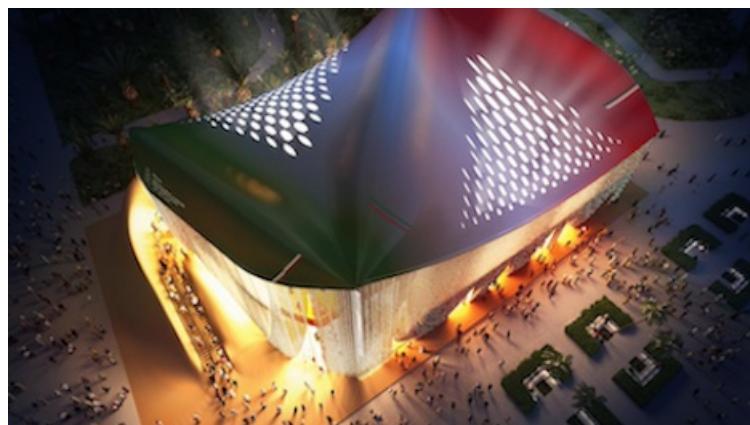


Bulgari to celebrate Italian artistry as Dubai Expo sponsor

June 29, 2021



Bulgari is bringing Italian savoir-faire to the Dubai Expo 2020. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler Bulgari is spotlighting #MadeInItaly art and craftsmanship through a series of initiatives as the official platinum sponsor of the Italy Pavilion at [Dubai Expo 2020](#) this fall.

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With this partnership, the jeweler hopes to enrich the narrative journey through art and beauty that explore Italian excellence. Inspired by the Expo's slogan "connecting minds, creating the future," Bulgari aims to enhance the concept of beauty from an Italian perspective.

"For over 130 years, Bulgari has exported its inimitable Italian jewelry style defined by vibrant color combinations, references to Roman art and visionary innovations," said Jean-Christophe Babin, chief executive officer of the Bulgari Group, in a statement. "We are proud to collaborate with the Italy Pavilion in a project with strong shared values blending past and future.

"Our aim is to showcase and share the heritage of Italian savoir-faire with the different cultures and markets present at Expo 2020 Dubai."

#MadeInItaly

Through art installations, exhibitions and seminars, Bulgari aims to enliven the Italy Pavilion during a six-month exhibition, beginning Oct. 1, with a program featuring gastronomic experiences by Michelin-starred chef Niko Romito.

Mr. Romito will present a culinary concept developed exclusively for Bulgari Hotels and Resorts, recreating his menu for Bulgari Resort Dubai at the Pavilion's restaurant.

Bulgari becomes official "Platinum Sponsor" of the Italy Pavilion at [#DubaiExpo2020](#).

The Maison joins [@Italyexpo2020](#) with a series of initiatives combining #MadeInItaly art, craftsmanship and excellence starting from October 1st. [#Bulgari #beautyconnectspeople](#)

#ItalyExpo2020 pic.twitter.com/BK1vGu0ba9

Bulgari (@Bulgariofficial) June 28, 2021

At the Italy Pavilion, visitors will also be able to experience Spazio Niko Romito Bar e Cucina, a unique new format that fuses an Italian-style bar with home-cooked food.

The experience presented by Bulgari at the Pavilion will allow visitors to explore the facets of Italian fashion and jewelry, focusing on the key factors that have made them successful.

In addition, the power of contemporary art will interact with the world of jewelry in a display of light effects.

The first major global event after the most acute phase of the pandemic, Expo 2020 Dubai serves as a strategic platform for business, digital marketing and communications. In harmony with the Pavilion's initiatives, Bulgari will contribute to making it a laboratory where the country's most innovative skills and artistic and cultural heritage can be displayed.

At Watches and Wonders in April, Bulgari marked a new world record with its slimmest perpetual calendar timepiece, the Octo Finissimo Perpetual Calendar. With this addition, Bulgari is aimed to reinvent luxury codes of watchmaking while simultaneously maintaining and representing its rich heritage ([see story](#)).

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