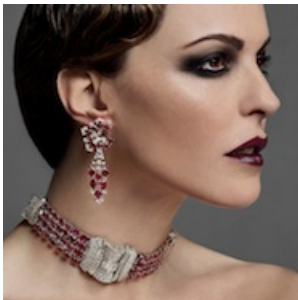


COMMERCE

## Bulgari to open production facility in heart of goldsmithing region

December 3, 2015



*Editorial image from "Life in Bulgari" magazine*

By STAFF REPORTS

Italian jewelry house Bulgari is opening a new manufacturing facility in Valenza, enabling the brand to increase its workforce and production capacity.

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Set to open late 2016, the 150,700-square-foot plant will comprise two buildings, one for production and the second administrative. The complex will also restore a historical building found on the property, the Goldsmith's Farmstead Villa Clerici, dating back to 1860.

### Shiny new digs

Bulgari selected Valenza as its new production core due to the region's relationship with goldsmithing, and the long-established supply chain shared by medium and medium-large size brands calling the area home.

This notion is built upon through the addition of a new glass wing, referred to as the Glass House, that will extend the existing Goldsmith's Farmstead Villa Clerici, merging tradition with modernity. Continuing this is the addition of three-level building featuring an internal courtyard with a central Roman Domus-style patio at its center.

Also, the facility will be encased in a "metal skin" that Bulgari described to [WWD](#) as creating "an aesthetic cloak that will allow employees complete visual access to the exterior, with no visual barriers to obstruct the view of the surrounding countryside."



*Rendering of Bulgari's production facility in Valenza, Italy*

Bulgari's new production facility will be built with low-environmental impact and aims to be LEED-certified upon

completion.

The project is said to cost "some tens of millions" of euros, which includes construction costs and machineries acquired.

Once opened, the new facility will be able to accommodate 700 employees, representing an additional 300 workers. The plant, designed by architectural firm Open Project, will merge all steps of production from prototypes to final products, tasks currently existing at Bulgari's facilities in Valenza and Solonghella.

The site will also include space for the first Bulgari Academy, the jeweler's technical college offering internships and professional training for recent hires. Bulgari also has plans to invest in a Employer Branding and Talent Scouting program to support the Valenza district.

Recently, British automaker Jaguar Land Rover is showing its long-term dedication towards its home country by doubling the size of its Engine Manufacturing Centre.

As part of a total \$1.5 billion investment in the plant, this project will increase the Midland site's productive space to 2 million square feet, allowing the automaker to add hundreds of new employees. For luxury brands in particular, maintaining manufacturing facilities in the country of their origin is an important part of retaining heritage ([see story](#)).

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