Mumbai, India

THE VENUE

Why Mumbai, India.



Buccellati is expanding its presence in Asia, particularly in China, making India the next logical step for the brand's growth.

India is one of the world's largest jewelry markets, with a strong affinity for gold and craftsmanship, and a rapidly growing luxury customer base. Despite this Buccellati has no retail presence in India.

Mumbai, India's financial capital, has one of the highest concentration of billionaires in Asia, making it a strong market for luxury.

Hosting the exhibition at NMACC, a leading cultural destination in Mumbai, aligns with the brands focus on art, craftsmanship, and culture.

The exhibition provides an opportunity to introduce the brand, build awareness, and establish a presence in the Indian market.

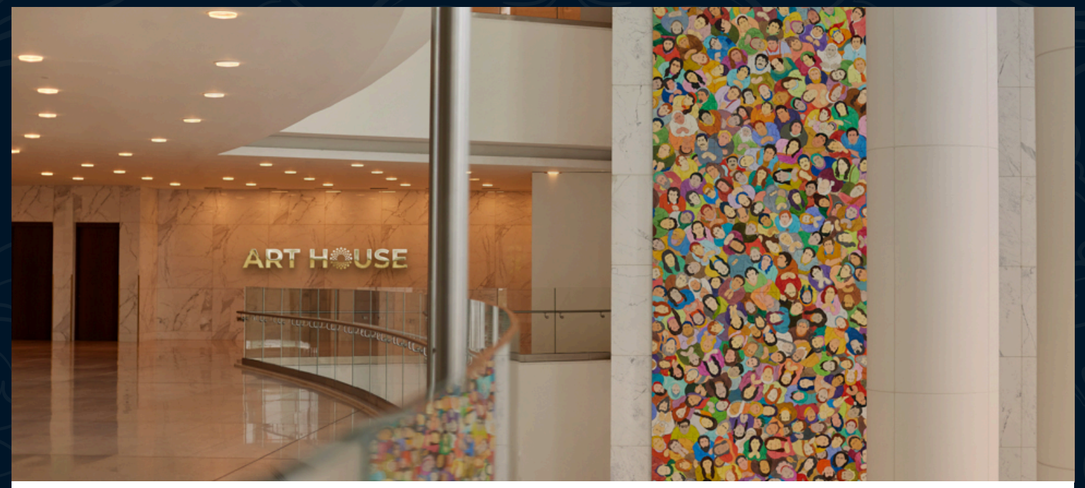
The Layout of the space



NMACC Building



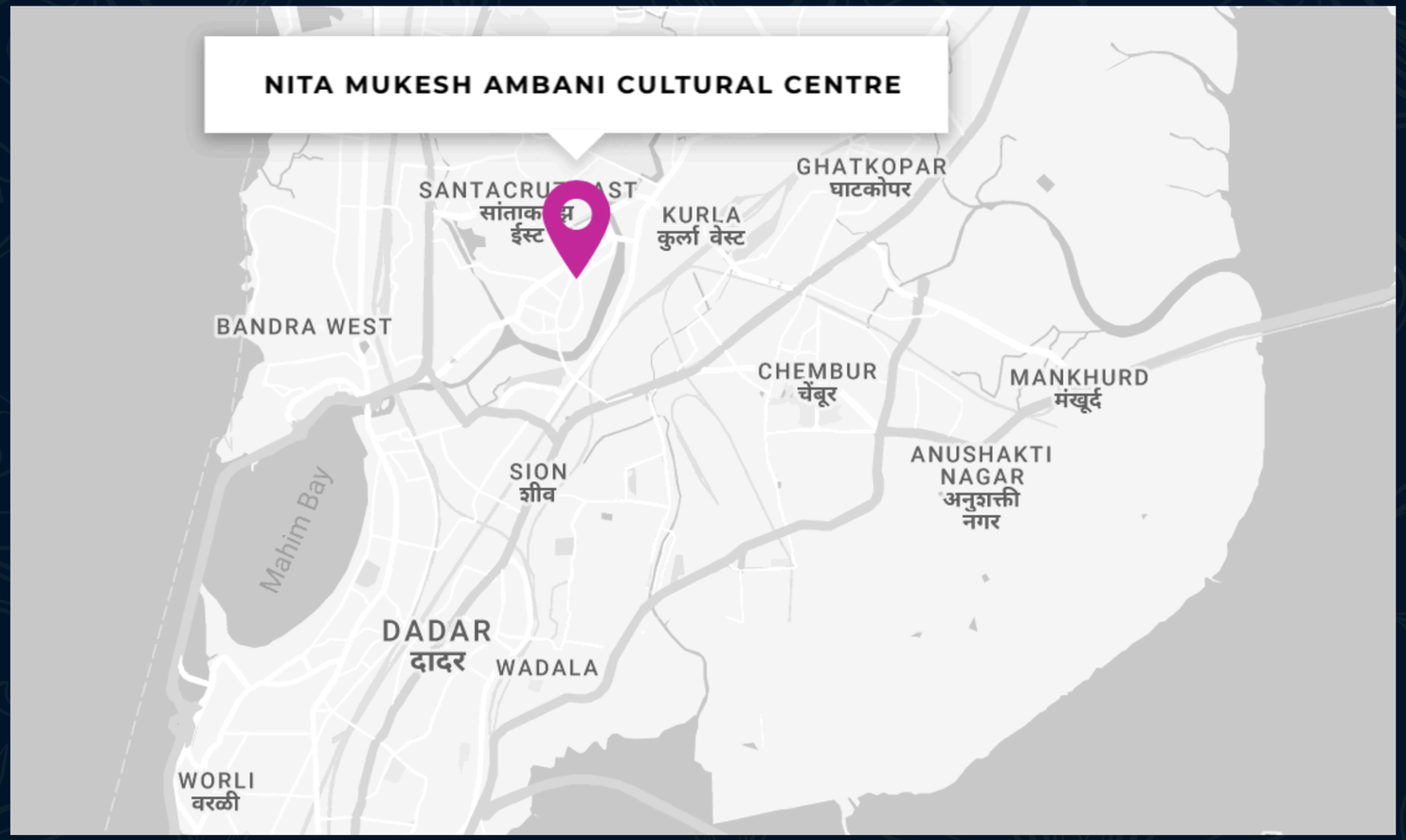
Interiors of NMACC Building



Art House - Level 4

A 16,000 sq. ft. versatile exhibition space spread across four floors is designed to accommodate a wide range of installations and immersive experiences. It is built as per the global museum standards and offers a flexible layout that supports diverse exhibitions.

NMACC Location - Mumbai



Nita Mukesh Ambani Cultural Centre (NMACC)

Located within Jio World Convention Centre in Bandra Kurla Complex (BKC), a key commericial and cultural hub in Mumbai

