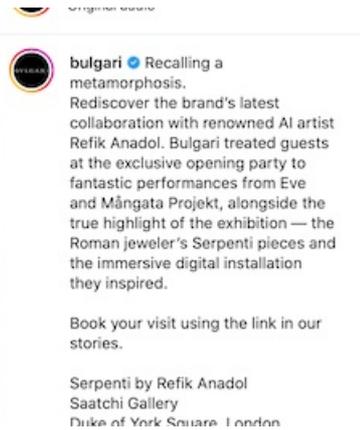


JEWELRY

Bulgari's Serpenti collection goes with AI installation

November 28, 2022



Bulgari taps AI once again. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

LVMH-owned Bulgari continues its collaboration with Turkish American media artist Refik Anadol around an immersive digital installation inspired by its Serpenti collection.

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Based in Los-Angeles, Mr. Anadol is known for his unique approach to data narrative and artificial intelligence (AI). His work and research address the radical changes undertaken consumers and marketers now that machines are a dominant part of everyday existence.

Fittingly, Bulgari commissioned him to create a work around the theme of metamorphosis.

To mark the work's unveiling at its new location, the Saatchi Gallery in London, a party was held which included performances by American hip hop artist Eve and Athens-based electronic duo, Mangata Projekt.

The immersive experience will be open to visitors by appointment at the same location from Nov. 25 to Dec. 23.

New sparkle

Mr. Anadol's work consists of a large screen of transformed algorithm-processed data. The effect is what appears to be ever-shifting and undulating, multi-colored sands.

This is meant to evoke Bulgari's ability to shape rare and precious materials into its signature creations.

The installation made its debut in October 2021 at the Piazza Duomo in Milan. This was believed to be the first work conceived by artificial intelligence for a luxury brand.

The brand's Serpenti collection comprises snake-inspired jewelry. Rings, necklaces, watches and bracelets are coiled twice or more, and segmented so as to resemble the serpent's scales. Other pieces show the snake encircling the wearer's wrist or neck and biting its own tail like an ouroboros, a symbol of infinity.

Often adorned in pave diamonds, many of the pieces feature ruby or emerald stones to represent the snake's eyes.

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