

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



DIRECTOR'S CONCEPT:

From Nathalie Canguilhem:

“Light energy of the rising dawn radiates every BVLGARI jewel. Zendaya, Anne Hathaway, Liu Yifei, immerse themselves in a virtual 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”.

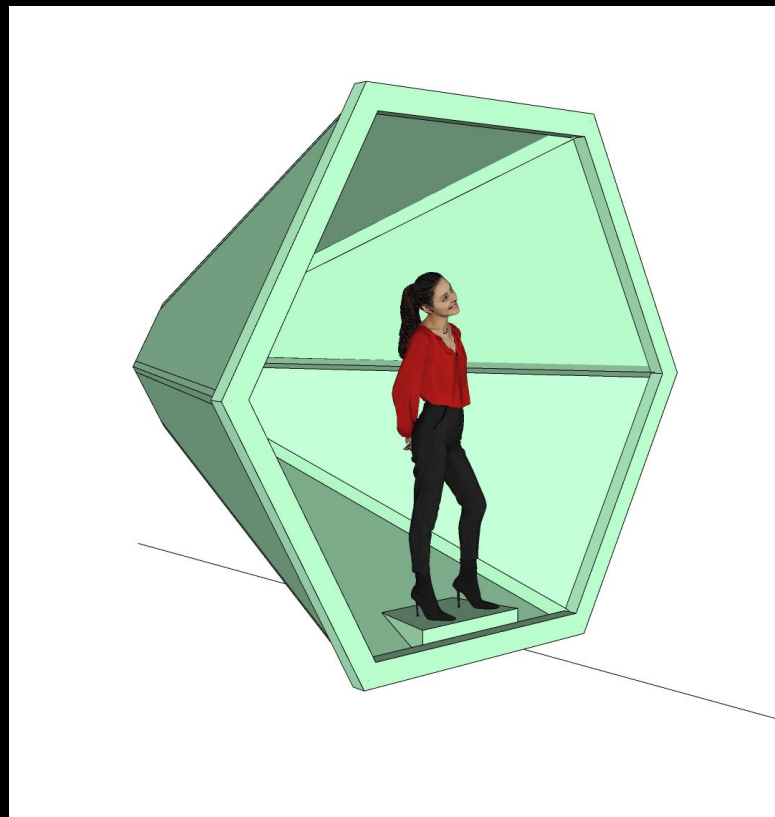
ART CONCEPT:

The concept is to bring the architecture of Rome to a modern aesthetic by taking traditional vernaculars and twisting them into the contemporary set pieces.

