

ROYAL EYEWEAR  
METAMORFOSI COLLECTION





## THE MARCO MANCINI FAMILY

It is with great pleasure and enthusiasm that Marco Mancini and family are presenting this catalogue.

After great dedication, passion and enthusiasm we are now pleased to share , with satisfaction, the creation of a product which can be an object to admire and not only for those eyes who contemplate the object but also for the eyes of the wearer appreciating the deep intrinsic meaning of each tiny detail.

The jewel is the expression of the soul wearer that the artist is only called to interpret.

A handwritten signature in black ink, appearing to read 'Marco Mancini', with a stylized, flowing script.





Artemis sixth century. B.C. - Museum of Delphi



The history of man is told by works he left behind



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LAUDAMUS VETERES, SED NOSTRIS UTEMUR ANNIS

WE PRAISE THE PAST, BUT USE THE PRESENT

*Ovidio (Publio Ovidio Nasone)*

Based on this famous quote of Ovid, Master Goldsmith Marco Mancini wants to show the character, strength, beauty, and above all creativity in being sensitive to translate the unreal into the real. Leaving the feeling and the story contained in the artworks intact, managing to transmit its own essence.

Marco's curiosity is based on a common and constant element as the attention described by Ovid in 'Metamorphosis', where the transformation is always described in great detail. Ovid makes extensive use of 'variety', that is the continuous transition to very different concepts, with strong stylistic diversity.

A continuous narration embedding all the stories in a smooth and harmonious way. With this concept the 'Metamorphosis collection' project follows the challenge and fantasy of universal history in a unique object that becomes pleasure for the harmony and the details contained in the originality of the unreal.





## INITIUM SOMNIANDI

### THE BIRTH OF A DREAM

The Master Goldsmith, Marco Mancini, approaches the Goldsmiths world and its art for the first time in 1978. That day marked his future, and it was not long after that, when he became known for his technical and artistic skills in the industry. His passion for this art took him on long and endless journeys, to search and discover new techniques and tools, which he could apply to create his unique and valuable jewellery. This passion led him also to produce complex and spectacular work, such as; precious crowns, pastoral crosses, shrines and a book dedicated to his hometown, where Master Marco has his roots. In 2009 Alessandro and in 2012 Sara, Marco's children decided to follow their father's footsteps and join the family business, they wanted to be involved in the creation of these works of art. This gave the Master a new force and strength that made him bring his company, which has been operating for the past thirty years, to the next level: the creation of a new brand recognized worldwide and aimed at the world of luxury.

The artist began his career with the name "Marco L'orafo" (Marco the Goldsmith), basing all his work using the initial of his name "M" as his brand. After the creation of his masterpiece "Navalia" he reached his artistic maturity and approached the use of symbolism, to tell the history of the jewels. In 2002, he met with Master Rosmundo Giarletta, who eventually became a close friend rather than a colleague. Marco describes him as his brother. From here the second evolution created, the name "MARCO gioielli d'Arte", showing a head of a lion holding a ring in its jaws, (mooring cleat) a faithful reproduction of the sculpture by Master Jacopo Dell'Opera which dates back to 1519.





## ROYAL EYEWEAR “METAMORFOSI COLLECTION”

Four pairs of glasses made in several versions, were presented at the world premiere at Madonna Di Campiglio, from the 3<sup>rd</sup> to 10<sup>th</sup> of January 2015. They are designed based on historical recognition of the creatures in the mythical Greek pantheon, which had been inspired by two main themes: Navalia and Poseidon by the “Genius Loci”; Medusa and Argo by the “Power of the Gaze”, all tied together by small iconographic clues. The Metamorphosis collection has been accomplished in over a year of research, design and manufacturing.

Five people worked hard for a total of 11.680 hours, by using almost 2kg of 18k noble metal. 2.125 Extremely high quality diamonds were set in 9.000 micro-prongs, for a total of 69,06 ct. The collection will be limited, to only 30 pieces each variant (color and model), giving way to new models, thus making each series more rare and prestigious. This imprints the character of each eyewear, giving it its very own “soul” transmitted by the artist and making it a fascinating unique custodian of the mystery hidden within it.