Exhibition at NMACC - Run As Slow As You Can







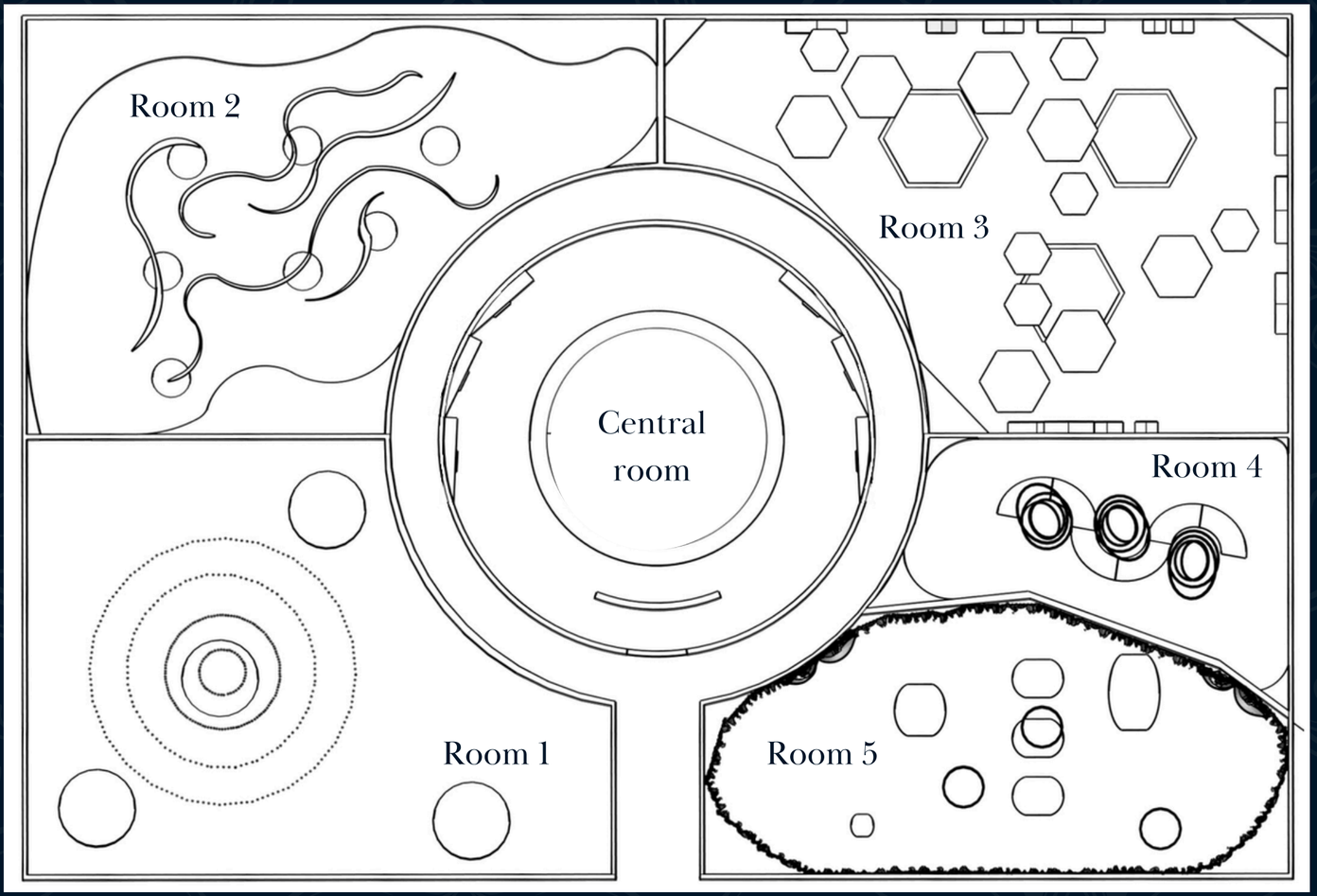




Run as slow as you can is an immersive exhibition by creative studio TOILETPAPER, presented at NMACC in 2023.

Through bold, surreal visuals and large-scale installations, it explores media saturation and visual overload of contemporary life..