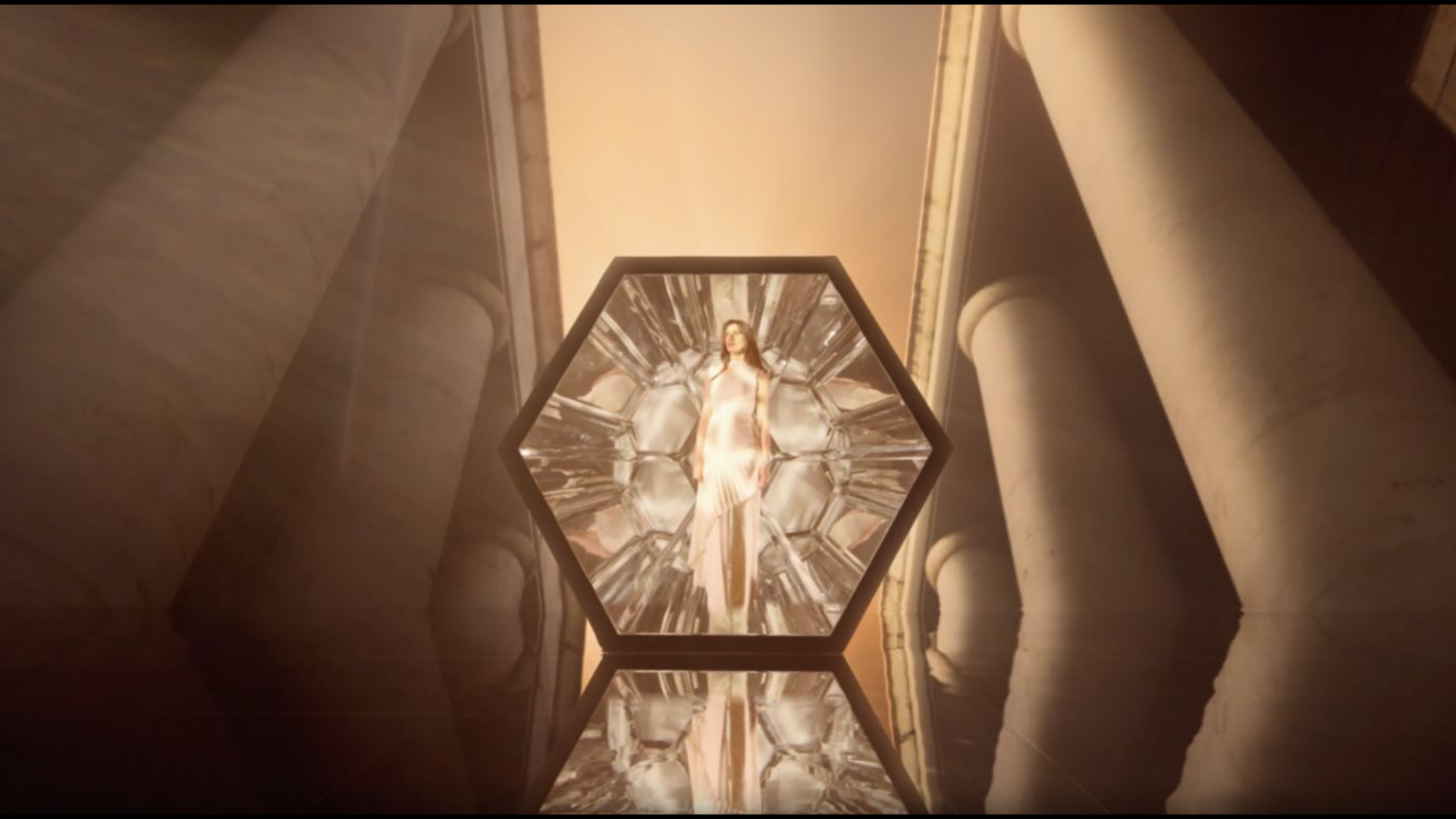
We designed 8 mirror structures inspired by Bvlgari Jewels. Our giant diamonds, faceted archways and infinity-mirror set pieces reflect the Rome films in an attempt to dynamically connect the present with the past.

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 so we could quickly change the scenes multiple times. This film pushed the boundaries between traditional and virtual methods of film making.p