“The metamorphosis collection” wants also to proudly proclaim that all the models have been wholly produced in Italy: the well-known “MADE IN ITALY” brand.



## PROPOSITUM

### THE PROJECT

At the start of 2014, the project “Royal Eyewear” commenced with the precise intent of changing the concept in the world of luxury of “the traditional jewel”. A real challenge for the artist and his team; only five people have managed to achieve this milestone within eight months of hard work. The main obstacle in this great enterprise was the difficulty in uniting three totally different fields art, fashion and mechanics. Fundamental for the success of his work were the passion and love that Marco had for the noble art, the same he transmitted to his children and to his faithful collaborators.

A tangible love, an occasion for anyone to see close up and touch, one of these incredible works.



*Navalia*



*Poseidone*



*Medusa*



*Argo*



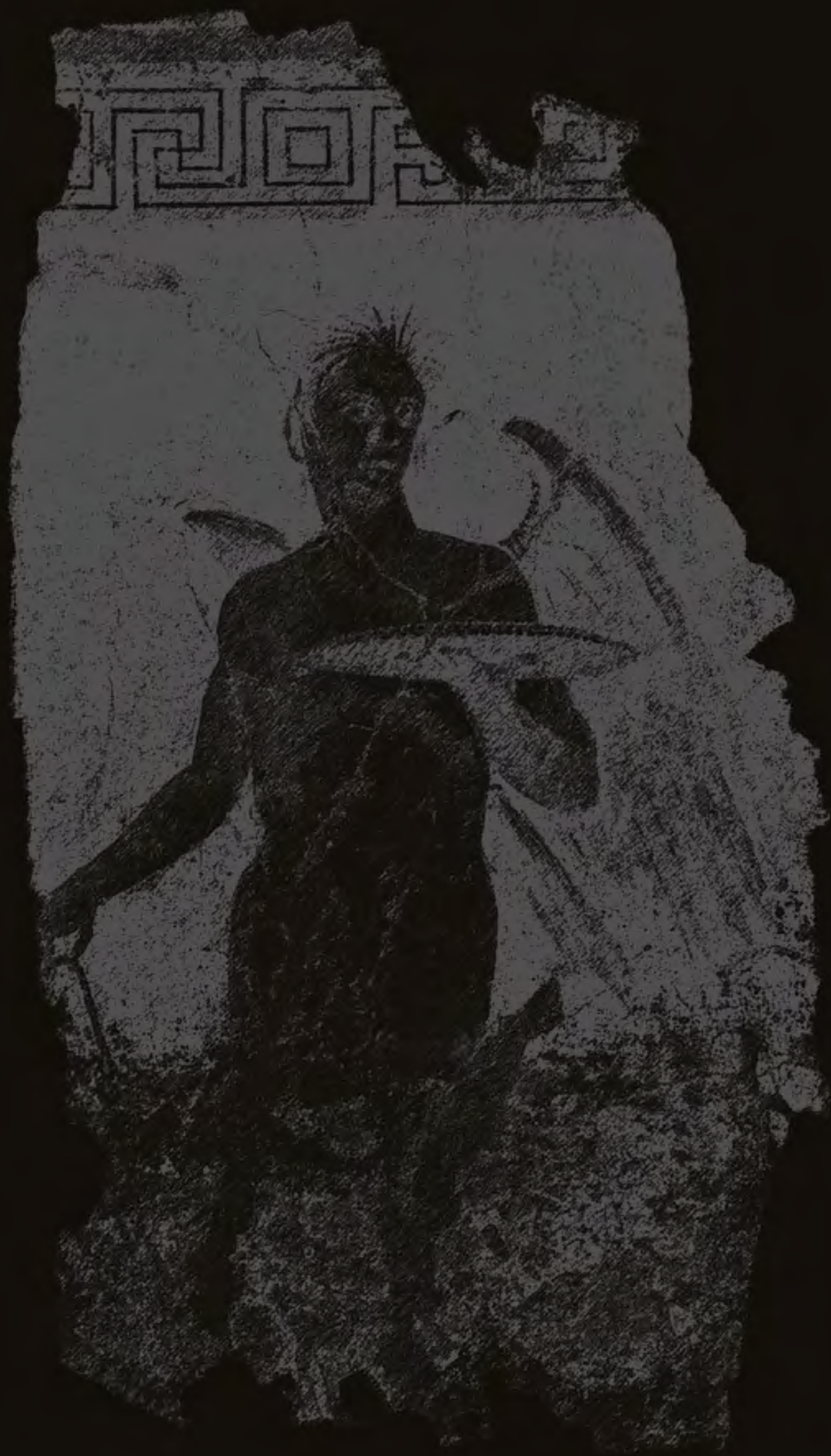


## GRADUS ET PROCESSUS

### THE PREPARATION

The main phase was an extensive research on the topic of “ancient Greek mythology”, pillar of the four styles, which inspired the story of each pair of glasses told by the usage of symbols. This marked the character of each pair of glasses giving it ‘soul’, transmitted by the artist, which made it unique, fascinating and a guardian of a mystery hidden in them. Each model is made with three different types of gold 18kt. (White, Yellow and Red).

The diamonds, which were chosen and used, were carefully selected after a long and meticulous choice: they were cut to perfection in order to achieve an extremely high gloss, which included the top three grades of the scale color (D-E-F) and with considerable purity levels (between IF and Vs). A pair of glasses is composed on average from 20 gold parts, divided from one another; obtained thanks to the “lost wax casting”: an ancient technique widely used in jewellery, dating back to The Bronze Age, and which was mastered two thousand years ago by the Greeks and the Chinese. The finishing steps are very complex and confer to the more compactness and surface gloss of the treated parts. At this point, after carefully polishing comes the joining and the welding of the pieces. This occurs in two-steps in a state of complete cleanliness. First