



BVLGARI BECOMES EXCLUSIVE PARTNER OF THE
INTERNATIONAL ART EXHIBITION OF LA
BIENNALE DI VENEZIA FOR ITS NEXT THREE
EDITIONS REAFFIRMING ITS LONG-TERM
COMMITMENT TO ART

The Roman Maison will support the 61st, 62nd, and 63rd editions of the International Art Exhibition of La Biennale di Venezia (2026, 2028, and 2030), reaffirming its enduring dedication to contemporary artistic expression and cross-cultural dialogue.

Venice, 27 May 2025 – Bvlgari is proud to announce its role as Exclusive Partner of the International Art Exhibition of La Biennale di Venezia, one of the most prestigious and influential contemporary art exhibitions in the world, for its upcoming three editions — 2026, 2028, and 2030 — marking a significant milestone in the Maison's enduring commitment to artistic expression and the world of art. The key collaboration - unveiled today at the official Biennale Arte 2026 presentation at Ca' Giustinian - strengthens Bvlgari's long-term dedication to contemporary art by reinforcing its role not only as a creator of beauty but as a patron that preserves and promotes artistic practice as a living, enduring part of society.

The 61st International Art Exhibition *In Minor Keys* by the late Koyo Kouoh – whose title and curatorial vision were announced today – is an invitation to embrace new modes of perception through slowness, introspection and attunement to the subtle rhythms of life - the frequencies of the minor keys. The exhibition will run from Saturday 9 May to Sunday 22 November 2026 at the Giardini, the Arsenale and in various locations around Venice.

"It is with great pride and deep emotion that we stand alongside the International Art Exhibition of La Biennale di Venezia for the next three editions, a prestigious institution that embodies the courage to question, the vision to innovate, and the sensitivity to narrate the evolving spirit of our time. Becoming the Exclusive Partner of one of the world's most influential platforms for contemporary art powerfully reaffirms Bvlgari's enduring dedication to artistic excellence and creative expression. Venice holds profound symbolic meaning for our Maison as a timeless crossroads where cultures have met for centuries, and where today, the dialogue between identity, heritage, and modernity continues to flourish in extraordinary ways." says Jean-Christophe Babin, CEO of Bvlgari.

Since 1895, La Biennale di Venezia has stood as the leading world-renowned international stage for the exploration and expression of contemporary artistic voices. A powerful narrator of the

transformations shaping our world, it continues to challenge conventions, foster cultural dialogue and illuminate the evolving landscape of global creativity - with the number of participating countries rising from 59 in 1999 to 86 in 2024.

"We welcome Bvlgari, which from 2026 will illuminate the International Art Exhibition with its presence. Beauty is a responsibility to be valued, protected and sustained through critical thinking and research. Our collaboration begins under the sign of Koyo Kouoh's exhibition — a free, ironic and gracious thinker, dedicated to designing courageous and humane futures." comments **Pietrangelo Buttafuoco**, President of La Biennale di Venezia.

This partnership with the International Art Exhibition of La Biennale di Venezia reflects Bvlgari's deep-rooted belief in art as a vital source of inspiration, a space for experimentation and a mirror of the spirit of the times. More than a creator of beauty, Bvlgari champions creative expression as a shared cultural heritage—a dynamic, ever-evolving and universal resource that unites diverse worlds and gives rise to new forms of aesthetic and emotional resonance.

This profound connection and longstanding commitment to both ancient and contemporary art, deeply rooted in the Maison's identity, found its ultimate expression in 2024 with the creation of Fondazione Bvlgari. Established to strengthen and expand Bvlgari's cultural, philanthropic and social commitment, the foundation embraces a plurality of areas and strives to create long-term value in the field of art and patronage, forging meaningful collaborations to nurture creativity and cultural legacy as an endless resource for present and future generations.

ABOUT BVLGARI:

Part of the LVMH Group, Bvlgari was founded in the heart of Rome in 1884.

Over the decades, the Brand has established a worldwide reputation as magnificent Roman High Jeweler and icon of Italian art of living thanks to its exquisite craftsmanship, visionary design and audacious color combinations.

Through a pioneering vision intrinsic in the brand's DNA since its founding, the company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and high-end watches to accessories and perfumes, and featuring an extended network of boutiques and hotels in the world's most exclusive shopping areas.

Demonstrated through its numerous philanthropic partnerships, Bvlgari deeply believes in innovating the present for a sustainable future through its commitment to Social & Environmental Responsibility and giving back – to nature and to the community. In 2024 the Maison announced the creation of *Fondazione Bvlgari*, reinforcing its devotion to building a meaningful tomorrow through care, generosity and long-term dedication.