

Franco Giaccari



Franco Giaccari was born in Lecce, Southern Italy, in October 1962. At 20, having completed his studies and his military service in the air force at Orlando, Franco decided to try his luck in Canada. Before leaving for the New World, he went to visit his elder brother who was then living in Neuchâtel, Switzerland, a delightful town half-way between Geneva and Zurich. On the main routes between Milan and Paris, Neuchâtel is in the heart of the "Watch Valley" and Franco Giaccari was so taken with its charm that he never made it to Canada!

Lover of art, history, music and travel, he spent many months exploring the world and its treasures. His first destination was Brazil where he was confronted with a new style of architecture, new language and also discovered the mining of precious stones. Then, he continued his travels in Asia and finally New York.

Returning to Neuchâtel, after an incursion into the watch making industry, Franco decided to devote his time entirely to creation, painting, interior decorating and the renovation of historical buildings. Encouraged by a team of people from different areas of the jewellery and watch making world, Franco Giaccari launched the creation of his own jewellery line.

It is certain that his southern Italian origins, where baroque is particularly predominant have been a driving inspiration. His creations are magnificent examples of the geographical, cultural and historical influences of this region. With a strategic position at the base of the "heel" of Italy, close to Greece and Northern Africa, influenced by the Etruscan, Greek and Ottoman empires, "La Puglia" and its inhabitants are a fertile and inexhaustible source of inspiration, uniting the mysterious, subtle Orient, with the modernism of the West.

A benevolent land of shelter, this is the only region of Italy to have been administered by Mehmet II. A culture of tolerance open to the arts, ideas and economic exchange between communities of all origins: Germanic, Roman, Byzantine, Jewish, Orthodox, Muslim and Catholic. Lecce is considered the capital of baroque architecture and has been referred to as the "Florence of the South". Indeed the Baroque movement, which developed between the XVIIe and the XVIIIe centuries, completely transformed the town and has given it an airy, light and refined feel which can be found nowhere else in Italy.

The DNA of FG is composed of all these multi-cultural influences. Passion and creation are his force; his spontaneity illuminates all around him: objects, space, jewels, all come alive in harmonious shape and colour with Franco Giaccari.

"The Earth is my inspiration in both colour and form, because all is movement, change and evolution. The Earth is fragile and unique as life itself."

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