pre-welding by laser the various components of the glasses, then the use of a flame that gives greater resilience and reliability. Each model enhanced with engravings filled with the “enameling” technique or with wonderful ceramic inserts. The first process consists in the art of combining a glass type material to a metal surface; and then to obtain a perfect contrast between the luster of the metal and the transparency of the enamel. The origin of this technique dates back to the ancient Egyptians, around 2800 BC, and is a particularly attractive means to express artistic creativity. The high-quality ceramic inserts are entirely shaped by hand, until they are attached perfectly in the cavities previously engraved in the metal, to create a sweet contrast to the beautiful fretwork created on the plate. To customize the templates the presence of a micro-sculpture in the center of the piece also helps in designing the god or the mythological creature in which the eyewear describes the adventure. These sculptures, thanks to the great amount of detail obtained in such a small surface, can capture the observer who is carried away by the charm of mythology. Even acetates, which complete this sublime work, are chosen by Italian eyewear craftsmen to match perfectly with the highest quality of all the precious metal parts.







## NAVALIA

**N**avalia, the first model of the extraordinary eyewear collection is inspired by the “Genius Loci”, which embodies the Non-Olympic Gods or spirits of each place and to which the Greeks and Latins recognized the ability to influence people who have it and guiding them to fulfill their destiny.<sup>1</sup> This eyewear of the “mask” type, shows the intense bond between the goldsmith Marco Mancini and his hometown Civitavecchia. Navaliam, were in fact naval army of the Roman period, which were located in the port of Civitavecchia.

The regal feline (old cleat), placed as a trim on two temples is a symbol of strength and power, that evokes with his mane the life giving solar flare and represents the emblematic animal for the company.

Custodian of the historical identity and tradition opens the door to new creations, sealing the union between jewellery and eyewear. The lions acquire the status of Gorgonian, protecting the precious object and the wearer.

