

JEWELRY

## Bulgari opens Fornasetti-decorated New Curiosity Shop in Rome

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*Bulgari decorated with Fornasetti interiors for the New Curiosity Shop. Image credit: Bulgari*

By STAFF REPORTS

LVMH-owned jeweler Bulgari has opened a "temple of creativity" next door to its Roman flagship on Via dei Condotti.

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Bulgari has opened its "New Curiosity Shop" to celebrate the art of wonder, a nod to its founder Sotiro Bulgari. When Mr. Bulgari opened his storefront at 10 Via dei Condotti in Rome, he referred to his workshop as the "Old Curiosity Shop," due to the collection of "marvelous and surprising" objects found within.

Curiosity calls

Bulgari's New Curiosity Shop opened its doors Dec. 7 and was celebrated by the brand with a VIP event in the new year on Jan. 31.

For the opening, Bulgari also designed an edit of items that is exclusive to the New Curiosity Shop. Pieces in the collection include a mini offering of rings and bracelets inspired by the Condotti star, an "Only in Rome" limited-edition Serpenti timepiece in metallic and a reinterpretation of Bulgari's Serpenti Forever handbag.

The store is a contemporary luxury interpretation of Mr. Bulgari's historic Old Curiosity Shop. The new telling of the shop combines unusual materials and contrasting colors, much like the jewelry designs that made Bulgari a must-have.



*Interior of Bulgari's Old Curiosity Shop where jewelry, watches and accessories will be sold. Image credit: Bulgari*

Bulgari's Old Curiosity Shop merges the past with the present to create a mysterious space. For the interior decor, Bulgari worked with fellow Italian brand Fornasetti on the inaugural design.

Fornasetti included many of its iconic and most representative pieces of its brand. For the Bulgari New Curiosity Shop, the Milan-based interiors brand included its hand-lacquered wooden furniture, magic mirrors and porcelain and gold dishes with astronomical themes.

The interiors brand describes its decor choices as being "striking in their irony and their touch of madness," making Fornasetti ideal for such a unique and original space.

In 2016 and 2017, Bulgari and Fornasetti collaborated on the interiors of the jeweler's "Serpentiform. Art, Jewelry, Design," an exhibit held in Rome and Singapore, which featured the interior design brand's carpeting.



*Bulgari jewelry displays and Fornasetti porcelain. Image credit: Bulgari*

Bulgari's New Curiosity Shop is an embodiment of wonder and will represent a window into the jeweler's eclectic creativity through a constantly changing showcase where new themes will be displayed and illustrated.

In a similar strategy, British department store Selfridges began curating curiosities for the opening of its Corner Shop at its London flagship.

Selfridges' concept borrows from the typical British tradition of the corner shop with an eclectic mix of products of luxuries big and small. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items both necessary and non-essential ([see story](#)).