

JEWELRY

## Bulgari uses artificial intelligence in illustrating, commending its Serpenti emblem

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*The digital sculpture, the first of its kind for a luxury house, will be on display at the Piazza Duomo in Milan until Oct. 31, when it will then embark on a world tour. Image credit: Bulgari*

By LUXURY DAILY NEWS SERVICE

Italian jeweler **Bulgari** is showcasing its signature Serpenti in a futuristic fashion.

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As part of the jeweler's Serpenti Metamorphosis exhibition, which was launched during Milan Design Week, an artificial intelligence installation by multimedia artist Refik Anadol, which celebrates the nature of the emblem of Bulgari, is being highlighted. The digital sculpture, the first of its kind for a luxury house, will be on display at the Piazza Duomo in Milan until Oct. 31, when it will then embark on a world tour.

Where art, luxury and technology overlap

The 3D sculpture exists in celebrating the beauty and nature of the mythical Serpenti icon, the ultimate symbol of Bulgari and the entity of transformation. The digital piece was designed using algorithms to reproduce an image by analyzing 200 million pictures of nature, 160 million pictures of flowers and 120,000 images of snakes.

The machine, acting off of the main theme of the piece metamorphosis then learned the colors, patterns and shapes, producing images of flowers in digital memory and translating them into an emotive, spirited piece of art. The work illustrates the overlap of art, luxury and technology.

*An experience where art, innovation and luxury come together*

After Oct. 31, once the world tour has finished, the installation will be converted into a multisensorial and multidimensional NFT and will be sold at an auction. Proceeds will be donated to a charity chosen by the artist and Bulgari.

With more industries experimenting with non-fungible tokens, luxury brands are identifying new revenue streams.

During a session at Luxury Briefing and the British School of Fashion's Technology in Luxury 2021 virtual conference on Sept. 22, industry experts discussed the next stages for the NFT industry. Speakers also identified how

different consumer groups, including luxury buyers, are responding to NFT ([see story](#)).

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