

BVLGARI ETERNALLY REBORN

Production designer: Freyja Bardell

Art Director: Mundo Enriquez

Assistant Art Director: Shaun Ross

Set Design: Steve Hardy

Concept Design: Brian Howe

Filmed at ILM Stage 23, Los Angeles, CA

Set pieces are inspired by precious
gems used in Bvlgari jewelry.

We explored cut gem shapes for this
diamond sculpture.

Lighting was integrated into the back
of the piece.



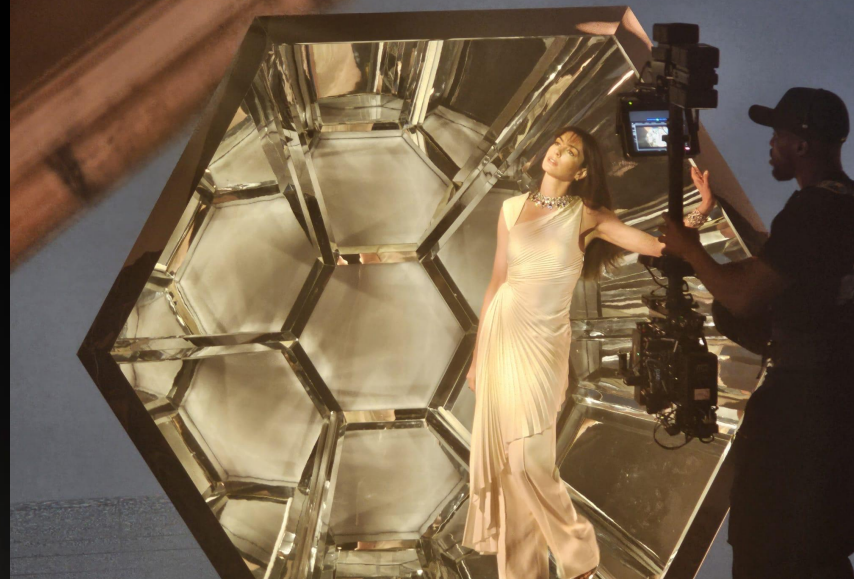
DIRECTOR'S CONCEPT:

Light energy of the rising dawn radiates every BVLGARI jewel. Zendaya, Anne Hathaway, Liu Yifei, immerse themselves in Rome, which represents graphic beauty and light. The campaign directed by Nathalie Canguilhem and produced by Phantasm, brings women to life, making them more embodied and active. They play a real role in the modern aesthetics that they shape by their behavior, like a renaissance of the woman, who draws her roots in Rome.

ART CONCEPT

The concept is to bring the architecture of Rome to a modern aesthetic by taking traditional ventaculars and twisting them into the presents. We designed 8 mirror structures inspired by Bvlgari Jewels. Our giant diamonds, faceted archways and infinity mirrors reflect our films of Rome in an attempt to connect the present with the past. This was a technical shoot and we worked closely with the ILM team to previs our sets in the Volume. Filmed over two days, each set was built on wheels to we could quickly change the scenes multiple times.



