

# **MVRDV reveals installation for BVLGARI celebrating the luxury brand's creative spirit at Milan Design Week 2018**

**MVRDV collaborated with Bvlgari's for Milan Design Week 2018 in an installation embodies the renowned Italian brand's creative approach to be presented for the first time. The installation at the Brera Design District translates three key elements of Bvlgari creativity – materials, modularity and colour – into a three-dimensional space, interpreted by MVRDV, Iván Navarro & Courtney Smith and Storamilano.**

A pioneer in mixing innovative and highly precious materials, the inventor of modularity in prêt-à-porter jewellery, and a master of colour, Bvlgari has always challenged the rules of design, defying and re-envisioning aesthetic standards. The installation welcomes visitors into an abstract universe, where they are forced to abandon everything they know so that they may grasp the Bvlgari essence of art and design: to deconstruct rules in order to reinvent them.

“With this installation, we wanted to capture the colours, materials and inventiveness of Bvlgari as a world-renowned brand,” says Jacob van Rijs, co-founder, MVRDV. “By turning their time-less Serpenti pattern into a space, jewellery becomes architecture. Enter the Serpenti!”

MVRDV's installation transforms Bvlgari's iconic Serpenti bracelet into a spatial experience: a vault made of uniquely crafted scales fills an entire room and combined with mirrors it creates a kaleidoscope effect which introduces the visitor to Bvlgari world of precious and unconventional materials. Each of the scales is made from Bvlgari's repertoire of materials used for jewels and architectural spaces representing the vast possibilities of combinations. Bringing together a world of materials inspired by Industrial Design, Bvlgari jewellery has regularly used elements that are traditionally reserved to other fields.

The showcase at Milan Design Week takes place in the Brera Design District as part of Milan's Fuorisalone located at **Via delle Erbe, 2, 20121 Milano MI, Italia**