

BVLGARI

GINZA BAR

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### OVERVIEW AND DESTINATION

Ginza is a uniquely distinguished urban district, globally recognized as a center of refined innovation where modernity and tradition exist in a constant, electric dialogue, honoring craftsmanship, heritage, and contemporary culture.

In 2007, Bvlgari marked its presence in this iconic neighborhood with the opening of the Bvlgari Ginza Tower at the celebrated intersection of Namiki-dori and Chuo-dori in Ginza 2-Chome, instantly becoming a landmark for both Tokyo locals and international visitors. Rising 56 meters, its façade is conceived as a luminous “jewelry box,” reflecting the bold elegance and exceptional craftsmanship at the heart of Bvlgari.

At its crown, the Bvlgari Ginza Bar unfolds as a vibrant destination where Italian boldness meets Japanese mastery, offering an atmosphere charged with creative energy from the first pour to the last toast. Reached by a private elevator on Marronnier-dori, the experience opens onto a world of electric sophistication: a soaring nine-meter atrium connects the ninth and tenth floors, while expansive windows frame the Ginza skyline as it shifts from the brilliance of afternoon to the electric glow of night. Ethereal Murano glass chandeliers by Barovier & Toso cast a luminous, ever-changing light across the space, while at its center stands a sculptural marble table crafted by Italian modernist master Osvaldo Borsani, anchoring the room with timeless modernist elegance.

Within this setting, the signature Proverbi Menu (Proverbs Menu) defines the bar’s creative vision: an extraordinary cocktail series inspired by Italian proverbs, centuries-old expressions of wit, wisdom, and art of living. Each cocktail translates the essence of these sayings into flavor, color, and texture with Bvlgari’s unmistakable precision and artistry, celebrating the meeting of two cultures deeply rooted in beauty, storytelling, and the art of living well.

Ascending further, guests discover La Terrazza, an open-air escape above the Ginza skyline, where the atmosphere seamlessly transitions from sunlit afternoons to vibrant evenings, offering a refined stage for those who wish to see and be seen above the pulse of the city.

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### **BVLGARI GINZA BAR**

Occupying the tenth floor, Bvlgari Ginza Bar offers a bold, layered cocktail experience rooted in the richness of Italian culture. The new menu, "Proverbi" (Proverbs) is a landmark expression of that vision: ten extraordinary cocktails and four mocktails, each inspired by an Italian proverb — those centuries-old expressions of wit, wisdom, and the art of living well that have shaped Italian culture for generations. Each proverb becomes a cocktail, translated into flavor, color, and texture with the precision and imaginative flair that define Bvlgari's craft.

The bar's full menu spans five distinct offerings.

Proverbi Menu (Proverbs Menu) is the signature series and the most distinctive expression of the bar's creative vision. I Più Amati brings together the bar's most beloved house cocktails, including the signature Bvlgari Cocktail and a distinctly Italian take on the Negroni. Seasonal Cocktails rotate with the rhythm of the seasons, celebrating Japanese finest products The Classics menu offers masterfully executed staples for the purist, and Mocktails ensure that every guest, regardless of preference, can fully partake in the Bvlgari Ginza Bar experience.

Each glass is conceived with meticulous attention to the provenance of ingredients, their aromatic complexity, and the harmony of color. Tables of Italian marble meet chairs shaped with the smooth refinement of Japanese woodworking, a beautiful dialogue between Italy and Japan where materials and forms, tradition and innovation, gracefully intersect. This is a space that pulses with creative energy, enveloping each guest in an atmosphere that is unmistakably, boldly Bvlgari.

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### **PROVERBI MENU (PROVERBS MENU)**

The new cocktail menu "Proverbi" is born from a profound exploration into what it means to be truly Italian, distilling centuries of culture, philosophy, and lived experience into the language of the cocktail. Italian proverbs are not merely sayings; they are the accumulated wisdom of generations, encoded in the rhythms of everyday life, passed down not in books but in kitchens, piazzas, and quiet conversations between people who understand that beauty lies in the details. At Bvlgari Ginza Bar, each proverb becomes the animating soul of a drink, translated into aroma, color, and taste with the same devotion to craft that defines every creation bearing the Bvlgari name. The collection is brought to life under the direction of the Bar Manager, Simone Ciambro, a Rome-born bartender whose craft was shaped at some of the world's most storied establishments. Now based in Tokyo, he channels his Italian sensibility and depth of experience into every glass served at Bvlgari Ginza Bar.

Each cocktail in the collection is conceived around a single proverb, with meticulous attention paid to the provenance of ingredients, aromatic complexity, and the harmony of color and texture. "L'Intenditore," rooted in A buon intenditor poche parole, "A word to the wise," is bold, inventive, and unapologetically direct: Del Maguey Vida Mezcal meets lacto-fermented tomato in a composition that rewards the curious palate. "Carpe Diem" takes its spirit from Carpe diem, "Seize the day," weaving Bacardi rum with the luminous sweetness of Kanade white peach into a glass that captures the essence of a fleeting, perfect moment. "La Forza," inspired by L'unione fa la forza, "Unity is strength," finds its voice in the meeting of Kyoto's Ki No Bi dry gin and Akashi Tai yuzu sake, a graceful dialogue between Italian and Japanese sensibilities that feels entirely at home in the heart of Ginza. For guests who prefer to forgo alcohol, four thoughtfully crafted mocktails echo the same depth of intention, ensuring that every guest is equally invited into the world of Proverbi.

### **PROVERBI DAL MONDO SERIES (PROVERBS FROM AROUND THE WORLD SERIES)**

Bvlgari Ginza Bar will periodically host intimate Mixology Nights titled "Proverbi dal Mondo" (Proverbs from around the World), where Bar Manager Simone Ciambro and an invited guest bartender collaborate in a true four-hands creation to develop a unique series of cocktails inspired by global proverbs. Each evening becomes a dialogue of craftsmanship and imagination, where two distinct perspectives merge into a shared creative vision, transforming universal wisdom into innovative expressions of mixology. Two voices, one extraordinary night, an experience not to be missed.

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### **I PIU' AMATI – CLASSIC COCKTAIL SELECTION**

The menu is further rounded out by I Più Amati, a curated selection of timeless classics, including Simone's own interpretation of the Negroni, that speak to the enduring pleasures of a perfectly made drink. In every glass, the wisdom of a proverb quietly illuminates an encounter with Italian culture unlike any other.

### **SEASONAL COCKTAILS**

Rotating with the rhythm of the Japanese seasons, the Seasonal Cocktails menu celebrates the finest local produce at its peak. From the bright citrus of yuzu to the earthy depth of azuki, each creation brings Japanese ingredients into vivid conversation with the bar's Italian soul, with a rotating Cocktail of the Month ensuring something new to discover on every visit.

The bar food is entrusted to the vision of three-Michelin-starred Chef Niko Romito, whose philosophy of essential Italian cuisine brings the same spirit of refinement to every bite.

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### LA TERRAZZA



Atop it all, the eleventh-floor rooftop terrace La Terrazza offers sweeping views of Ginza. Guests savour signature cocktails paired with bar bites from the Ginza Bar as the sun traces its slow descent, the sky shifting from warm gold to deep amber, until the city below stirs to life, light by light. Throughout the day, the evolving sun and breeze enrich every moment.

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### FACT SHEET

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General Manager	Sonam Arendse
Architectural Design	ACPV ARCHITECTS (Antonio Citterio Patricia Viel)
Dining	Bulgari Ginza Bar   54 Seats (including 10 counter guests) La Terrazza

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