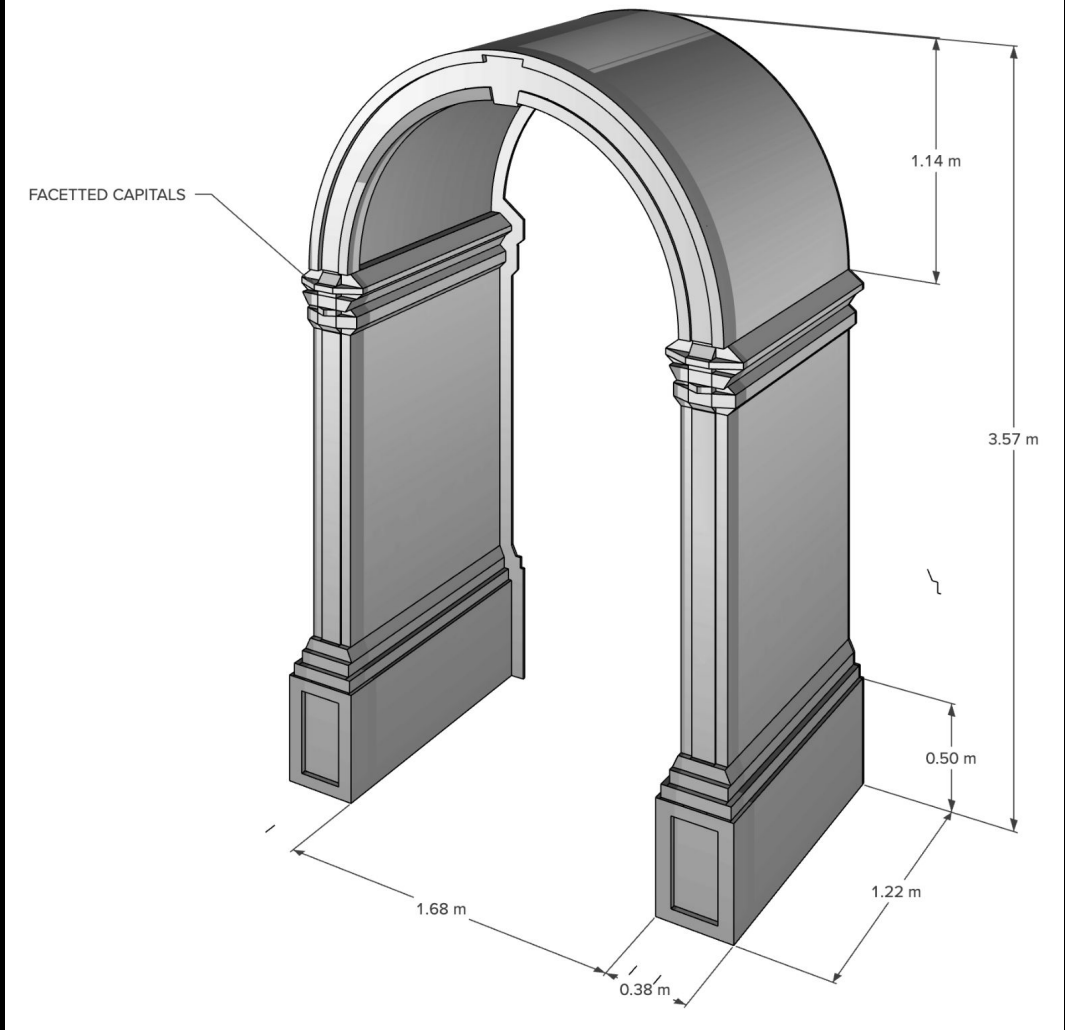


Rendering of diamond in one of the Rome films.



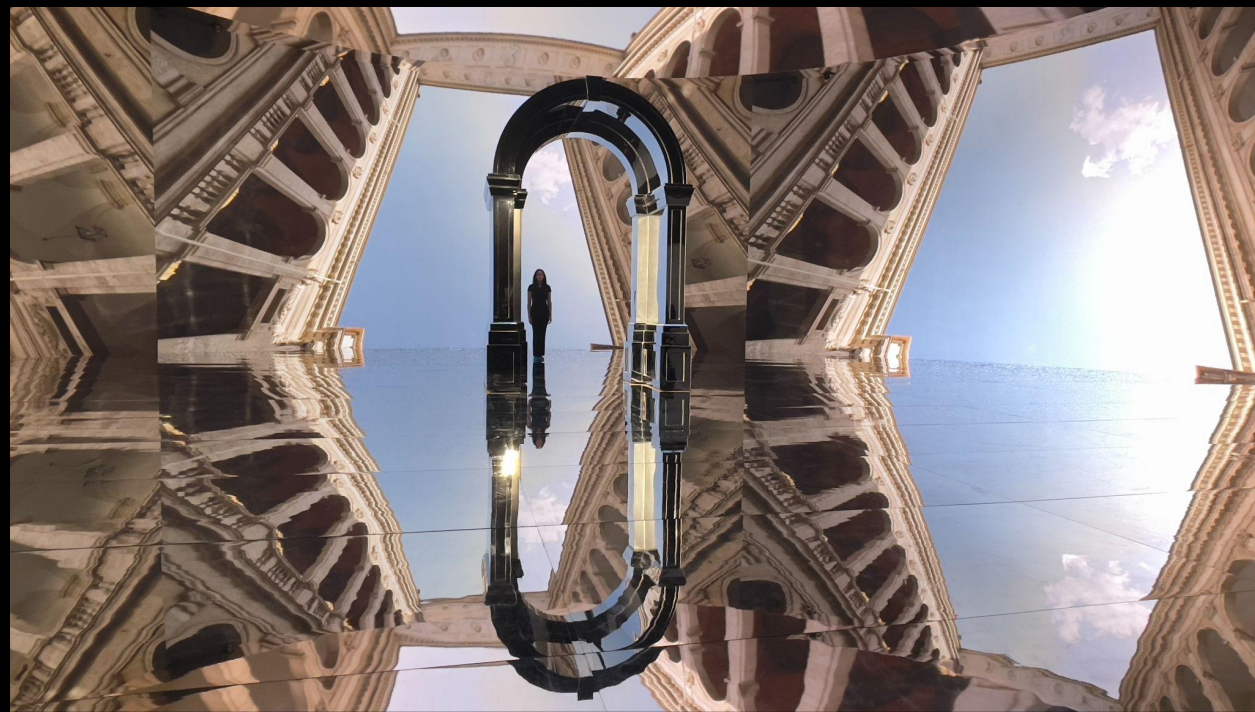
The arch concept took the profile of a traditional Roman arch and extruded it into a contemporary vernacular. The mirror finish links us back to the jewelry.