Render: Diamond inspired set piece
composited into a plate of Rome

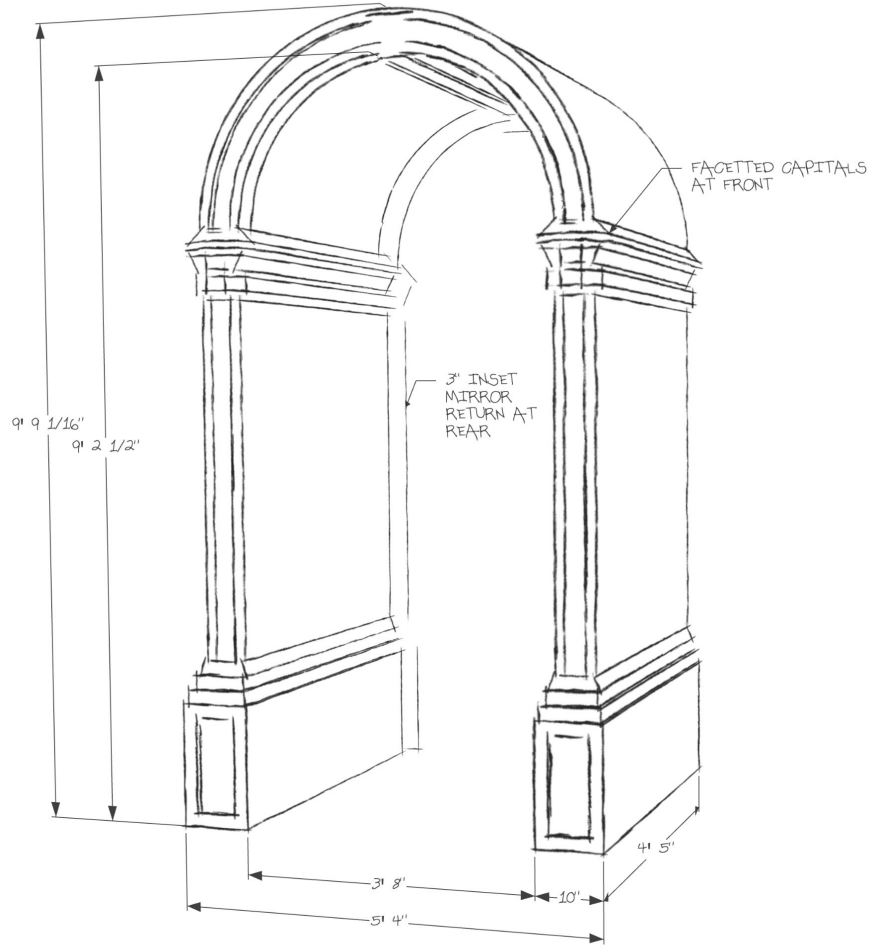






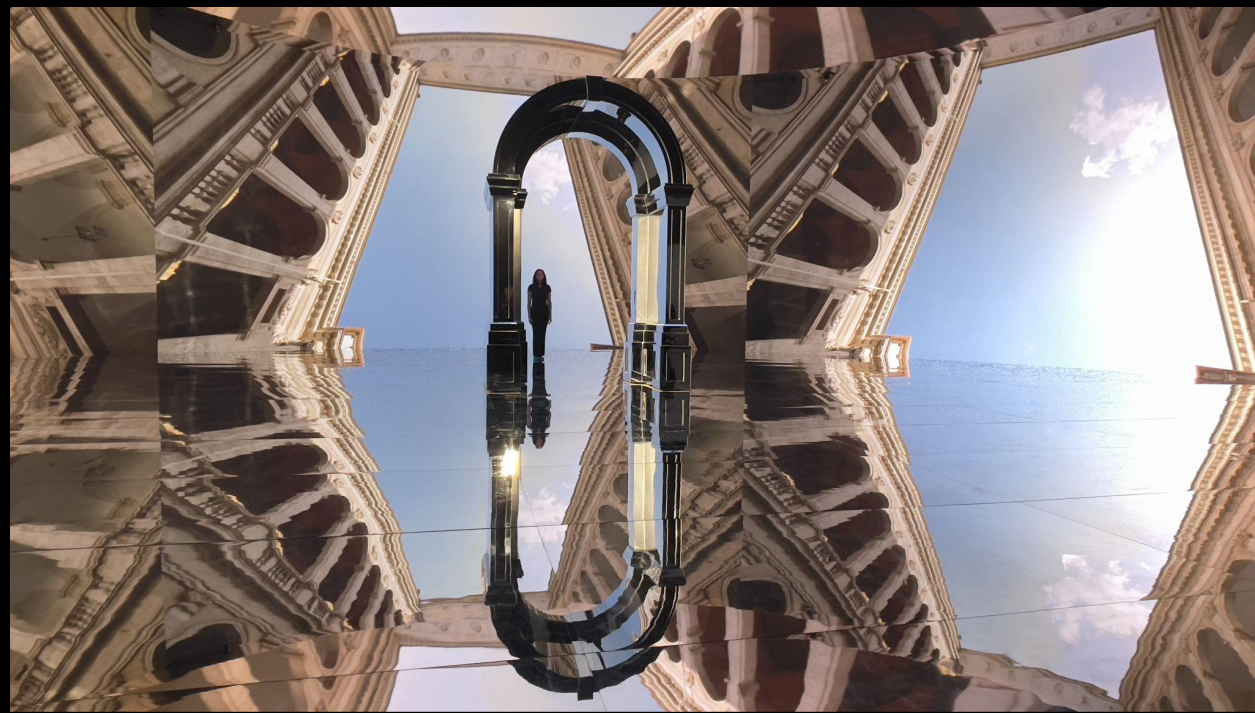
The arch concept took the profile of a traditional Roman arch. We then extruded into contemporary form. The mirror finish connects the pieces the jewelry.







