



ALEX • BALL
- MILANO -

ALEX°BALL: Goldsmith Tradition and Langhe



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Not far from Langhe Country House there is Valenza, a small town well-known all around the world as “World’s Capital of Gold”, thanks to its historical goldsmith tradition.

We suggest you to spend a few hours visiting one of its most prestigious artistic Atelier: ALEX•BALL.

During the tour, people will have a chance to learn how the precious creations are produced and they will also be allowed to visit the ancient building, offices, workshop and show room. Here they may purchase, at cost price, a masterpiece of any target and taste, thus obtaining a remarkable reduction.



PRICES

A company representative will pick you up and bring you at ALEX•BALL Atelier in Valenza.

The price of the experience is **euro 50** per person plus **euro 140** for the trip by car; free for children and teenagers under 18 years old.

For those people who purchase at least euro 1.500, the company will give a reduction of the same value of the price of the tour.

Suitable for a surprise gift, a promise of marriage, an anniversary, a birthday, amazing shopping, or simply to live an experience in the world of art and luxury.



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ALEX•BALL Milano

The company has been founded in 1957 by Luigi Guerci and Dario Pallavidini and has quickly become a leader in the goldsmith field, thanks to the production of high-level gold mountings which are still appreciated and chosen as the best on the market.

In 2003 ALEX•BALL Milano has been created: the new way of being glamour thought by Alessandro Pallavidini (called “Ball” cause of the Italian meaning of his last name), in which the shape of the sphere is protagonist through several symbologies along the brand different collections.

The sphere: an essential, clean, timeless shape which is full of meanings; it is a sphere that makes women becoming perfect and magical.

ALEX•BALL Milano masterpieces come from a constant research of style and design; they tell about travels, nature, dreams, ... and are totally handmade in Italy in Valenza only by high skilled Goldsmith Masters. All pieces are recognizable thanks to their high level of quality and finishing details; in a few words pure avant-garde.

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