Our concept designer previzualized the Rome footage in unreal engine. We played with shifting scale, kaleidoscoping and realistic 1:1 imagery. We then worked with the ILM teaming to test these concepts during the prelights.



Real Arch in
one of the
selected Rome films.



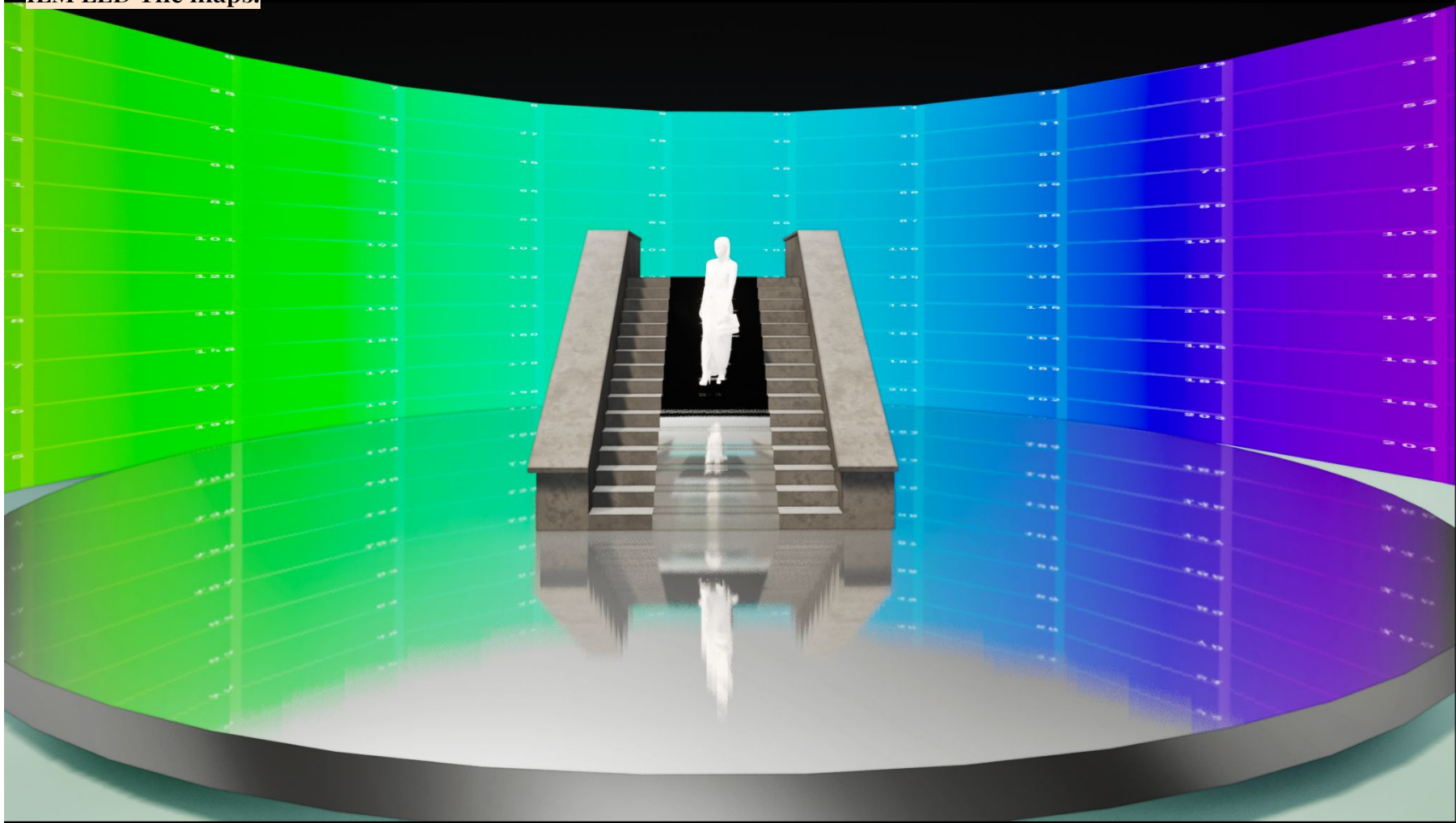
Concept renders



Set built on a platform to the Curve of the LED screen



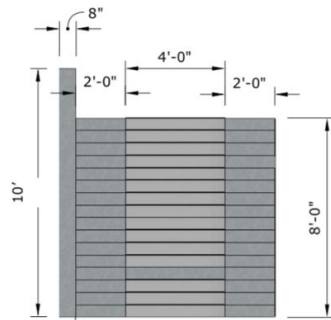
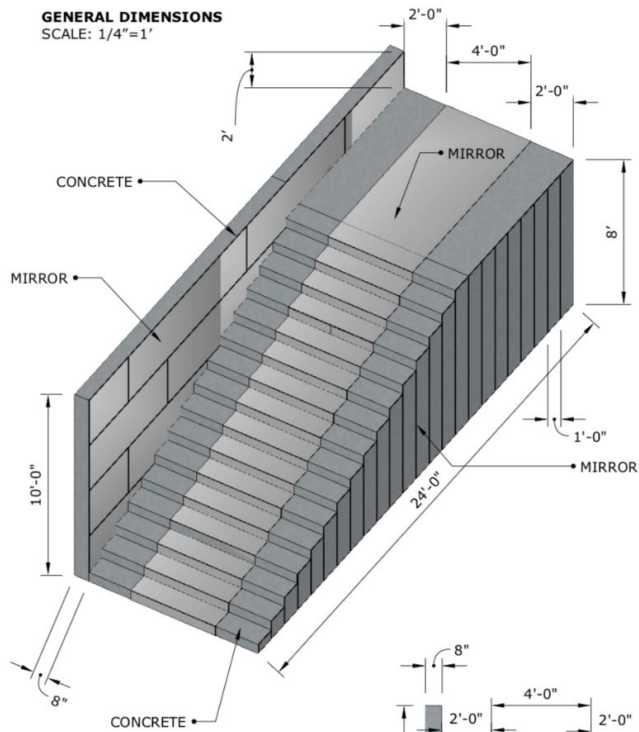
ILM LED Tile maps.





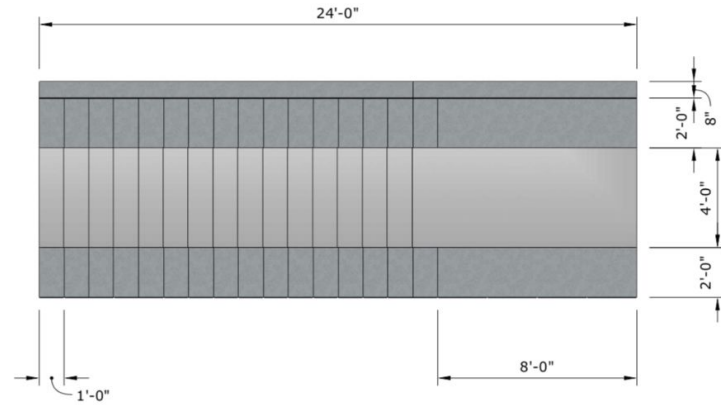


GENERAL DIMENSIONS
SCALE: 1/4"=1'