Proposed Exhibition Layout

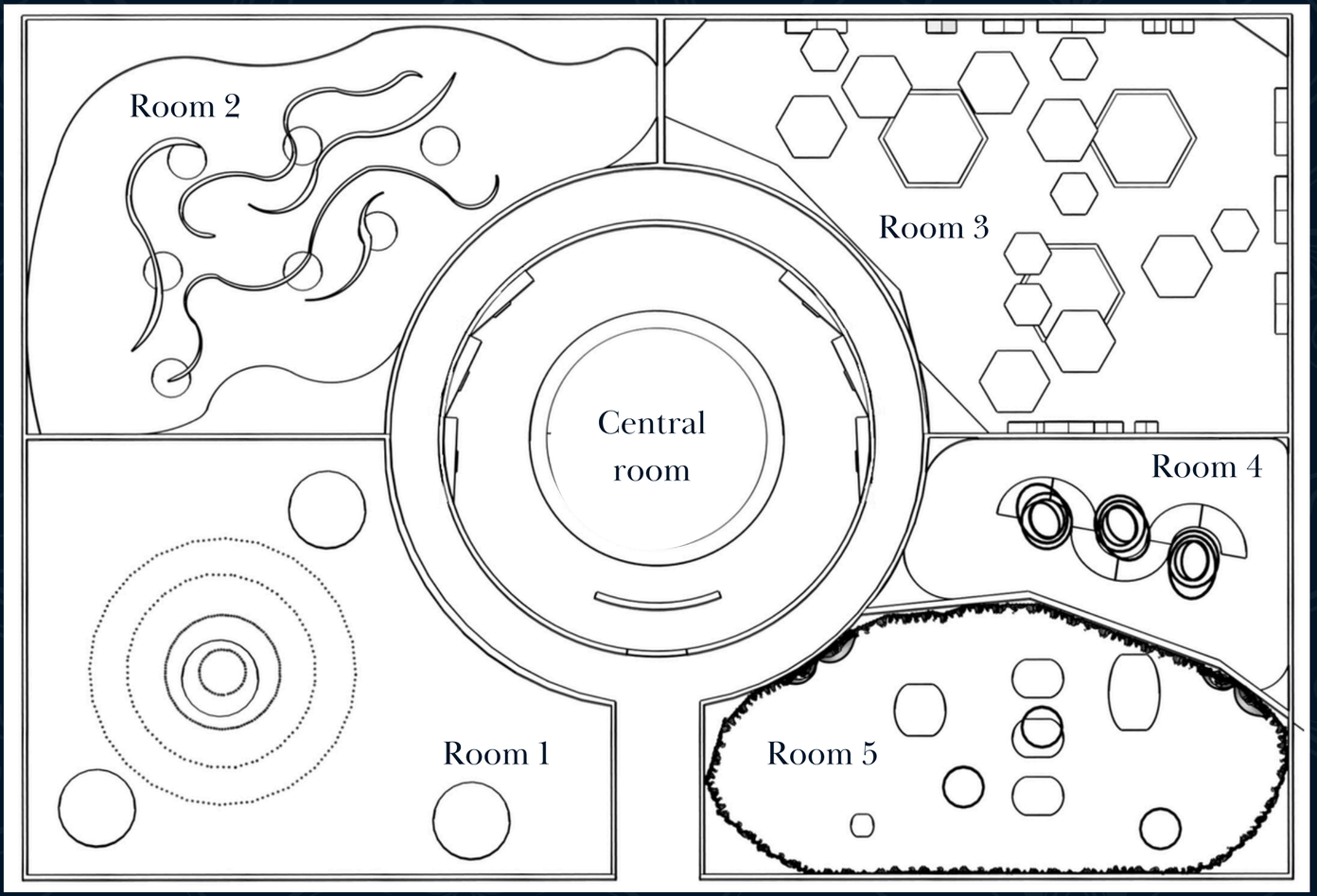


The exhibition begins at a defined entry point leading into a central immersive space that introduces Buccellati’s heritage and craftsmanship.

Surrounding the central space are five dedicated rooms, focusing on a distinct craftsmanship technique, allowing the visitors to experience the intricacy, texture, and artistry of each in a focused manner.

The circular layout of the space creates a seamless flow, enabling easy movement and clear navigation between all spaces.

Proposed Exhibition Layout



Central Room: Buccellati's History

Room 1: Engraving (Rigato)

Room 2: Enchaining

Room 3: Tulle

Room 4: Twisted Threads

Room 5: Lace



Brand Assets

ENGRAVING

ROOM 1

1. **Vintage dream bracelet**

Designed by Gianmaria Buccellati in 1970s and inspired by traditional engraving techniques, this cuff bracelet showcases Buccellati's signature rigato technique, created through fine and hand-engraved parallel lines.

This technique gives the gold a soft, silk like texture. The surface is further enriched with gemstone settings, adding depth to the bracelet.

2. **Macri classica yellow and white gold rigato earrings with diamonds**

The rigato effect, created through hand engraving, is a key feature of the Macri Collection. The surface has a soft, slightly textured finish that gives the gold a muted, satin like appearance.

The pendant earrings are set with brilliant-cut diamonds placed within small decorative motifs.



