

## Bulgari takes SerpentiForm exhibit to Chengdu

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*Bulgari's SerpentiForm exhibit has traveled to Chengdu. Image credit: Bulgari*

By MICKEY ALAM KHAN

Italian jeweler Bulgari is exploring one of its signature motifs in an exhibit in Chengdu, China.

The fourth edition of SerpentiForm is being held at the Chengdu Museum from April 30 to Aug. 25. This exhibit enables Bulgari to delve into its signature snaking bracelet watches and jewelry while also exploring the broader influence that the animal has had on creative fields.

Snake signature

SerpentiForm looks at Bulgari's snake motif, which the house originally designed in the 1940s.

Among the items on display are pieces from private collections as well as Bulgari's archives. The brand has also designed new items for the exhibit, showcasing the modern interpretation of Serpenti.

SerpentiForm also looks beyond Bulgari, showcasing how the snake has inspired design, art, photography, fashion and dcor.

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Forbidden intrigue. China's Chengdu museum honors Bvlgari's indomitable icon, the enigmatic Serpenti. The exhibition is open now and runs until August 25. . . . . #Bvlgari #Jewelry #Serpenti #Heritage #Chengdu #mustsee #museum #exhibition

A post shared by BVLGARI (@bulgariofficial) on Apr 29, 2019 at 8:00am PDT

### *Instagram post from Bulgari*

Bulgari has previously staged SerpentiForm in Rome, Singapore and Tokyo ([see story](#)).

"SerpentiForm is a tribute to a particularly evocative motif that is deeply linked to the Greek and Roman roots of the maison," said Jean-Christophe Babin, CEO of Bulgari, in a statement at the time of the first SerpentiForm exhibit in Rome. "The exhibition is also an opportunity to start a useful and stimulating discussion: jewelry, an expression of the aesthetic sense and of the trends of a period, is often inspired by art because it shares with it an attention to detail and the urge to shape matter to give it a new form and new life."

Traveling exhibits offer brands the chance to engage with audiences around the globe.

For instance, French fashion house Chanel is offering consumers in China a look inside house founder Gabrielle "Coco" Chanel's creation process in a Shanghai exhibit.

Marking its fourth global stop, the traveling exhibit "Mademoiselle Priv" has made its way to West Bund Art Center. In addition to the exhibit, this edition of Mademoiselle Priv will include interactive events ([see story](#)).

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