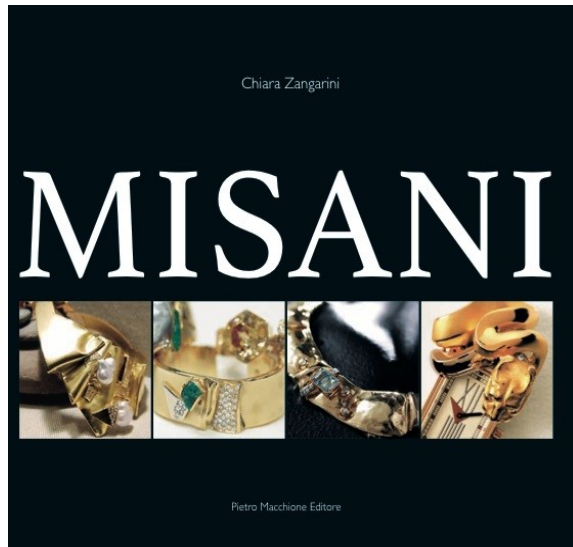


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On the fiftieth anniversary of the opening of the famous Milanese jewelry, the author go through the biographical and artistic life of Ivo Misani and his company. From the firststeps of the shop in Vincenzo Monti street to the â 80 exploit, when wearing a Misanicreation became an absolute sign of style. From the Earrings in hammered sheet - the famous "birds" - to the bracelets where gold, glaze and stones were, for the first time, embedded into the leather, to jewel-sculpture, full of warmth, strength and life. Nonconformist and provocateur, Misani dared to combine gold and plexiglass, and before the advent of Swatch, he proposed, alongside the pearls and diamonds, and precious watches sculpture, watches with plastic strap. Leaves, wisteria, ivy, gingko, stones of the Adda River, the sea and the coral: Misani drew the inspiration of the lines of his jewelry from the nature, always looking for innovation and contemporary design, peculiarities that made his signature instantly recognizable in jewelry world. The text go through colors and suggestions of Misani's drawings and creations, in a combination of history, culture and art, that pays homage to one of the most fruitful artistic geniuses of Italian goldsmith and beyond.

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