



BUCCELLATI

MILANO DAL 1919

BUCCELLATI PRESENTS 'NATURALIA' AT MILANO DESIGN WEEK 2025 A CELEBRATION OF THE BEAUTY OF NATURE THROUGH AN IMMERSIVE JOURNEY



Piazza Tomasi di Lampedusa, Milan

Public opening: 8-13 April, 2025

Press preview: 7 April, 2025

During Milan Design Week 2025, Buccellati invites guests to experience an immersive exploration of nature and craftsmanship. **Balich Wonder Studio**—an integrated entertainment group known for its visionary live experiences and immersive exhibitions – has been entrusted with the creative concept and executive production of the *Naturalia* exhibition that showcases site-specific installations and soundscapes, guiding the public through Buccellati Silver Nature in three distinct natural realms: the towering heights of the mountains, the mystical allure of the forests, and the tranquil depths of the sea.

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Studio Mary Lennox, a Berlin-based creative studio specializing in botanical design, enhances the sensory journey with botanical installations that harmonize with the digital interventions, creating a surreal, dreamlike atmosphere. Central to *Naturalia* is one of Buccellati's most celebrated silver collections, the **Furry Animals**, where intricately crafted silver filaments bring to life the textures of fur and feathers with extraordinary realism.

"By presenting our beloved Furry Animals through the perspective of leading creative voices from the contemporary design scene, we reinforce Buccellati's enduring relevance, expanding the boundaries of our artistry in innovative and unexpected ways. This project marks the evolution of our long-standing collaboration with Balich Wonder Studio and the beginning of a new exciting partnership with Studio Mary Lennox, both rooted in a shared vision and creative synergy." – Nicolas Luchsinger, CEO of Buccellati.

«Naturalia reflects Buccellati's unwavering commitment to timeless craftsmanship and excellence. Our Nature and Furry collections, showcased in the exhibition, capture the extraordinary artistry of our silversmiths, who transform silver into lifelike representations of nature's beauty.» – Buccellati Family.

Naturalia unfolds as a **wunderkammer** where silver objects and nature meet. As visitors navigate through the space, they find themselves immersed in an enchanting environment where the boundaries between organic elements and craftsmanship gently blur.

"We are honoured that Maison Buccellati has once again entrusted Balich Wonder Studio with the interpretation of its high-quality craftsmanship through a contemporary lens", says Marco Balich, Chairman of Balich Wonder Studio. *"Claudio Sbragion, our visionary and talented Creative Director, after creating an extraordinary exhibition for the Maison last year in Venice, has applied his creativity to a new dream world called Naturalia, which celebrates the fusion of nature with timeless beauty and elegance".*

The path unfolds in a circular flow, where the three distinct spaces are clearly delimited, each showcasing Buccellati's silver masterpieces from the Furry Collection and the Nature Collection: the first room mirrors the **forest**, where ethereal video projections blend with rich greenery to create an untouched habitat, bringing woodland Furry Animals such as the deer and the wild boar, alongside silver leaves, to life. The second space embodies the essence of the **mountains**, evoking the sensation of standing atop a peak, offering a deep connection with the landscape, while only a few resilient creatures, like the eagle, inhabit the rugged terrain. Lastly, visitors descend into the **sea's** depths, where a sound and video experience transport them to coral reefs. Within this underwater world, silver shells and marine creatures as the lobster emerge among the coral formations, their intricate details reflecting the Maison's mastery of silversmithing. Illuminated in a soothing, blue-toned hue, the space replicates the refracted light of water, inviting visitors into the quiet, hypnotic beauty of the underwater world. Here, the sound of water is mixed with the subtle, distant sounds of craftsmanship, highlighting the connection between Buccellati's artisanal heritage and the natural world that inspires it.



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"We couldn't think of a more perfect moment to be working with Buccellati than for Naturalia. We immediately immersed ourselves in the world of Buccellati where heritage and craftsmanship meets imagination and curiosity, and together with the Balich Wonder Studio team started developing and creating environments of habitat for these meticulously crafted objects. Our idea was to be guided by organic formations and combinations of materials that exist together in natural environments, but still presented in ways that feel otherworldly and new, almost dream-like." – Studio Mary Lennox.

Throughout Naturalia, Buccellati's craftsmanship is on full display. Selected silver pieces—leaves, animals, and shells—are carefully positioned in each environment, allowing visitors to engage with the works up close and appreciate the fine details that define Buccellati's legacy. These pieces serve as symbolic representations of the brand's dedication to craftsmanship and its celebration of nature's beauty.

The multi-sensory journey of *Naturalia* is more than just an exhibition; it is a tribute to Buccellati's legacy, elevating its craftsmanship to the realm of art and celebrating the enduring beauty of nature.

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Buccellati is a renowned high-jewelry and silverware Maison, admired for its craftsmanship and the uniqueness of its creations. Distinctive is the use of rare stones with extraordinary colors, mixed with white and yellow gold, all nicely carved like laces. Today, the Buccellati jewels stand out for their design and for the techniques used to create them, such as the hand-engraving technique, dating back to the ancient goldsmithing traditions of the Italian "bottega" during the Renaissance times. The shapes of the collections are all inspired by the historical archive drawings and by the very first creations of the founder, Mario Buccellati. Today, the Maison is 100% owned by Richemont, but the Buccellati family is still present in the company with top level managerial functions. Buccellati boutiques are present in the most important cities and in the most prestigious Malls of the world.

BALICH WONDER STUDIO

Balich Wonder Studio is an integrated entertainment group that conceives, produces, and delivers ground-breaking live experiences. The Studio creates visionary projects with long-lasting value, from large-scale Ceremonies to immersive shows, brand events, exhibitions and destination experiences. They believe in the power of emotion to generate wonder and create unforgettable memories through unique creativity and impeccable execution. Born in 2013, the Group is driven by the talent and skills of a diverse, multi-cultural team of more than 280 people from 20 countries. Operating in Europe and the Middle East, it focuses its business through four key divisions: Ceremonies, Brand Experiences, Destination Experience and Immersive Shows. In 2023, the majority stake of Balich Wonder Studio was acquired by media and entertainment powerhouse Banijay, home to over 130 production companies across 21 territories globally.

STUDIO MARY LENNOX

Studio Mary Lennox is a creative studio specialising in flower styling, botanical design and botanical consultancy. Founded by Ruby Barber, Mary Lennox is named after the protagonist of Frances Hodgson Burnett's novel *The Secret Garden*, a story which celebrates the beauty, mystery and rejuvenating qualities of nature. By chance, Ruby's first studio also found itself on the corner of Mary and Lennox streets in Sydney, Australia. The same building housed her father's first photography studio and her mother's first art gallery. Based in Berlin since 2012 and operating worldwide, Studio Mary Lennox works on a wide range of projects across different disciplines, with services that include botanical brand image consultancy, creative and artistic direction, concept creation and creative strategy, experience design, content development, scenography, set design and large scale installation work which the studio became best known for.

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