

Bulgari Baselworld

Basel, Switzerland

EXHIBITION

CLIENT

Bulgari

DATE

2013-2015

In occasion of Baselworld, The Watch and Jewellery Show in Basel, Marco Piva has been called to interpret the large external window of Bulgari booth, of crucial importance, as it is at the entrance of Hall 1, the first to welcome visitors in their entrance into the pavilion.

Studio Marco Piva has figured out to **recall the run of the imposing outer façade designed by Studio Sclavi**, a reference to the iconic Bulgari Serpenti and to the Tubogas jewellery technique, **designing columns that follow the movement of the structure above, bending and merging with it**. With its **strong and powerful identity**, through an **unconventional and contemporary design**, the giant window's exhibited watches have enchanted thousands of visitors.



Studio Marco Piva

via Maiocchi, 9
20129 Milano, Italy
phone +39 02 29 400 814
studiomarcopiva.com