

*di rossi
ne troverete tanti.*



*ad Alghero,
Corallium Rubrum
è uno solo*



Corallium Rubrum
ad Alghero



Comune di
Alghero

Il *Corallium rubrum* (detto anche Corallo Rosso) è un elemento di grande valore per l'economia della Sardegna e, ancora di più, per la città di Alghero. Pregiato fin dai tempi antichi per la sua durezza e l'intenso color naturale, materia viva raccolta dai nostri pescatori e che gli artigiani trasformano in opere d'arte e gioielli unici, senza tempo.

Il Corallo Rosso è infatti per la Città qualcosa di più di un prezioso prodotto del territorio: è espressione della cultura e tradizione, rispecchiate nel nome definito appunto *Riviera del Corallo* e nello stemma che contiene un ramo del pregiato corallo rosso su una base di roccia. A questo straordinario prodotto è legata un'attività artigianale e commerciale di altissimo valore.



A close-up photograph of a red coral colony, likely *Corallium rubrum*. The image shows numerous small, white, star-shaped polyps with long, thin tentacles extending from their centers. The polyps are densely packed and set against a dark, almost black background, which makes the bright red and white colors stand out. The lighting is dramatic, highlighting the intricate details of the coral's structure.

Il Corallium Rubrum

La lavorazione

Le fasi di lavorazione si distinguono in liscio ed incisione. La lavorazione liscia comprende le piccole forme singole o a coppia che si utilizzano per orecchini, anelli, ciondoli, ed una più seriale che viene utilizzata per la composizione di collane e bracciali. Ma è nella incisione che l'artigiano-artista può esprimersi al meglio, infatti le sue mani esperte e la sua fantasia fanno sì che un pezzo di corallo venga tramutato in una vera e propria opera d'arte, in un pezzo unico ed inimitabile.

