

JEWELRY

Bulgari chronicles a conductor's battle with time in new campaign

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A scene from Bulgari's "Time of Wonders" campaign film. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Roman jeweler **Bulgari** has outdone itself in a new music-centered campaign starring chief conductor-designate of the Netherlands Philharmonic Orchestra, Lorenzo Viotti.

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In the two-part series, Mr. Viotti opens up about the seductive power of music and how speed, tempo and time factor into orchestral sounds. In "The Marvels of Time With Bulgari and Lorenzo Viotti," the viewer is invited to take a electrifying journey into Mr. Viotti's creative process as a conductor.

Speed, sound and time

In the first video, Mr. Viotti details how elongating and shortening music notes can convey distinctly different emotions in music. In his opinion, musical notes need time to develop before they reach the ear.

"The Marvels of Time With Bulgari and Lorenzo Viotti" campaign film

Thus, he says, "It's a constant search for perfection. It's always like a kind of game against time."

Wearing a Bulgari Octo Finissimo S watch, Mr. Viotti looks like a wizard as he waves his conductor's wand and directs the tempo of his orchestra's music.

The next campaign film is partially shot in black and white, which lends a historical archival quality to the video. As the protagonist, Mr. Viotti is shown dramatically playing a piano, and these clips are interspersed with close-ups of the Octo Finissimo S watch.

The film ends with a flourish as Mr. Viotti concludes a fast-paced melody on the piano and "Octo Finissimo" flashes across the screen in a tilted script font.

Bulgari is growing its international presence and as a result has been increasingly curating foreign brand ambassadors to enthrall a more diverse consumer audience. One such ambassador has been Japanese actor and singer Tomohisa Yamashita ([see story](#)).

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