<sup>1</sup>“Nullus locus sine genio” (Nowhere is without a genius); thus wrote SERVIUS a Latin writer who lived between the IV and V century a.d. in his comment to AENEID.













The plates of the lens bear other symbols: a trident surrounded by dolphins and an M that preserves the memory of the illustrious maritime tradition of Civitavecchia, creating a bond between Navalía and the next model Poseidon.



Details









## POSEIDONE

These glasses are named after the god of the sea “Poseidon”, he who had the ability to unleash and calm storms, cause earthquakes and to protect the navigation of the sailors who passionately prayed him. It is important to notice the extreme lightness of the glasses, made possible by the fine fretwork. The two end pieces, embellished with diamonds, take up the shape of the trident (weapon used by Poseidon), connecting two oval shaped trims and finely surrounded by diamonds. The micro-sculpture and ornamentation of Poseidon represented in the aspect of a bearded man holding a trident, whose strong muscles betrayed by a slight swelling of the abdomen that embodies his ancient origins. Accompanied by other micro-sculptures of dolphins, hidden between trims and gallery, that are only visible when the temple-eyewear is closed. The ceramic inserts seen on the oval gallery enhanced with the effect of bright colors, a dolphin that wraps a trident in the middle of a coral-made perforation. Not only the dolphin represents the forces of good, as occurs when seawaters are calm, but a particular episode rises it to the emblem of sentimental love.

The myth says that Poseidon, to convince the beautiful Nereid Amphitrite to marry him, sends the Dolphin to Mount Atlas. The god of the sea, grateful to him and for the success of its mission, places him in the sky, creating a constellation, but to complete the reading of the myth is the coral, a symbol of life, considered a powerful aphrodisiac that stimulates desire and produces fertility. Its origins are incredible, it seems the result of contact between a tiny marine twig and Medusa’s head, the Gorgon which merged with Poseidon in the temple of Athena; she created also the winged horse Pegasus and the giant Chrysaor.











It is paying tribute to the figure of Poseidon that the Mancini Luxury Jewels Company sails, together with its Genius Loci, to the horizons of the rich fiction of Greek mythology.



Details











## MEDVSA

This model of glasses is “glasant” and introduces the figure of Medusa with the theme of “the power of the gaze” that seduces and turns into stone. These glasses tell the story of the Medusa, the daughter of Forcide and Ceto, a girl with flowing blond hair who was transformed, by athena’s anger, into a monster from the hair of snakes. A first reference to Medusa is the lozenge (or diamond) symbol of feminine energy, that enriches the nose of the glasses, with the sparkle of diamonds.

In the rear part of the nose, between the lens and the screws, a perforated plate with three M’s is situated, its curves invoke the sinuous movement of a snake. On the trims are three diamonds(shape) developed three-dimensionally inside, covered by 72 flaring diamonds, which are arranged with a succession of three planes, that run towards the center. Here appears another tiny diamond(shape), containing the M enamel around, that binds the name of the Gorgon to that brand. The shape of the eyewear’s temples remember the sword of the noble weapon symbolizing the triumph of good, used by Perseus, the nephew of King Acrisius of Argos, to cut off the head of Medusa.

The beautiful diamonds (shape) too worth attention, they are a metaphor of the shield and the mirror, remembering the adventure of the hero, who defeated the tremendous Gorgon looking through the shiny shield given to him by Athena. The micro sculpture of the head of Medusa, always an emblem of repulsion and fascination, which is kept in at the back of the gallery of the temple as well as Perseus reposed it in his magic bag (kibisis). Here it assumes a purpose of a function of talisman that protects whoever brings it. On the back of the temple is engraved in Greek the following words: “Gorgon scary” - “Medusa one who dominates “. Alongside these appeared for the first time the new company logo, with M rotated 90 ° to the right and mirrored.