*You will find
many reds.*



*In Alghero,
Corallium Rubrum
is the only one.*



**Corallium Rubrum
ad Alghero**

*Corallium Rubrum
can only be found
in Alghero.*



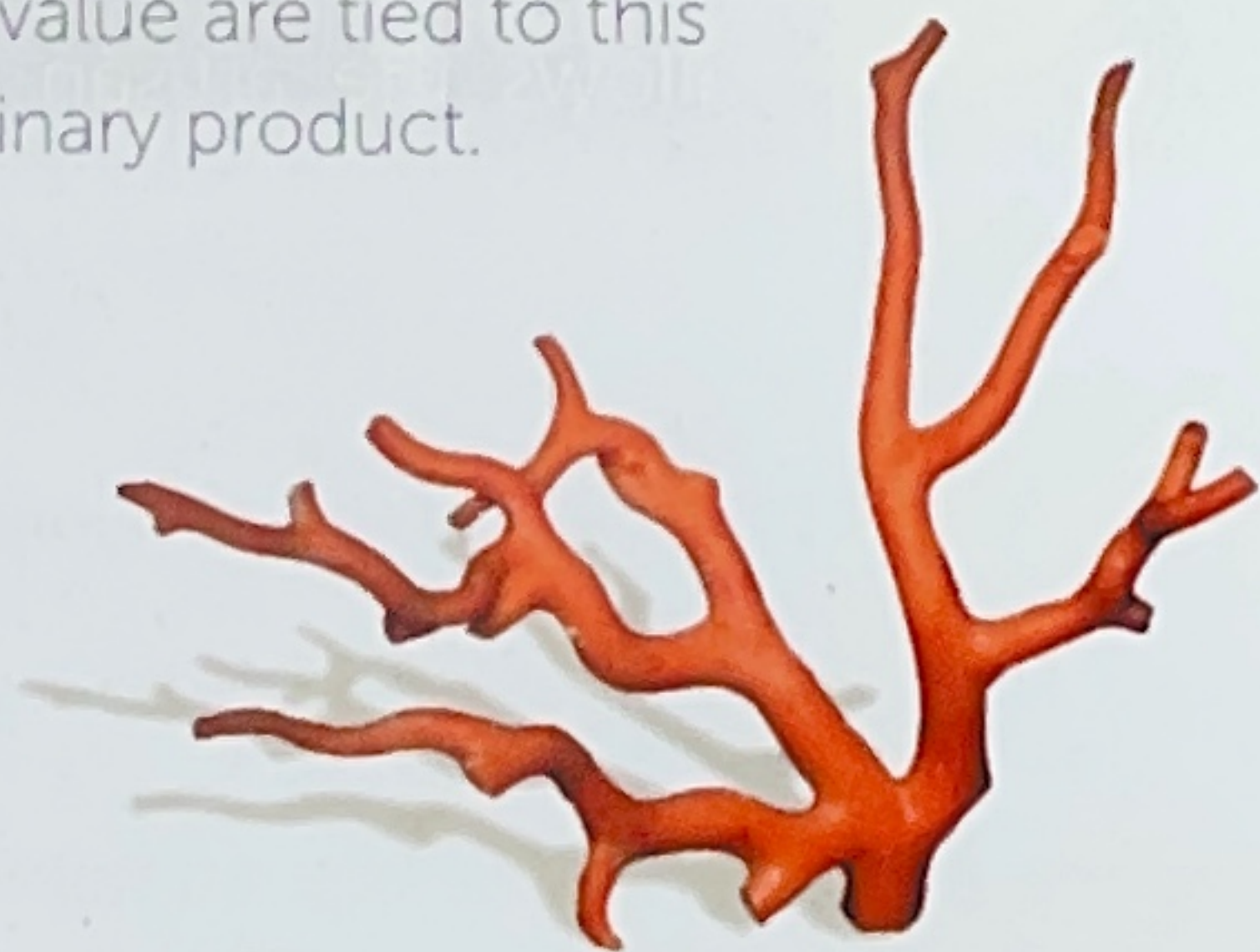
Comune di
Alghero



Fondazione
di Sardegna

Corallium Rubrum, known as red coral, is of great value for the economy of Sardinia and even more so for the city of Alghero. Recognized since ancient times for its strength and intense natural colour. Our fishermen collect this living material and craftsmen transform it into art-pieces and unique, timeless jewellery. For the city, red coral is more than a precious local product; it represents an expression of its culture and tradition, so important that its coastline is named Riviera del Corallo and it also appears in the city's coat of arms which contains a branch of the treasured red coral on a rock.

Artisanal and commercial activities of great value are tied to this extraordinary product.

