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Oro di Roma is a project by which we tried to “burst into” goldsmith’s tradition looking for those goldsmith’s workshops which guard the secrets of this art. It is a project that thanks to the commitment and the confidence ensured by local authorities has turned into an instrument for goldsmith’s firms. It is a project which year by year is developing a more and more effective building network incorporating many arts. Oro di Roma was born in 2003 and started to take its first steps into the heart of history; in fact it was the Vittoriano to inaugurate the project. In 2004 it gained a place of honor and started to make its way abroad, especially on the U.S. and Asian marketplace. Later on the project went on and apart from enhancing well-established relationships it also set new objectives landing in Australia in 2007. Little history it is necessary to understand the evolution and the complexity of the project that today breaks down into a set of elements telling a reality made up of different traditions. Over the years Oro di Roma underwent many changes: “Oro di Roma, il Gioiello Made in Italy” became “Oro di Roma, oro della terra”; the combination between gold and wine was a truly successful one. Two elements from our land, two elements which would be worthless without man intervention who shapes and mixes them until he succeeds in creating something unique. Oro di Roma further expanded itself becoming “Oro di Roma – Arte, Moda e Gusto nel Mondo”.

In fact, in addition to wine-growing and goldsmith’s firms, high fashion houses and new generation designers joined the “system”. Italian fashion is, without any doubt, a fundamental aspect for the promotion of the territory and its companies. The promotion of the territory, especially abroad, has become one of the main aim of this project: Oro di Roma in fact did its utmost to promote in New York the “Rome Pass” and to host in 2007 the Italian Symposium. These two projects aimed at triggering an incoming mechanism from the United States, contributed to stimulate tourist flows from which all the categories represented within Oro di Roma could benefit. Furthermore, this year, on the occasion of the event which will be held in Chicago we are going to present the “Quality Card Lazio” an initiative encompassing about two 200 selected companies, that accepted our organization’s proposal to foster shopping in the name of quality, kindness and saving. I wanted to tell you what Oro di Roma has accomplished so far in just six years in order to make people understand the fact that this is a project promoting not only the Made in Italy related to the jewelry sector but also the whole territory in which our firms are situated, thus voicing the resources of our city, province and region.

I would like to highlight that all this was possible thanks to the confidence ensured by all the institutions that believed and invested in our project. Ultimately I cannot forget our sponsors, especially Boscolo Hotels and Banca Toscana that follow us from the very first edition.