We played with scale, kaleidoscoping and realistic 1:1 imagery. We then worked with the ILM teaming to test these concepts during the prelights.

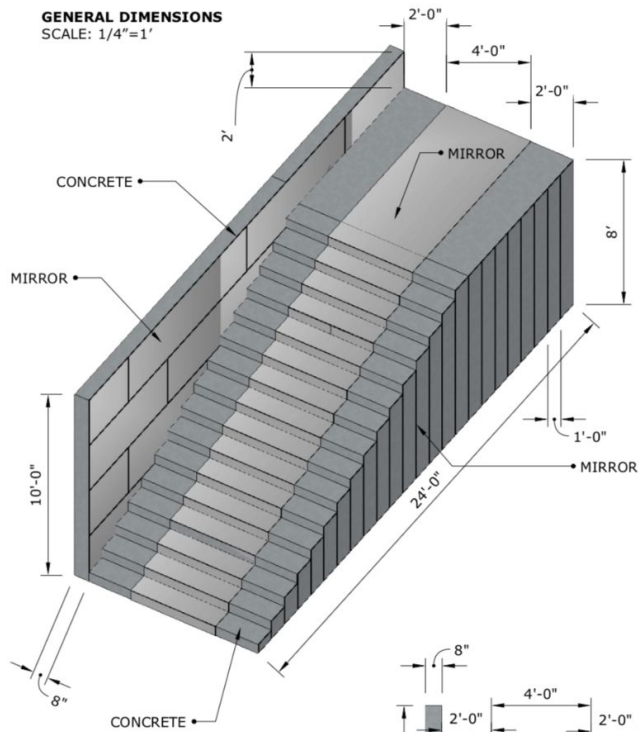


Set pieces on ILM stage in
one of the selected Rome films.

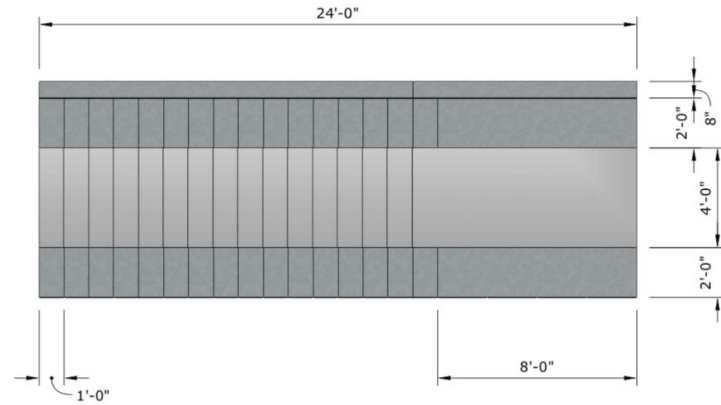




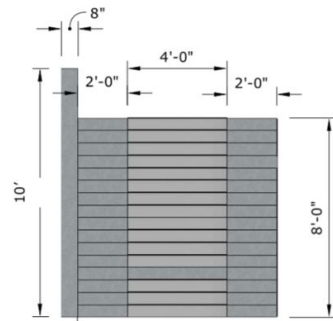
GENERAL DIMENSIONS
SCALE: 1/4"=1'



