

JEWELRY

Bulgari turns beauty upside down for Milan Design Week

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Bulgari's installation for Milan Design Week. Image credit: Bulgari.

By STAFF REPORTS

Italian jeweler Bulgari is sharing a different take on the concept of beauty with an upcoming multi-location art installation that takes participants on a journey.

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The Brera Design District, the Bulgari Hotel Milano, and the Montenapoleone Boutique Gallery will all be home to legs of Bulgari's journey. The installation includes a 3,280-square-foot labyrinth, hypnotic garden with a GIF integration and an immersive gallery.

Bulgari installation

Bulgari's art integration will run from April 17 to April 22.

Experts in architecture and design such as Ivan Navarro and Courtney Smith, MVRDV and Stagemilano have worked with Bulgari on the labyrinth in the Brera Design District. The labyrinth includes what Bulgari calls a "ultra-chic Dream Machine," which dispenses jewelry from its B.zero1 collection.

The Bulgari Hotel Milano's garden, Il Giardino, hosts what the brand calls The Mirror Cube that features a special camera that shoots 36 pictures per second, creating an instant GIF of guests that can be delivered by email.

Bulgari's gallery at the Montenapoleone boutique uses technology to bring users into the world of its B.zero collection.



Bulgari's installation at the Brera Design Department. Image credit: Bulgari.

The LVMH-owned jeweler has a long history with the art world.

Bulgari aligned with Italy's National Museum of the Arts of the XXI Century, better known as MAXXI, for a prize meant to support contemporary artists.

The MAXXI Bulgari Prize, announced Aug. 21, presented the award to international talents to assist in transforming their creative potential. Art-focused prizes are common among luxury brands, as many present themselves as patrons and advocates for the humanities as so much of their businesses are rooted in artisanal crafts and creativity ([see more](#)).

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