

*PRESS RELEASE*

***Innovation, creativity and sustainability: BVLGARI  
becomes official "Platinum Sponsor" of the Italy  
Pavilion at Expo 2020 Dubai***

*The Maison will enrich the narrative journey through art and beauty  
that explore Italian excellence*

*Recipes from Michelin-starred chef Niko Romito exclusively for the  
Italy Pavilion's culinary proposal*

Rome, 28 June 2021

"Beauty connects people", the theme of the Italy Pavilion at Expo 2020 Dubai is promoted by Bvlgari through its participation as Platinum Sponsor. In line with shared values such as sustainability, innovation and creativity, Bvlgari enthusiastically joins the Italy Pavilion project with a series of initiatives that will combine 'Made in Italy' art, craftsmanship and excellence.

And since the Expo's slogan is "Connecting minds, creating the future", Bvlgari's contribution will be aimed at enhancing the concept of beauty from an Italian standpoint, as a harmony of visions and influences based on the interplay between centuries-old tradition and experimentation.

Through art installations, exhibitions and seminars, Bvlgari will enliven the Italy Pavilion during a six-month exhibition – starting on 1 October – with a rich programme that will also feature a gastronomic offer by Niko Romito. The Michelin-starred chef will present a culinary concept developed exclusively for Bvlgari Hotels & Resorts, recreating his menu for Bvlgari Resort Dubai at the Pavilion's restaurant. At the Italy Pavilion, visitors will also be able to experience Spazio Niko Romito Bar e Cucina, a unique new format that fuses an Italian-style bar with home-cooked food.

Jean-Christophe Babin, Chief Executive Officer of the Bvlgari Group, stated that: "For over 130 years, Bvlgari has exported its inimitable Italian jewellery style defined by vibrant colour combinations, references to Roman art and visionary innovations. We are proud to collaborate with the Italy Pavilion in a project with strong shared values blending past and future. Our aim is to showcase and share

<https://italyexpo2020.it/>

*Italy's General Commissioner's Office for Expo 2020 Dubai*

*For more information:*

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the heritage of Italian savoir-faire with the different cultures and markets present at Expo 2020 Dubai”.

“We are pleased to welcome Bvlgari as the Platinum Sponsor of the Italy Pavilion, and we are confident that their presence at Expo 2020 Dubai will allow us to show visitors from around the world some significant expressions of Italian talent working towards sustainability in fashion and design”, stated Paolo Glisenti, Commissioner for Italy at Expo 2020 Dubai. “With Bvlgari we have the opportunity to give shape and substance to our claim for Italy's participation in the next Universal Exposition – Beauty connects people – by displaying how Italian creativity is a connecting element of the most established and admired arts and crafts”.

The experience presented by Bvlgari at the Pavilion will allow visitors to explore the many facets of Italian genius in fashion and jewellery, focusing on the key factors that have made it so successful worldwide. A dialogue between talent and design, past and present, will form a patchwork of suggestions in pursuit of continuous discovery. In addition, the evocative power of contemporary art will engage with the world of jewellery in a stunning display of light effects.

The first major global event after the most acute phase of the pandemic, Expo 2020 Dubai will be a highly strategic platform for business, digital marketing and communications. In perfect harmony with the Pavilion's initiatives – which aim at showcasing the best of Italy to promote new forms of cooperation, participation and development – Bvlgari will contribute to making it a laboratory where the country's most innovative skills and artistic and cultural heritage can be displayed.

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