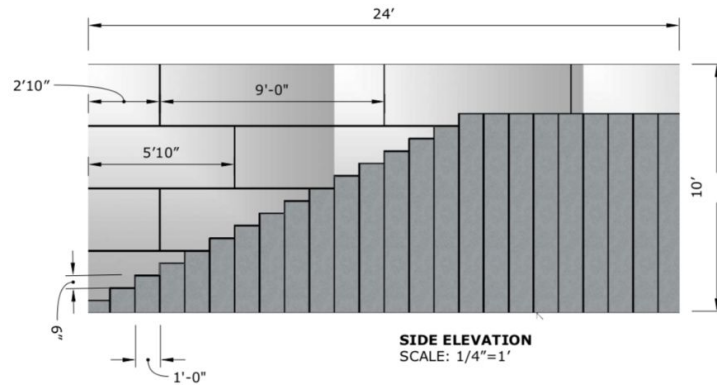
BVLGARI SET:
MIRROR STAIRS



PLAN
SCALE: 1/4"=1'

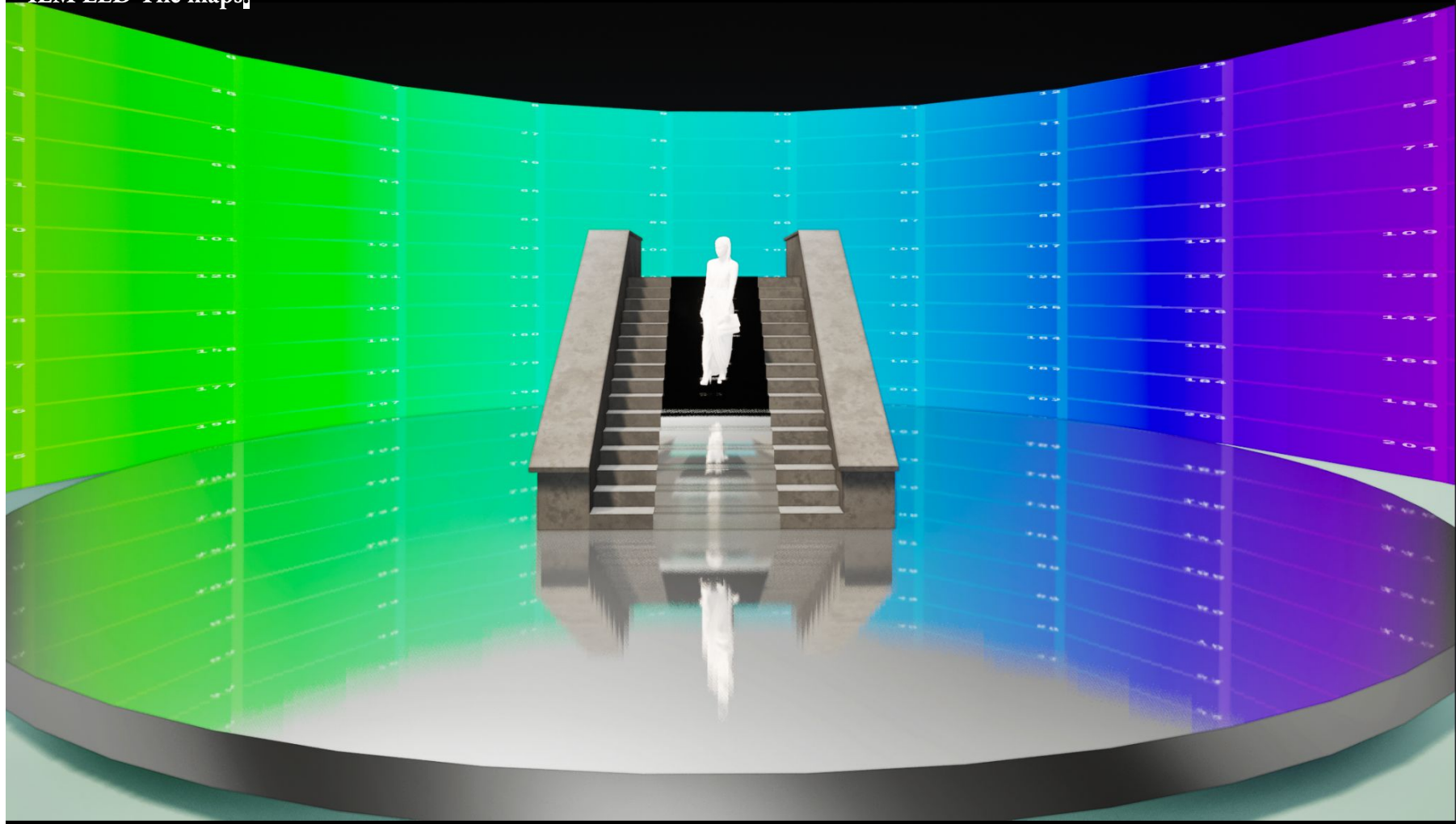


FRONT ELEVATION
SCALE: 1/4"=1'



SIDE ELEVATION
SCALE: 1/4"=1'

ILM LED Tile maps



Set built on a mirror platform
to the curve of the LED screen.

