

Whitewall – Fall 2010

WW NEWS



**B**ulgari's iconic B.zero 1 ring was launched in 2000, a decade ago. For the anniversary, the jewelry house has been celebrating the ring, which incorporates two classic brand motifs: the Tubogas and the logo. An astounding one million pieces have been sold. The artist Anish Kapoor, who was chosen to reinterpret B.zero 1,



SIMPLY LUXURY

has combined pink and gold steel surfaces. The ring's curving form and reflective surfaces are emblematic of his sculptural work and add an extra touch of contemporariness to the boucle classique. This collaboration is a first for Bulgari,

and judging by its success, we're sure that it won't be the last time they enlist a contemporary artist to reimagine their jewelry.

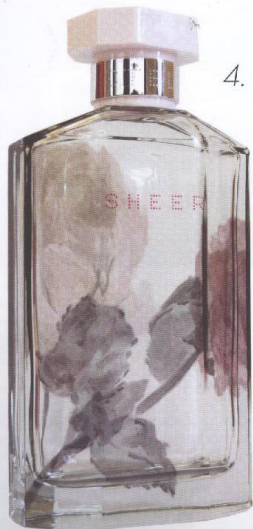
**Ruinart**, established in 1729, also teamed up with a contemporary creative mind for its Blanc de Blancs champagne. Patricia Urquiola stylishly put a (champagne) cork in it, creating a wire champagne cork cage entitled Le Fil d'Or. Her architecture and design background lent itself perfectly to the "muselet," or retaining cage, whose lacquered iron-wire envelops the neck of the fizzy wine bottle and hugs its curves as it descends from the cork. Replacing the traditional gold metal foil holding the cork in place, this lavish accessory has the remarkable ability to add elegance to an already decadent bottle of Ruinart champagne.

Urquiola has had quite a year, designing not only Le Fil d'Or for Ruinart, but also the **W Hotels Retreat & Spa** on Vieques Island. It's **W Hotels'** second retreat and first property in the Caribbean. With two private beaches on the 55-square-mile Vieques Island, eight miles from Puerto Rico, this truly is an escape. Urquiola and Rockwell Group Europe created the indoor-outdoor fusion — or "rustic elegance" — that defines **W Vieques's** motif. Guests first experience this when they enter the Living Room, a lobby full of contrasts. Influences from the Caribbean landscape inform the natural and spacious elements of the interior design. Those rustic notes are combined with whimsical, unconventional furnishings, such as oversized metal lamps, black leather chairs, and teal and red couches by Moroso.

Rustic and natural elements went into the creation of **Stella McCartney's** fragrance *Sheer Stella*, a cult favorite. Infused with organic roses

grown in the mountains, the scent is light and pure. This year's limited-edition version boasts lush new notes of green apple, frosted lemon, Bulgarian rose, celestial rose, rose absolute, Iranian organic rose, and a base of amber, as well as a bottle designed by the British painter Philip Jones. *Sheer Stella's* earthy aroma will surely get you noticed for all the right reasons.

From the fruit of the land to outlandish worlds comes a retrospective of work by the artist Jean Giraud, alias *Mebius*. The **Fondation Cartier pour l'art contemporain** will host "MEBIUS-TRANSE-FORME" from October 12, 2010, through March 13, 2011. *Mebius* was a legend in the world of comics and pushed the boundaries of his medium through the transformation of characters, landscapes, and scenes in amazingly imaginative worlds. *Metamorphosis* is the theme that runs through the show, as it did through the artist's life and career. If you find yourself in Paris this fall or winter, it will be a show not to miss.



1. Bulgari's B.zero 1 ring designed by Anish Kapoor.

2. Le Fil d'Or for Ruinart designed by Patricia Urquiola.

3. W Hotels Retreat & Spa on Vieques Island.

4. Stella McCartney's fragrance Sheer Stella.

5. Mebius, Inside Mebius 6, second part, 2007

© Mebius Production and Miflon "MEBIUS-TRANSE-FORME," Fondation Cartier pour l'art contemporain, Paris, October 12, 2010–March 13, 2011.