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BVLGARI AND ATOMIC PRODUCTION

PRESENT:

"AN EMPEROR'S JEWEL – THE MAKING OF THE
BVLGARI HOTEL ROMA" DOCUFILM,

STARRING PRIYANKA CHOPRA JONAS AND
UNVEILING THE CREATION OF THE BVLGARI
HOTEL ROMA



ROME, 7th June 2024 - Bvlgari and Atomic production are thrilled to announce the release of an unprecedented docufilm, "An Emperor's Jewel", the backstage of the genesis of the Bvlgari Hotel Roma. The movie has been produced by Atomic Production and directed by Andrea Rovetta and will start being broadcast on June 8th on Amazon Prime.



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This visually captivating documentary takes audiences on an exclusive behind-the-scenes journey into the creation of the new Bvlgari Hotel Roma, chronicling an imaginary timeline from the Augustus Empire to the grand opening event on 8th June 2023.

Delving into the meticulous planning, architectural brilliance, and artistic vision behind the project, the film draws parallels between hotel construction and Bvlgari's jewellery craftsmanship, emphasizing Roman heritage, Italian creativity and timeless design.

Featuring rare insights, behind-the-scenes footage of artisans, and interviews with visionaries, among which Roberto Gualtieri - Mayor of Rome, the hotel's architects Antonio Citterio and Patricia Viel, Jean-Christophe Babin - CEO of Bvlgari, Silvio Ursini - Vice President of Bvlgari and Founder of the Hotels division, Niko Romito - hotel's chef curator, and actress Priyanka Chopra Jonas, first exceptional guest of the hotel and Godmother of the inauguration, the documentary provides a comprehensive look at how Bvlgari consistently creates extraordinary hospitality experiences worldwide, with meticulous attention to detail and the finest materials.

The production of the movie began two years before the hotel opening when all the artisans were at work on the special crafts commissioned by the architects to make the hotel an extraordinary example of Italian craftsmanship and art.

Starting from the restoration of the imposing building, a splendid example of rationalist architecture designed by the architect Vittorio Ballio Morpurgo and built between 1936 and 1938 to host the headquarters of the Italian Social Security Agency, the documentary showcases the different phases of the delicate renovation operated by Carron Construction Company who involved more than 300 employees working 7 days a week for more than 3 years.

It took more than 50 days of filming to capture the behind-the-scenes work of the craftsmen who bring centuries of expertise and tradition to the creation of the Bvlgari Hotel Roma: the interviewed artisans give a rare testimony to the immense love and passion which lays behind their job and genuinely express their joy of 'working with heart and hands' to create unique pieces with a 'soul'.

From the made to measure textiles created by the renowned weaving atelier Rubelli, the Murano chandeliers by Barovier&Toso, a glassmaking company with a history dating back to 1295, to the bespoke mosaic artworks crafted by the Mosaic School of Friuli and Friuli Mosaic Workshop, together with the hand painted chinaware by Ginori 1735 and the handmade Terracotta tiles by Furnace Sugaroni founded in 1685, all the masterpieces adorning the hotel are filmed in their '*in the making*' process to showcase the Italian ancient artisanal legacy.



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The outdoor areas of the hotel were transformed into serene and enchanting environments, blending nature with architecture by the refined expertise of P'arcnouveau landscape designers, and this 'Nature' theme is also reproduced on the hand-painted wallpaper designed by the refined decorators of the Pictalab workshop.

Each artisan featured in the film embodies the pinnacle of Italian craftsmanship, turning this hotel into a living testament of Italy's rich heritage and dedication to excellence on a global stage.

To honour the opening of the hotel in its hometown, Bvlgari produced an exceptional piece of High Jewelry: a necklace featuring an original Roman coin with the Emperor Augustus. Set in yellow gold, the creation is adorned with **149 emerald beads** weighing 615.04 carats, complemented by 80 buff-top emeralds (16.53 ct.) and pavé-set diamonds (40.69 ct.). The 'intelligent hands' of the Bvlgari goldsmith working on such an extraordinary piece are among the most mesmerizing footage of the documentary, together with the images of the finalized necklace worn by Priyanka Chopra Jonas in the final scenes of the inauguration party.

In the movie, a special focus is given to the statue of seated Augustus, an original Roman sculpture from the Torlonia Collection, in Pentelic marble, portrayed as Jupiter with the traditional attributes, a globe held in the right hand and the scepter originally held in the left, placed in the entrance vestibule of the hotel.

The film shows the charming and careful restoration process, accomplished in the Fondazione Torlonia Workshop, with the contribution of Bvlgari as part of a long-term collaboration between the Maison and the Fondazione Torlonia for the conservation of the most important private collection of ancient art in the world.

Besides the craftsmen, the people working at the hotel are also showcased in the film as the 'artisans of hospitality': from the recruiting day to the moment of the opening, the hotel staff is trained to deliver and impeccable and authentic service crafted on the guests' expectations.

