


BVLGARI

SERPENTI IN ART



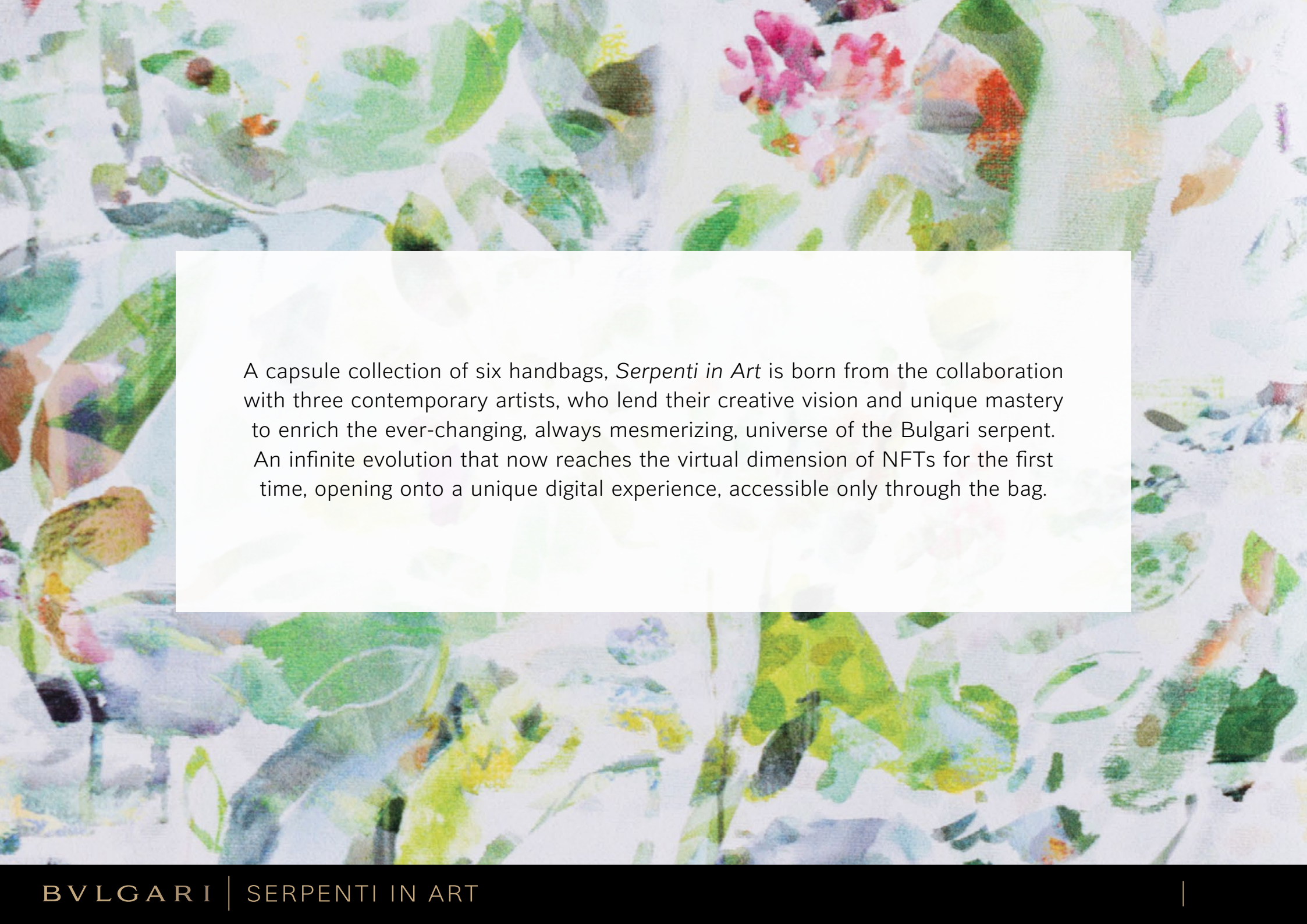
SERPENTI IN ART

In celebration of the deep bond between the mythical snake and the world of art, Bulgari launches a capsule collection of Serpenti Forever handbags born from the collaboration with three contemporary artists, **Sunwoo Kim, Zhou Li** and **Sophie Kitching**.

An abstract artwork featuring a vibrant color palette of blue, pink, and purple. The composition is dominated by several parallel, wavy lines in a golden-yellow hue, which create a sense of movement and depth. The background is a textured wash of colors, with the blue on the left and pink/purple on the right. The overall effect is one of dynamic energy and artistic exploration.

As an endless source of inspiration across time, space and different cultures, the snake has always been intertwined with the world of art, sometimes becoming itself a manifestation of boundless human imagination.

Now, in the year of *Serpenti's* 75th anniversary, Bulgari's icon of metamorphosis once more offers a magnificent territory for unlimited creative experimentation as the white canvas to venture into new explorations.



