



Bulgari | Serpenti

The Power of Metamorphosis

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- Through myths, legends and artistic interpretations, the snake has been a constant source of inspiration over the centuries, so much so that it has also influenced contemporary designers and stylists, as evidenced by the creations of the Bvlgari fashion house
- Text in English and Italian

Metamorphosis is a central theme of contemporary creativity, investigated by artists, stylists, designers, philosophers and craftsmen who have crossed the exclusive fences of their respective disciplines in search of the changing inclusiveness of metamorphosis.

With a pioneering spirit, Bvlgari investigates metamorphosis in all its different meanings: symbolic, creative and artistic.

The protagonist of the narration is the snake, an emblem of metamorphosis and regeneration in all cultures, and an icon of the Roman maison's goldsmith mastery from the 1940s to today.

In symbolic metamorphoses, the snake embodies the archetype of transformation and renewal, which refers to the dualism of life, while in creative metamorphoses its seductive charm has deeply inspired material culture, from ancient clothing to contemporary fashion, from primitive jewellery to the Bvlgari collections that celebrate the snake as a symbol, myth, creative theme and personal adornment.

With regards to artistic metamorphoses, Bvlgari asked five artists to represent their own idea of metamorphosis: Azuma Makoto, Daan Roosegaarde, Ann Veronica Janssens Vincent Van Duysen, and Refik Anadol, have interpreted this theme through the poetics of their respective artistic languages. The results are surprising, heterogeneous and powerful, demonstrating that metamorphosis is the most revolutionary and profound act in the life of a person, a society or a culture.

Text in English and Italian.

