

BVLGARI

High jewellery, art and gastronomy: Bulgari celebrates Italian excellence at Expo 2020 Dubai

The brand's rich programme of initiatives at the Italian Pavilion

With the official launch of Expo 2020 Dubai, the Italian Pavilion opens its doors to the many initiatives promoted by Bulgari and inspired by the event's evocative motto, "Beauty Connects People". The Italian concept of beauty will come to life like a harmony of visions and strong influences of a centuries-old tradition, always ready for experimentation.

Bulgari's proposals will be articulated on a gourmet level in the Pavilion restaurant, the social hub and place to meet: for the entire duration of Expo 2020 Dubai, the space will be managed exclusively by *Il Ristorante - Niko Romito* of Bulgari Resort Dubai. Visitors will taste the great classics of the Italian gastronomy interpreted by the Michelin-starred Chef Romito in a contemporary way, pursuing elegance and lightness in the preparation and presentation of the dishes. The entrance of the restaurant in the Pavilion features the iconic golden Bulgari portal, tribute to Via dei Condotti, location of the flagship Bulgari boutique, and the Roman Baroque style. Taking inspiration from the dining venue at Bulgari Resort Dubai, the space is designed with a purely Italian style, where framed iconic Bulgari archive photographs and brand heritage images recall the more than 130-years of Roman jewellery history. Additionally, to enhance the Italian hospitality and ensure a seamless experience, the restaurant features only eight tables to remain intimate and presents a décor that has been hand-picked and created with high-end Italian brands, from the chinaware, especially created by Ginori 1735 for Bulgari Hotels & Resorts with unique collections of shapes and colors, to the Salviati tableware crafted in Murano glass. Introducing new dishes each month, the menu perfectly syncs with the Italian seasons and is linked to the Italian tradition from the North to the South. Between the months of November and December, truffle will be the main protagonist of *Il Ristorante - Niko Romito* at the EXPO. Dishes such as Tagliolini with Butter, White Truffled Eggs, Dark Beef Fillet with Mushroom Gel, White Truffle, Creamed Leeks and Polenta will tell the story of a country that is getting ready for Christmas festivities. Open for lunch and dinner, the restaurant was conceived through one ethos: the integration of Italian soul, coupled with Bulgari's superior approach to luxury.

The cultural proposals of the brand—platinum sponsor of Expo 2020 Dubai—begin 1 October with a fascinating **mix of jewellery and contemporary art by artist Simone Lingua**: the *Sotiria* installation—named in tribute to Sotirio Bulgari, the company's founder—will dominate the central section of the Pavilion with an extension of 150 square metres. As a tribute to Bulgari, the artist has chosen to identify the concept of beauty with the most brilliant of precious stones: the diamond. Composed of seven suspended "necklaces", the work evokes the gems' perfection through 63 blown glass icosahedra, ablaze with infinite brilliance thanks to a prism of internal light. And it is precisely light that plays a key role in enhancing the splendour of the symbolic diamonds whilst triggering the perception of a reality that transcends the human experience. Each "diamond" is in fact placed inside a chromed dome, which multiplies its reflections. A spy mirror is interposed between the diamond and the viewer, conceived to disappear and become transparent once backlit. The work is connected to software, designed to detect the interaction between visitors and transmit an impulse that will illuminate the installation, creating a gradual disappearing effect of the spy mirrors and allowing the viewer to see beyond the reflection of themselves and the surrounding environment. Thus we discover the authentic value of beauty, which "connects" people and inspires them to go beyond what is tangible. The connections contained in *Sotiria*'s numerology are also suggestive: the installation's

suspended necklaces come in seven like the United Arab Emirates, and since this year also marks the 50th anniversary of their founding, fifty of the sixty-three mirrored domes are gilded. Nine diamonds appears on each necklace, another significant number representing completeness and fulfilment.

In the name of beauty also comes the combination of art and fashion in ***The Art of Craft – The Glamour of Italian Excellence*** exhibition, scheduled from 12 December to 8 January 2022: 60 creations of Bulgari high jewellery will enter into dialogue with about 20 dresses by the great historical and contemporary masters of Italian fashion. The story will unfold from the 1950s to the 2000s and will be enriched with artistic and costume images from the most important fashion magazines. The selection of jewels and dresses will enhance the key aspects that have rendered Made in Italy inimitable and universally beloved. For Bulgari, the bold colour combinations of gems, the fascinating geometries and the inspiration linked to the art and architecture of Rome will be emphasised. Naturally, the sinuous *Serpenti* creations and the contemporary reinterpretation of the history of jewels with ancient coins, still amongst the brand's most beloved icons, will not be forgotten. The high fashion clothing will celebrate the unique aesthetic research of the brands on display, and together with the jewels will offer an overview of the trends and styles from different eras. From the refined manufacture and impeccable lines to the bold volumes and innovative design, each dress will represent the unmistakable style of the great masters and the brightest talents of today.

To complement the exhibition, a calendar of cross-disciplinary **workshops and conferences** will explore fashion and jewellery to better understand the connections between these two universes permeated by visionary creativity and outstanding craftsmanship.

And whilst on the topic of the exchange between arts and cultures, creations from the ***Jannah collection*** will also be exhibited at the Pavilion. Launched in 2020, *Jannah* celebrates the shared values and rich common heritage between Rome and Abu Dhabi, and is the first ever collaboration between Italian jewellery and a member of the royal family of the United Arab Emirates, Princess Fatima Bint Hazza Bin Zayed Al Nahyan. The central motif of the collection is the five-petal flower that adorns the ceilings of the Abu Dhabi mosque, creatively revisited by the brand. Envisioned to be a place of prayer and tolerance by Sheikh Zayed, grandfather of Fatima Bint Hazza Bin Zayed Al Nahyan and founder of the Arab Emirates, the mosque was designed by an Arab architect, built by an Italian company and decorated with Carrara marble.

Returning to the inspiration that unites art and jewellery, the **Bulgari Contemporary Art Award**, in collaboration with Dubai Culture, will kick off. Announced last July, it is aimed at young talents in the field of visual arts born or residing in Dubai. By mid October the names of the finalist artists will be officially communicated and the winner's award ceremony is scheduled for early February 2022.

Since 1 October Bulgari will be one of the leading names of the first Universal Exposition to take place in an Arab country—a prestigious showcase of ideas and projects for the future.

PRESS NOTE:

Bulgari would like to thank all the Brands that supported the setting up of *Il Ristorante-Niko Romito* in the Italian Pavilion to deliver a unique experience of Italian excellence:

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