With feeling and clarity of purpose, Master Goldsmith Marco Mancini designed this model, upholding the Medusa and its symbols as a model of the contemporary. Ideally, the woman wearing these glasses, could be compared to a modern Perseus, who looks at the world through the shield, that reflects and filter the images of reality thanks to diamonds' facet, revealing the vision of the endless possible reality.



# Details









## ARGO

This model of glasses-type “acetate” is inspired by the mythological tale of Argus and Io, which deals with the theme of the “power of the gaze “alert. Argus Panoptes (the all-seeing), son of Aristore, was in fact a giant with a hundred eyes, placed to guard the beautiful daughter of the river god Inachus and transformed by Zeus in a white heifer because of a spell. It was said, that Zeus had an affair with Io hiding her in a golden cloud so unleashing the wrath of his wife, who to avoid a repeat of the crime asked him for the noble Heifer as a gift. Observing frontally the eyewear it stands out in the first end pieces, tracing the shape of two pairs of eyes with four diamonds set inside. According to the myth, in fact, the giant rested closing in turn only two eyes at a time, so that nothing could escape his attention. Trims embellished with diamonds, set with the technique of micro-pave have a soft and sensuous morphology that echoes the symbolism of the eye.

The iris is composed of an oval cut stone that is alternated using sapphires, rubies, emeralds and diamonds in the variations. Many were in fact the colors of the incredible eyes of Argus, which were transformed by the compassion of Era into gems and placed on the tail of the peacock (animal sacred to her that maintains the memory of Argus connected to immortality). Valuable is the working design of the eyewear gallery that brings elegance and lightness and represents on the two sides the M brand and the dolphin (symbol of regeneration).









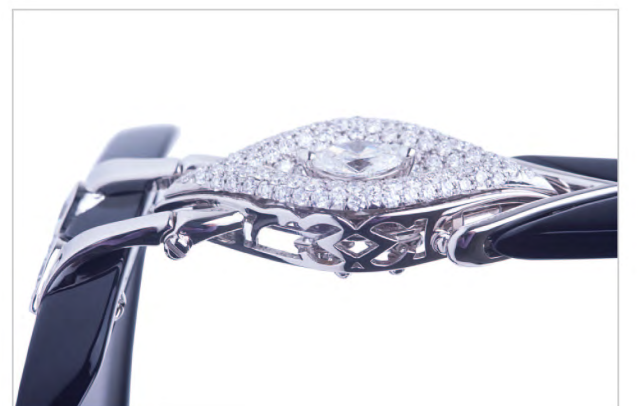




In the inner part of the gallery is located a micro-sculpture depicting Argo and Io, referring to the famous fresco of the house of Meleager Pompeii (50-79 AD, IV style). Behind this micro-sculpture, as if to give a depth to all of this, a landscape depicting the scene of the story has been created by engravings and fretworks, with trees, sun, clouds, river, mountains and the temple on Mount Olympus; here you can see Pegasus joining the gods, after Bellerophon killed Chimera iconographically tying the two models Medusa and Argo.