1



2

ENCHAINING

ROOM 2

1. Mosaico yellow and white gold bracelet with fancy diamonds

This flexible bracelet reflects Buccellati's enchaining technique through interconnected elements that create a continuous and a flexible structure. Repeating floral motifs are formed through linked sections, allowing the bracelet to move naturally.

The surface is set with fancy-cut and brilliant-cut diamonds, highlighting the craftsmanship.

2. Magical Twists

This bracelet uses Buccellati's enchaining technique, creating a flexible structure through linked elements. The design combines geometric patterns with detailed craftsmanship, set with a mix of colored stones and diamonds.

It highlights the precision and complexity of the design.



1

2



TULLE

ROOM 3

1. Tulle yellow and white gold parigi earrings with diamonds

These pendant earrings are crafted using Buccellati's tulle technique, an openwork process that creates a fine network of tiny, lace-like patterns in gold.

Earrings are set in yellow and white gold with diamonds, highlighting the craftsmanship and the intricate detailing of the technique.



1

2. Tulle ladies bijoux watch in white gold with diamonds

This watch features Buccellati's tulle technique, creating a fine openwork structure inspired by lace. The design combines white gold with diamonds and enamel, forming a floral pattern across the watch.

The intricate detailing highlights both the craftsmanship and the complexity of the technique.



2

TWISTED THREADS

ROOM 4

1. **Hawaii yellow and white gold earrings and with round diamonds**

Part of the Hawaii collection, these earrings are inspired by a design introduced by Mario Buccellati in the 1930s. They are created using the twisted threads technique, where fine gold wires are twisted and formed into interlinked circular elements, giving the piece a light flexible structure.

2. **Hawaii yellow and white gold necklace with round diamonds**

Part of the Hawaii collection, this necklace is inspired by a design introduced by Mario Buccellati in the 1930s. They are created using the twisted threads technique, where fine gold wires are twisted and formed into interlinked circular elements.

The linked circles run throughout the necklace, creating a continuous and flexible design around the neck.



LACE

ROOM 5

1. Lace Bangle Bracelet

Designed by Gianmaria Buccellati in the 1960s, this bangle bracelet reflects the lace technique through detailed openwork patterns in gold. The bracelet is structured in multiple rows, combining diamonds with emeralds in the center.

The design highlights Buccellati's focus on intricate craftsmanship.

2. Bejeweled Bag (2025 New capsule collection)

This piece is part of a recent capsule collection designed by Andrea Buccellati, paying tribute to Mario Buccellati.

This collection reinterprets traditional embroidered clutch designs by Mario Buccellati using fine gold detailing work set with diamonds.

1



2



Exhibition moodboard





Visitors Immersive Experience

Experience:

Portraits in Gold

Step into Buccellati's world with an AI-powered mirror that transforms your look into a 1919-inspired portrait, placing you at the center of a timeless composition adorned with archive engraved jewelry.

VINTAGE DREAM
BRACELET



ARIETE
PENDANT



MEMORABILIA
POCKET WATCH



CAROLINGI
BUTTON EARRINGS



QUINTA STRADA
BRACELET





Experience:

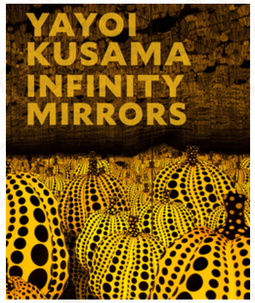
Endless Links

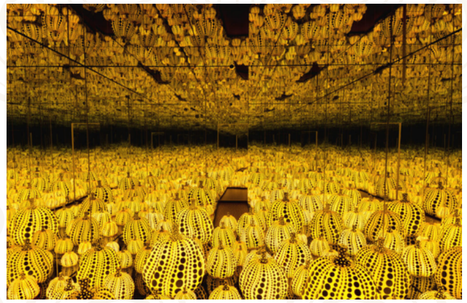
Space design:

The mirrored environment creates an infinite spatial illusion, while the illuminated floor reveals Buccellati's textures beneath the surface. This duality allows visitors to walk between reflection and materiality, symbolizing the continuity of craftsmanship across time.

