

BVLGARI

WHAT DOES IT TAKE TO BEAT A RECORD?

Pushing limits and redefining them: human nature has always sought to go ever further in every imaginable field of endeavour. Bulgari has rewritten the codes of Haute Horlogerie with Octo Finissimo: seven world records broken in seven years is another record in itself, since no other brand in the history of watchmaking has achieved such a string of successes!

A master in the art of ultra-miniaturisation and contemporary reinterpretation of classic horological complications, the brand broadens the theme and goes beyond the watchmaking feat itself to question the driving force behind the desire to break a world record.

While the case of the Octo Finissimo is the starting point for these ponderings, Bulgari is launching a series of podcasts celebrating the creative processes guiding the men and women who each push existing limits in their own field of activity.

Seven years and seven world records, seven personalities who tell the story of the path they have each taken in seven episodes, along with the limits they have pushed in areas as varied as music, lifestyle, sports, watchmaking, art, exploration and finally design. What is the common denominator – and is there indeed one?

These personal true-life stories give insights into what it means to surpass oneself as well as to surpass norms and conventions. The seven episodes thus feature a common language, which could be summed up as giving new meaning to the term frontier.

The first three B*Maestro episodes will take you into the worlds of conductor **Beatrice Venezi**, AI artist **Refik Anadol** and future astronaut **Alyssa Carson**. They are available as of **January 28th** on the best Podcast platforms: **Spotify, Apple podcast, Google podcast, Amazon music, Deezer, Podcast addict, Castbox, Overcast, JioSaavn, Anghami, Stitcher, iHeartRadio and TuneIn**. Get those headphones on!