

The Bulgari Serpanti: 75 Year's of Metamorphic Beauty

The epitome of effortless glamour, the iconic motif of Bulgari's historic jewelry collections, the Serpanti celebrates the decades of innovative transformation and rebirth.

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For decades, a glance at Hollywood's red carpet events and the instantly recognizable, Serpanti, can be seen worn around the neck's and wrist 's of the industries who's-who. Celebrating a monumental milestone for the iconic symbol of Bulgari, the brand continues with an artistic and immersive exhibition by award winning artist Rafik Anadol, at the Thyssen-Bornemisza National Museum in Madrid which will travel to 40 different locations over the course of this year. An immersive pop-up celebrating 75 years of the Serpanti, welcomes the public to view the shape-shifting digital archive, showcasing the brands past, present, and future designs.

Highlighting the essence of the icon, around 200 million images of the decades of collections will metamorphosize with images of nature, stones, temples, and flowers, as AI technology transforms the walls into a digital show filled with vibrant color and rich history of the symbol's monumental timeline. The room itself will even permeate the immersive room with a brand fragrance, Rainforest Serpanti, for a multi-sensory journey.

Becoming a symbol of femininity and empowerment through the generations, the Serpanti was designed for the most metamorphic creatures of them all, the woman who wears it. Women can change and evolve without losing their identity and that is the very essence of the icon. From heritage to modern design, the brand image has regenerated into something more exquisite, time over time. As a symbol throughout history, the snake was thought to be valued to the Greeks and the Romans, representing wisdom, eternity, strength, and rebirth. Often seen wearing a snake bracelet on her wrist was the goddess of love and beauty, Aphrodite.

Straight from his heritage, the Greek founder and Italian migrant, Sotirios Voulgaris, who later changed his last name to Bulgari, founded the brand in 1884. His son, Giorgio Bulgari is thought to have created the first Serpanti design in 1948, taking inspiration from his ancient heritage. The bracelet-watch was created by placing a watch head onto a flexible metal link now called a "tubogas". The hand-applied enamel on the flexible material made it easier for people to place the watch on their wrist. Later in the 50's the design metaphorized yet again with the dial being decorated with rubys, emeralds, or diamonds as the eye of the snake and to cover the colored enamel with decorative design creating the scale-like effect on the wrist wrap coil.

The work of the exceptional collections is unlike any other in its craft. Prided on innovation and artistic beauty, Bulgari has stood out amongst its competitors with an icon that is as elaborate as it is classic; a true know-how work of art. Ther Serpanti could be a 200 carat diamond bracelet which sold for one million dollars at the Sotheby's auction, or it could be a simple, less opulent variation such as a ring for only a few thousand dollars. The options are endless, and continuously evolving.

A master of seduction, the Serpanti continues to be unequivocally a masterpiece of iconic heritage and timelessness. This one-of-a-kind exhibition featuring Refik Anadol carries the viewer into the depths of the symbolic icon through a 3D immersion bringing the public as close to the archives as they could possibly get. Breaking boundaries in fashion and technology, this AI creation is the first of its kind for a

luxury house. Bringing together, art, technology, design, and science, Refik Anadol takes metamorphosis into a whole new level of visual energy. Experience the innovation and visual transformation's of the historical collections by visiting the next stop in Madrid, followed by Beverly Hills, Los Angeles.