The final part of the movie features the extraordinary participation of the award winning actress Priyanka Chopra Jonas, ambassador of the Bvlgari Brand, who is filmed while experiencing the hotel as its' first guest: in an imaginary conversation with the 'spirit' of Emperor's Augustus, the actress highlights the connection between the property, the history of Roma and the Italian legacy of excellence for craftsmanship, design and the art of living. Her enthusiasm for her overall experience in the hotel and her love for the city of Rome are tangible and represent a special reward for such an extraordinary work.



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The movie ends with the emotional images of the Hotel's Opening Party held on 8th June 2023 in the presence of the Mayor of Rome and a party of 600 guests and celebrities, among which were Zendaya and Alessandro Gassmann, who enjoyed the night dancing on the hotel scenic terraces and admiring a unique drone show celebrating the hotel and the city of Rome.

Andrea Rovetta, the film's Director comments: *"In 'An Emperor's Jewel - The Making of the Bvlgari Hotel Roma' we aimed to capture not just the construction process of the Bvlgari Hotel Roma, but the soul of Italian craftsmanship infused into every detail. It was an honour and a big emotion for me to portray the passion, dedication and creativity of these extraordinary artisans and the profound beauty that emerges when timeless tradition meets modern luxury."*

Gianluigi Attorre and Caterina Mollica, founders of ATOMIC Production House, comment as follow: *"Once we acknowledged that a new Bvlgari Hotel was about to open in Roma, we realized that showcasing the 'making of' such a majestic project was an unmissable opportunity to bring onscreen an incredible example of the Italian excellence in craftsmanship, design and hospitality. We thank Bulgari for giving us exclusive, behind-the-scenes access to produce a movie that stands out in the documentary genre for a special and remarkable production effort. We are very proud to have finally completed this film which is the result of a two-year journey of pure beauty".*

Notably, "An Emperor's Jewel - The Making of the Bvlgari Hotel Roma" is not just a documentary; it is a powerful film transcending the narrative of one hotel to showcase the artistry and dedication woven into the entire Bvlgari Hotels & Resorts Collection.

Bvlgari Group CEO, Jean-Christophe Babin, expressed his pride at the docufilm preview: *"We are excited to share the captivating story behind the creation of the Bvlgari Hotel Roma through 'An Emperor's Jewel -The Making of the Bvlgari Hotel Roma.' This docufilm offers a unique perspective on the dedication, innovation, and creativity that went into making this iconic luxury hotel a reality. The project is a celebration of Italy's rich cultural heritage, leaving a lasting imprint on the hearts of all involved. This movie provides the audience with a unique insight into the Bvlgari brand's commitment to unparalleled luxury and sophistication. Following 'Inside the Dream', the first movie about Bvlgari featuring the making of an extraordinary Serpenti high jewellery necklace, I'm very proud to see now a second film showcasing the creation of another 'jewel': the Bvlgari Hotel Roma.*



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The movie has the patronage of the Italian Ministry of Made in Italy, the Roma Municipality and the Altgamma Foundation.

"An Emperor's Jewel - The Making of the Bvlgari Hotel Roma" will be available on Amazon Prime Video from 7th June 2024.

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About Bvlgari Hotels & Resorts

Unique locations in harmony with the surrounding areas, the blend of traditional design with dramatic contemporary Italian architecture by the Italian architecture and interior design practice ACPV ARCHITECTS Antonio Citterio Patricia Viel and superior service crafted with the same attention to quality that has always distinguished Bvlgari creations. These are the key elements that characterize The Bvlgari Hotels & Resorts collection.

For all the hotels, the approach is the same: the design of the interiors is strongly rooted in the traditions of the place, and careful attention is paid to every detail in a tribute to absolute luxury.

The Bvlgari Hotels & Resorts collection features the distinctive, bold Italian style typical of Bvlgari, reflected in its unique design, its contemporary Italian cuisine and its lavish spas. It conveys the excitement of the Bvlgari brand, its timeless glamour and its magnificent Italian jewellery heritage.

Bvlgari Hotels & Resorts Collection began as an initial array of three establishments in Milan, London and Bali, and recently added new ones in Beijing, Dubai, Shanghai, Paris and Tokyo.

The Bvlgari Hotel Roma, opened on 9th June 2023, is the ninth jewel in the collection and other two hotels are coming soon in Miami and Maldives between 2026 and 2027.

About Bvlgari

Part of the LVMH Group, Bvlgari was founded in Rome in 1884 as a jewellery shop. Known as the magnificent Roman jeweller and master of coloured gems, Bvlgari has established a worldwide reputation for Italian excellence and enjoys renowned for its exquisite craftsmanship. The company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high end watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Corporate Social Responsibility and giving back – to nature and to the community.