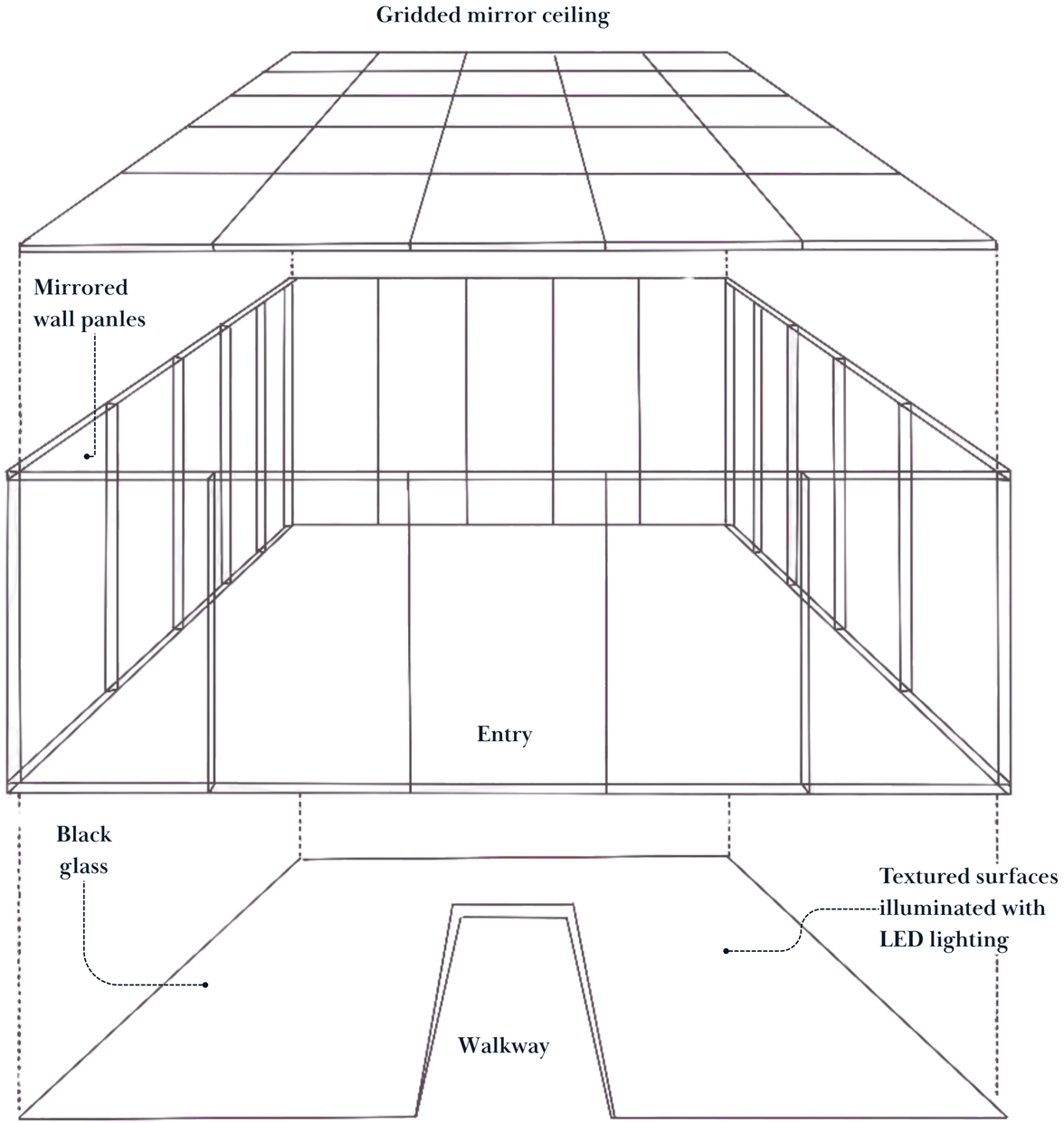
Sound design:

Soft metallic sounds, almost like chains gently touching.





Inspiration by:
Yayoi Kusama:
Infinity Mirrors



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https://www.nmacc.com/venue-details/art-house/

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