A capsule collection of six handbags, *Serpenti in Art* is born from the collaboration with three contemporary artists, who lend their creative vision and unique mastery to enrich the ever-changing, always mesmerizing, universe of the Bulgari serpent. An infinite evolution that now reaches the virtual dimension of NFTs for the first time, opening onto a unique digital experience, accessible only through the bag.

Famed for his symbolic dodo birds, representing the search for freedom and happiness, the Korean painter **Sunwoo Kim** has brought his artistic universe at the core of the *Serpenti Forever Top Handle* bag.

An emblem of timeless elegance and versatile wearability, the bag comes with two different animations. The **Day** version features an imaginary forest with green leaves embossed on the Calf Leather body, exalting the three-dimensional effect and dynamic texture of the image. A playful treat is hidden under the flap cover, where a funny dodo bird pops out from the fanciful foliage, while the matching snakehead closure boasts a rich palette of green enamels completed by black onyx eyes.





The **Night** version is an immersion into a nocturnal landscape, studded with Bulgari's iconic eight-pointed stars. As if chasing its dreams, the symbolic dodo bird flies in the blue sky lit by gold glitter details as well as by embroidery applications. Adding a golden glow to the bag, a mesmerizing snakehead closure features the so called "diamond-cut" effect – consisting of a grainy metallic texture shimmering like a snow-set pavé – as well as hypnotic lapis lazuli eyes.



The multi-talented Chinese artist **Zhou Li** - spanning from painting to sculpture through installations and public art - reimagines the *Serpenti Forever Top Handle* through the distinctive language of her lyrical abstract paintings.

Named **Ocean**, as the image it evokes, the first creation draws from the artist's painting series *Landscape of Nowhere: Water and Dreams*, which focuses on the theme of freedom and hope for humanity. The iconic combination of blue and pink tones, as well as Zhou Li's exquisite brush-touches, take new life on the bag's Calf Leather body, drawing a dreamlike universe.





Inspired by another famous series of the artist named Spring, the second interpretation, **Forest**, celebrates the power of nature and its endless circle of life. An evocative symbolism and references to Chinese landscape paintings blend with the romantic atmosphere of the forest while a richness of details animates the Calf Leather bag with golden embroidery and precious applications that add a richness of texture to the piece.

Both completed by the iconic snakehead closure with matching enamel scales, the bags also feature a geometric brass top handle with golden mirror finishes as well as matching gemstone inlays – malachite for one bag and pink quartz for the other - result of the encounter between the art of Zhou Li and that of Bulgari. The entirely reimagined design stems from the artists' installation *Metamorphosis – The Ring of Life* and it celebrates the snake as a symbol of the union between Chinese and European culture, reason and vitality, metal and gems, Art Nouveau and Minimalism.



Aged 33, the US-based artist **Sophie Kitching** has applied her conceptual approach to two animations of the *Serpenti Forever* top handle bag. Focussing on the duality of the snake and its infinite power of transformation, the artist plays with opposing forces such as day and night, inside and outside.

Like an artwork of her painting series *Invisible Green* boasts the same myriad of colours, petals and leaves on a white Calf Leather backdrop. Reminiscent of the serpent's alluring scales, the lively and evocative strokes culminate in the iconic snakehead closure embellished with matching multicoloured enamel inserts.





Nature-inspired motives animate also the second design of the artist. Here, the mesmerizing contrast between intense colours and the black Calf Leather background inspired by the artist's *Nocturne* painting alludes to the mysterious shapes and metamorphosis of the snake.



Crafted with the same attention to detail and deep savoir faire of Bulgari's Leather Goods, the NFT experience connected to each bag elevates the creative potential of Serpenti even further, exploring through high-technology the different themes developed by the artists. The six three-dimensional videos – one for each model - give each owner exclusive access to a digital universe dedicated to their own handbag in a seamless journey from materiality to immateriality.

The exclusive creations dedicated to art lovers and *Serpenti* enthusiasts will be unveiled at Bulgari's *Serpenti in Art* event on the occasion of Paris Haute Couture. And as a collection born to celebrate the 75th anniversary of the icon, each bag comes as a limited-series of 75 pieces.



The image displays five BVLGARI handbags arranged in a circular pattern. Each bag features a unique artistic design and a prominent snake-shaped clasp. The designs include: a light blue bag with a green snake clasp and a landscape with reeds; a dark grey bag with a multi-colored snake clasp and a floral pattern; a light blue bag with a pink and purple abstract design and a white snake clasp; a white bag with a dense floral pattern and a multi-colored snake clasp; and a dark blue bag with a landscape of mountains and a gold snake clasp. A fifth bag, partially visible at the bottom right, has a green background with white birds and a green snake clasp. The text 'SERPENTI IN ART' is centered over the bags in a white serif font.

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