# Details





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NOTE

MANCINI  
LUXURY JEWELS





## “THE METAMORFOSI COLLECTION” AND THE DIVERSIFICATION OF CULTURES

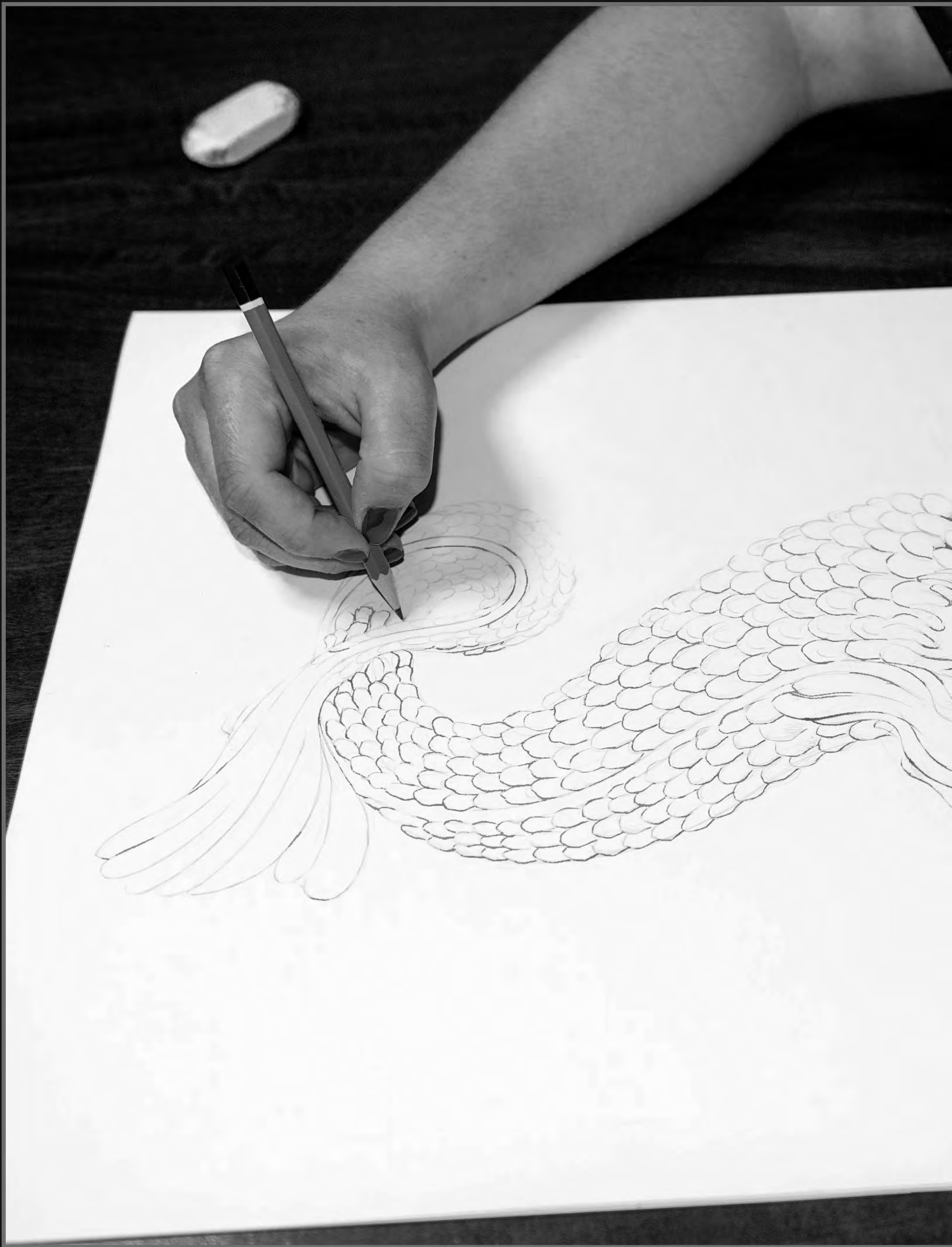
“The Metamorphosis Collection” in its creative evolution, having models which follow the stories on the subject of Metamorphosis, wishes to catch such changes and adapt them to the specific culture of individual nations.

The collection present in this catalogue, will be presented using adequate motifs for historical symbols of such nations.

Thus being, the figures represented in the foregoing pages, (dedicated for example to the Arab world) are an example of how they will be adapted to a specific culture with respects to: faith, ideology, and of course to the feelings and sensitivity of the individual.

This diversity, which is important for Master goldsmith Marco Mancini, represents his interest and responsibility in carefully recognising how important it is to value human relationships in diverse contexts, respecting different cultures and customs in all their details.



























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Photos and images were taken in the following locations: Parco Archeologico Botanico delle Terme Taurine Civitavecchia • Forte Michelangelo di Civitavecchia

Print: Tipolitografia Campisi Srl • Arcugnano (VI) • [www.stampacampisi.it](http://www.stampacampisi.it)