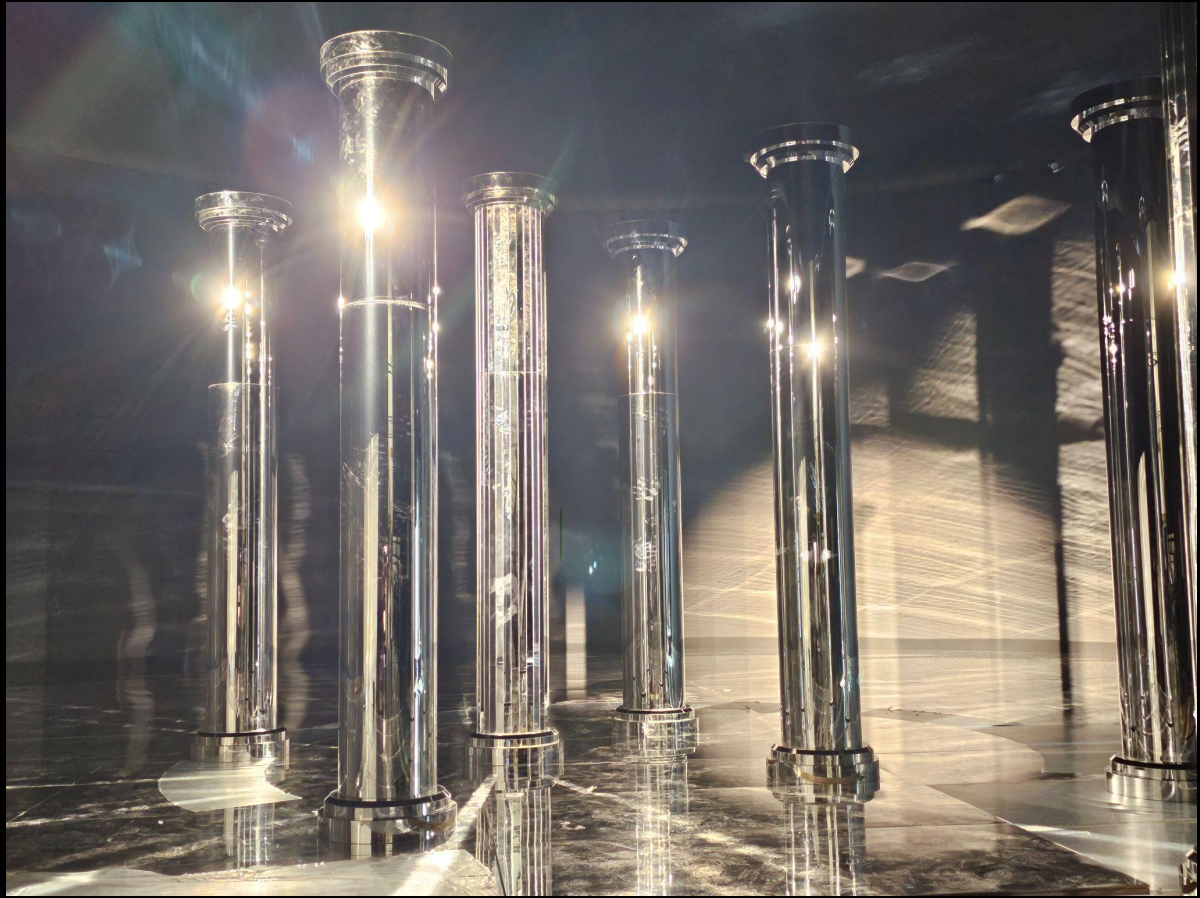




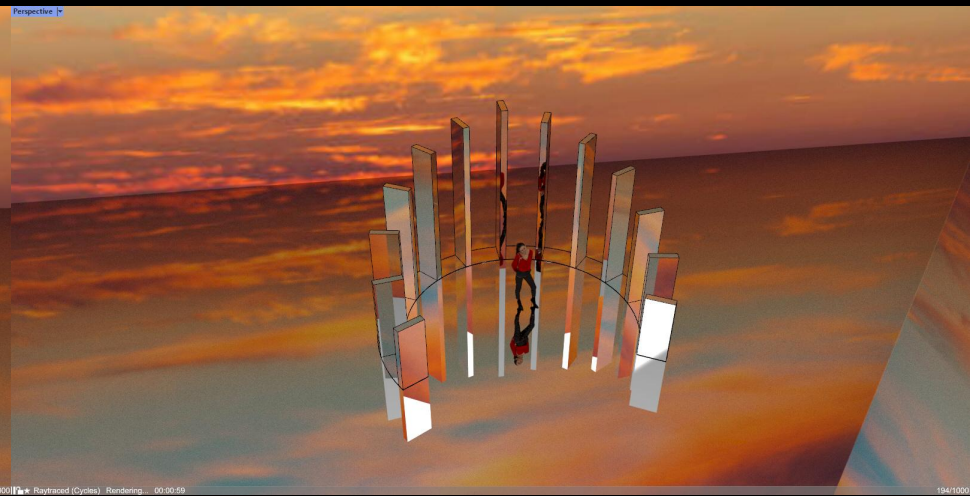
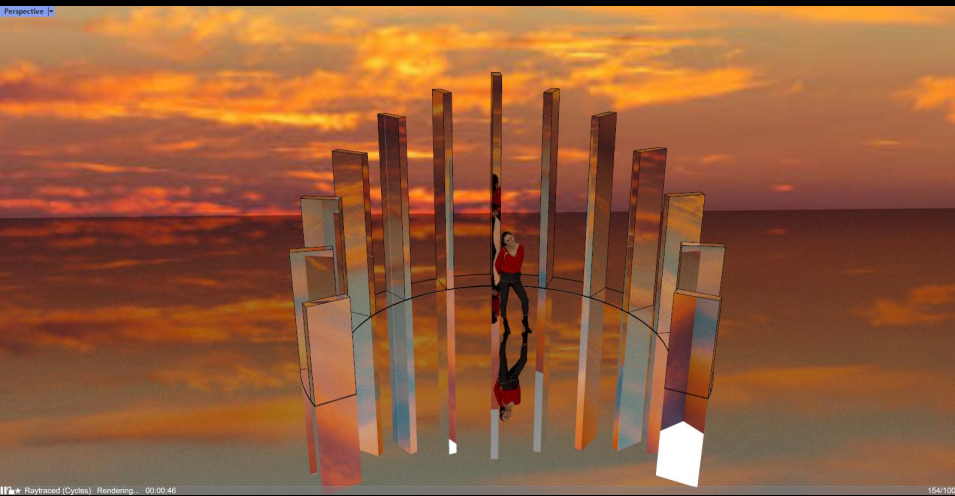
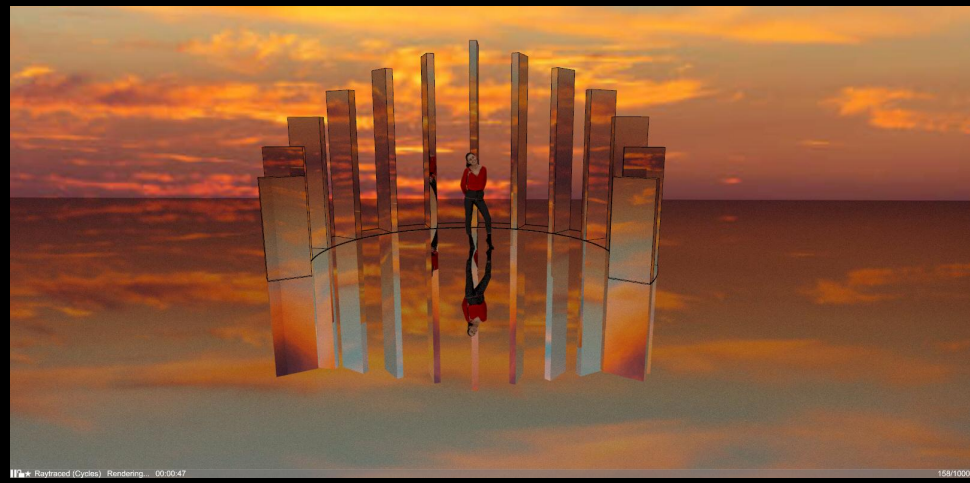
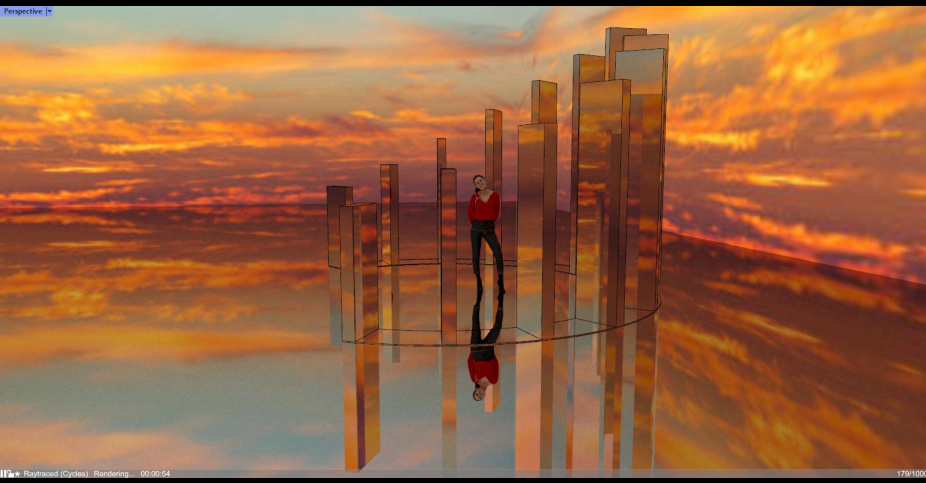






















ART TEAM:

PD: Freyja Bardell

Art Director: Raymundo Enriquez

AD Concept: Brian Howe

AAD: Shaun Ross

Set Designer: Steve Hardy

Props: Sean Nafziger

Decorator: Jennifer Lauricella

Leadr: Stefan Klein

On Set Dresser: Drew Sandoval

Dresser / Driver : Mike Starbird

Set Dresser: Quill Chase-Daniel

Set Dresser: Rustin Howard

Set Dresser: Hiram Felites

Set Dresser: Lucas Benacerraf

Set Dresser: Tyler Stein

SFX: Damon Sarafian

Construction Coordinator:

Cristobal Sanchez

