



## LAMBORGHINI LIVING IN THE FAST LANE

### A cocktail party to toast the first presence of Automobili Lamborghini at Milan Design Week Fuorisalone

*Sant'Agata Bolognese/Milano, 11 April 2019* - Automobili Lamborghini opened the doors on the evening of 10 April for a cocktail party at its Living in the Fast Lane exhibition: the Interactive Lamborghini Lab that interprets the meaning of avant-garde technology and design. The new Huracán EVO Spyder, presented as a world debut at Geneva Motor Show, was also displayed as an interpretation of Lamborghini design and innovation.

The exhibition space, designed as a route that allows visitors to immerse themselves step by step into the Lamborghini universe, was the venue for a welcome by Chairman and Chief Executive Officer of Automobili Lamborghini, Stefano Domenicali.

Special guest for the evening was designer and architect Fabio Novembre who is responsible for artistic direction of the DBOX space, the design expression 'container' in which the Lamborghini exhibition is held.

During the evening the sound of the Lamborghini engine was also celebrated with a live performance by the violinist Stephanie Childress. She is the protagonist in the first of four videos in which famous people compare their abilities to the unique characteristics of Lamborghini super sports cars.

Lamborghini's partners are also present in the Interactive Lamborghini Lab:

**Riva 1920** with a selection of furnishings in solid wood from the latest collections, also present at the Salone Del Mobile with the Authentic Living collection, designed by Karim Rashid and produced in collaboration with Lamborghini.

**Bodyfriend** with the massage chair that transcends the product concepts already on the market thanks to the new union between medical science and super sports car design.

**Zambaiti Parati** with the Lamborghini Living Collection - Italian Luxury Wallpaper, with a wallpaper created in collaboration with the brand.

**Alcantara** who dresses the interiors of the Lamborghini super sports cars delivering to the passengers an outstanding driving thanks to technical, aesthetic and sensory performances.

**IMSIM** who during the evening has offered the chance to virtually drive the Huracán Evo and the Aventador SVJ.



## Media Information

Images and video: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



### Automobili Lamborghini S.p.A.

#### Headquarters

Head of Communications  
Gerald Kahlke  
T +39 051 9597611  
[gerald.kahlke@lamborghini.com](mailto:gerald.kahlke@lamborghini.com)

Brand & Corporate Communications  
Clara Magnanini  
T +39 051 9597611  
[clara.magnanini@lamborghini.com](mailto:clara.magnanini@lamborghini.com)

Product Media Events & Collezione  
Rita Passerini  
T +39 051 9597611  
[rita.passerini@lamborghini.com](mailto:rita.passerini@lamborghini.com)

Corporate Media Events  
Chiara Sandoni  
T +39 051 9597611  
[chiara.sandoni@lamborghini.com](mailto:chiara.sandoni@lamborghini.com)

Motorsport Communications  
Francesco Colla  
T +39 051 2156850  
[extern.francesco.colla@lamborghini.com](mailto:extern.francesco.colla@lamborghini.com)

Polo Storico & Heritage  
Massimo Delbò  
T +39 3331619942  
[massimo@delbo.us](mailto:massimo@delbo.us)

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#### Regional Offices

Europe, Middle East & Africa  
Emanuele Camerini  
T +39 342 567 5842  
[emanuele.camerini@lamborghini.com](mailto:emanuele.camerini@lamborghini.com)

Asia Pacific  
Silvia Saliti  
T +65 9651 8955  
[silvia.saliti@lamborghini.com](mailto:silvia.saliti@lamborghini.com)

North & South America  
Jiannina Castro  
T +1 703 3647926  
[jiannina.castro@lamborghini.com](mailto:jiannina.castro@lamborghini.com)

United Kingdom  
Juliet Jarvis  
T +44 (0) 7733 224774  
[juliet@jic.uk.com](mailto:juliet@jic.uk.com)

Japan  
Kumiko Arisawa  
T +81 804 606 0487  
[kumiko.arisawa@lamborghini.com](mailto:kumiko.arisawa@lamborghini.com)

Middle East & Africa  
Zantelle Van der Linde  
T +971 56 522 1545  
[zantelle.vanderlinde@lamborghini.com](mailto:zantelle.vanderlinde@lamborghini.com)

Chinese Mainland, Hong Kong & Macao  
Nancy Rong 荣雪霏  
T +86 10 6531 4614  
[xuefei.rong@lamborghini.com](mailto:xuefei.rong@lamborghini.com)

Eastern Europe & CIS  
Tamara Vasilyeva  
T +7 925 503 6706  
[tamara.vasilyeva@lamborghini.com](mailto:tamara.vasilyeva@lamborghini.com)

South-East Asia & Pacific  
Alethea Tan  
T +658711 1329  
[alethea.tan@lamborghini.com](mailto:alethea.tan@lamborghini.com)