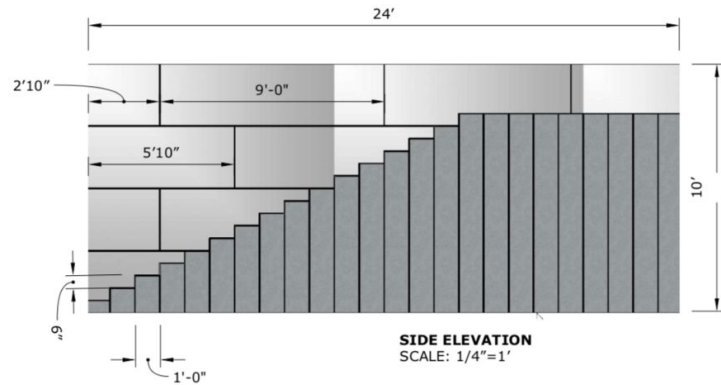


FRONT ELEVATION
SCALE: 1/4"=1'

BVLGARI SET:
MIRROR STAIRS



PLAN
SCALE: 1/4"=1'



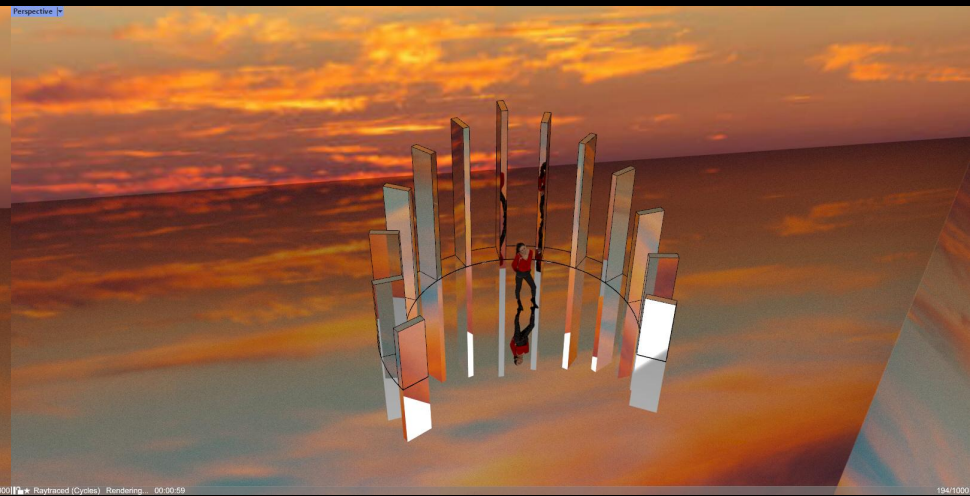
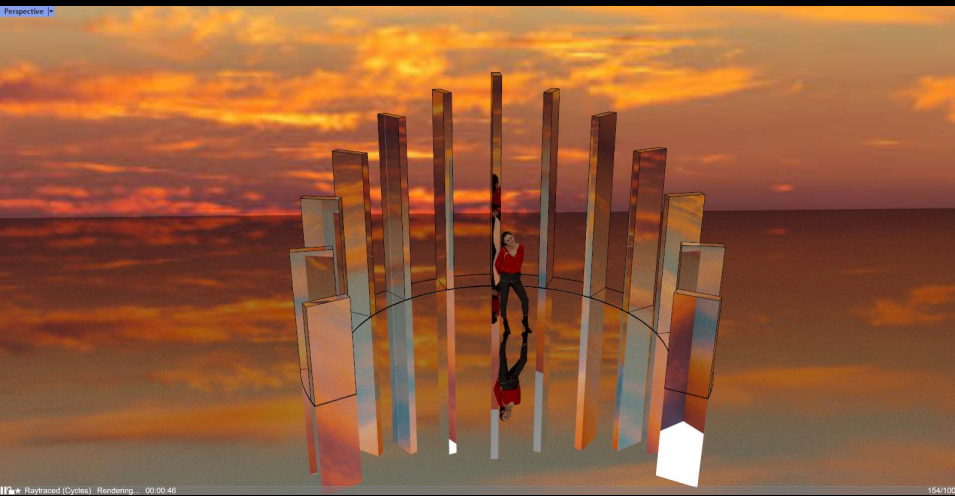
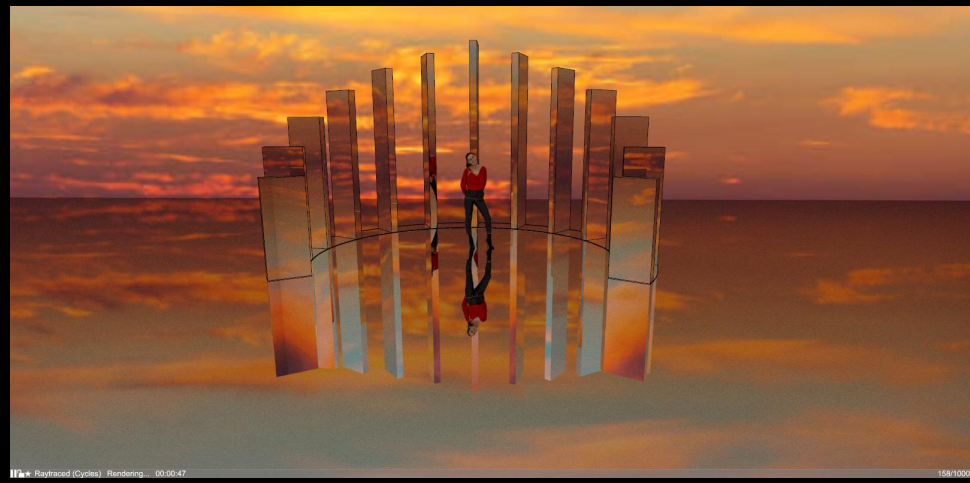
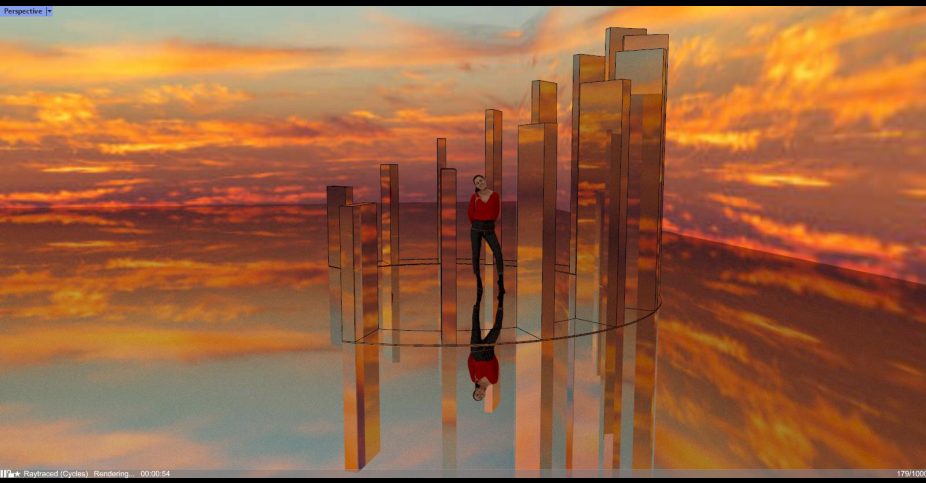
SIDE ELEVATION
SCALE: 1/4"=1'















PAVLVS QVINTVS PONTIFEX MAXIMVS
AQVAM IN AGRO DE ACCIANTENSIVM
SANTAE MARIE IN FONTINIS COLLECTAM
VETERIBVS AQVAFONTINALE DVCTVS RESTITVIT
NOVISQVE AD DITIS
XXXV ANNI MTHARTIO CVXII

ANNO DOMINI MDCXCVI CAIVS VI SEPTIMO