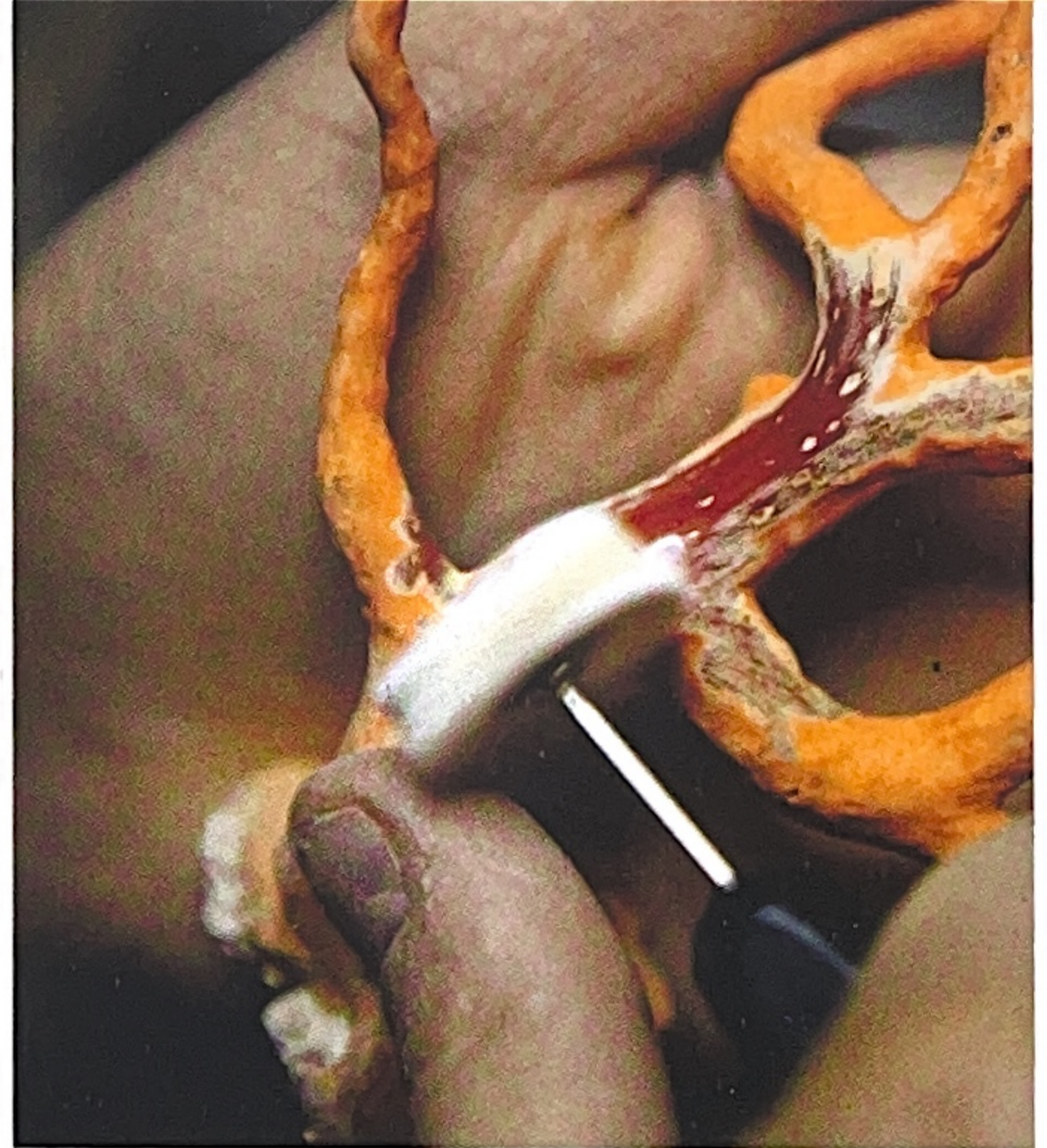




Corallium Rubrum ad Alghero

The quality Trademark

In Alghero, coral is sold by specialised shops whose quality is certified and guaranteed by the Trademark. Licensed shops can best advise customers on how to choose their products, providing them with information about coral quality and manufacturing techniques. The Trademark certifies their expertise and guarantees the purchase of a quality product compared with non natural, artificially coloured products, that are sold on the market at much lower prices, deceiving buyers with untruthful information. The issuance of a guarantee certificate with the Trademark logo attests to the authenticity and quality of the Corallium Rubrum of the Mediterranean Sea.



Rights and Obligations of Licensee

In order to obtain the Licence of use of the Trademark, the shops undergo periodic checks and agree to specific commitments, including:

- not to sell any product made with imitations of *Corallium Rubrum*, be it in their own shop or in any other shop related to them, in the area of Alghero;
- agree to receive inspections of their premises and grant full access to inspectors, providing them with all due assistance and necessary information in order to fulfill the inspection objectives
- not to use any other symbol, slogan or information that could generate confusion regarding the Trademark or mislead the customers.



Corallium Rubrum

Manufacturing

The manufacturing process is composed of two main techniques: the "liscio" or smooth and "incisione" or carving. The smooth technique is applied to shape small, single or paired pieces which are then used to create earrings, rings and pendants. It is also used for production involving multiple pieces such as necklaces and bracelets. Whereas the carving technique allows the artisan-artist to express his creativity. With his skilled hands and imagination, he can turn a piece of coral into an actual work of art, a unique and irreplaceable piece.



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COMUNE DI ALGHERO

BOTTEGA CERTIFICATA E GARANTITA