

JEWELRY

Bulgari reinforces Roman heritage with restoration project

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Area Sacra. Image credit: Bulgari

By STAFF REPORTS

Italian jeweler Bulgari is giving back to its hometown by supporting the restoration of a Roman landmark.

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After funding the renovation of the Spanish Steps, Bulgari is expanding its efforts towards preserving Rome's heritage with a project to restore Area Sacra di Largo Argentina. Bulgari's financial support will enable the ancient site to accept visitors.

"We are very proud of this new gift to the Eternal City," said Jean-Christophe Babin, CEO of the Bulgari Group, in a statement. "Following the restoration of the Spanish Steps, which have always been a meeting point for Romans and tourists alike, we will enhance another site at the center of the social and spiritual life of the ancient capital."

Restoring Rome

Area Sacra is an archeological site at Largo di Torre Argentina square that includes four temples that date from between 4 and 2 B.C. This site also includes Pompey's Curia, where Julius Caesar is believed to have been assassinated.

The square will reopen to the public in 2021.

"Rome, a historic and modern-day capital, will once again be able to enjoy one of its best-loved archaeological sites in the heart of the city thanks to Bulgari," said Virginia Raggi, mayor of Rome, in a statement.

In 2016, LVMH-owned Bulgari exuded the ultimate expression of dolce vita glamour with the unveiling of the restored Spanish Steps in Rome.



Rome's Spanish Steps. Image credit: Bulgari

In 2014, as Bulgari celebrated its 130th anniversary, the jeweler pledged approximately \$2 million for the restoration of the Spanish Steps over a two-year period. The project began in 2015, and worked to restore the iconic Italian landmark to its former glory after former Italian prime minister Matteo Renzi asked private investors to aid in maintaining monuments throughout the country ([see story](#)).

Bulgari is not alone in taking on historic restoration projects.

With the first phase of the Roman Colosseum's restoration complete, project supporter Italian apparel and accessories label Tod's included a global audience in the reveal.

In 2011, Tod's Group pledged 25 million euros, at the time about \$34 million, to help officials fund repairs of the landmark. Along with an unveiling event on July 1, 2016, Tod's created a corresponding digital project that took consumers inside the process ([see story](#)).

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