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Automobili Lamborghini launches project: "With Italy, For Italy"

20 Italian photographers for 20 regions, plus a cameo by Letizia Battaglia for Palermo, in support of Italy

Sant'Agata Bolognese, 14 July 2020 - A large-scale **photographic project, celebrating the treasures of Italy**, highlights the country's unique qualities throughout its 20 regions: Automobili Lamborghini launches the initiative **"With Italy, For Italy. 21 views for a new drive"**, with the objective of reinvigorating the country's image, sending a positive signal of rebirth following the Covid-19 emergency.

The Italian super sports car manufacturer has gathered **20 of the country's top photographic talents**, who will highlight the ethos, uniqueness and excellence of Italy's 20 regions alongside 20 Lamborghini models. The twenty selected artists are joined by the **celebrated photographer Letizia Battaglia**, commissioned to produce a special interpretation of her home city, Palermo. The journey concept demonstrates Lamborghini's love for its home country, with the aim of shining new light on the extraordinary wealth of treasures it harbors.

Starting from September, tales and places of Italian magic, from north to south, will be told through the lenses of 21 masters: compositions illustrating the country's unparalleled beauty, art, history, architectural marvels, natural wonders and more. The images will also illustrate Italy as a land of excellence, talent, flair, aesthetic research and innovation - all features deeply embedded in the Lamborghini DNA.

Guido Piovene wrote in his 'Viaggio in Italia' that *"Italy, as a whole, is a kind of prism, which seems to contain and reflect all of the Earth's landscapes"*. To do justice to this amazingly variegated land, Lamborghini has brought together artists from various disciplines of contemporary photography, to capture the country's multifaceted essence through different styles and creative visions.

Serving as art director for the project is **Stefano Guindani**, a noted fashion and lifestyle photographer who, together with Lamborghini, oversaw the scouting, selection and briefing phase. Besides Guindani, the team includes other photographers working in **fashion, streetstyle and design (Piero Gemelli, Vincenzo Grillo and Guido Taroni)**; reportage photographers (**Gabriele Micalizzi, Fulvio Bugani, Alessandro Cinque**); documentary photographers (**Gabriele Galimberti, Marco Casino, Camilla Ferrari**), social issues photographers (**Mattia Balsamini, Roselena Ramistella**); architecture (**Valentina Sommariva**) and art (**Anna di Prospero**); car photographers (**Wolfango Spaccarelli and Davide de Martis**); a photographer from the music industry (**Chiara Mirelli**); a creative director and a content creator from the Instagram universe (**Simone Bramante, @brahmino, and Marco Valmarana**); all the way to a bright new star of landscape photography (**Alberto Selvestrel**), symbolizing Lamborghini's commitment to younger generations.

Completing this diverse masterpiece of 20 regions and 20 Lamborghinis is a cameo by the great **Letizia Battaglia**, one of the most authoritative names in international photography. Well-known



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for her social engagement and her scathing reportages on Palermo, she was the first European woman to be awarded the “Eugene Smith” grant, named for the famous “Life” photographer (1985). Lamborghini shares the values and the sense of responsibility that Battaglia has always embodied, choosing her to portray the multifaceted nature of her beloved hometown Palermo alongside a Lamborghini Aventador SVJ.

Starting from September, the work will be given ample visibility through Lamborghini’s official media channels and social media, with the featured cars drawn from the current **Lamborghini range**: from the latest in hybrid technology, the **Sián Roadster**, to the ultra-high-performance **Aventador SVJ**, the **Urus Super SUV** and the agile **Huracán** in all its versions: Spyder, coupé, all-wheel drive and rear-wheel drive. Joining this colorful cast of super sports cars will be classic models such as **Miura**, **Countach** and **Diablo**.

Katia Bassi, Chief Marketing & Communication Officer of Automobili Lamborghini, commented: *“For us “With Italy, For Italy” is a project of great cultural and social importance. We are emerging from a difficult period of crisis, as Italy was faced with a serious health and economic crisis and now faces major challenges. In this context, we felt a strong responsibility to put the strength of our brand at the service of our country. As an icon of Made in Italy with powerful communication channels, we wanted to use the talent of Italian artists to help boost Italy’s image at a global level. This is our act of love and support for our country.”*

“This is an initiative embodying the synthesis of quality, excellence and values that only Italy is capable of encapsulating. Social responsibility is an integral part of our business approach. We proved it during the emergency phase when we converted our production to manufacture masks and protective face screens, and we’re doing the same now by highlighting the unique and extraordinary treasures which Italy can proudly boast.”

#withitalyforitaly #lamborghini

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Photographer Bios (in alphabetical order) and Region assigned for the project

Mattia Balsamini - Friuli Venezia Giulia

Mattia Balsamini was born on September 24, 1987 in Pordenone and moved to Los Angeles in 2008, enrolling at the Brooks Institute of California. In 2010, he interned at David LaChapelle’s studio as an assistant and archivist. In 2011, upon receiving his Bachelor’s degree with honors, he returned to Italy. Since 2012, he’s been teaching photography at Venice’s IUAV University, in the Master in Interactive Media for Interior Design program. A member of the Contrasto photo agency, he focuses mainly on themes related to his region of origin, as well as on the idea of home and work as a factor in human identity. His images



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have been displayed at the Milan Triennale, the MAXXI, the Sandretto Re Rebaudengo Foundation, Villa Manin and the Italian Cultural Institute of San Francisco. His portfolio of clients includes: Apple, Banca Nazionale del Lavoro, Domus, Enel, Eni, Esquire, Fendi, Financial Times, The Prada Foundation, GQ, GEO, Icon, Internazionale, Libération, M Le Magazine du Monde, Mercedes Benz, Nike, The New York Times, The Observer, Milan Polytechnic University, The Guardian, Vogue, Wallpaper*, WIRED.

Letizia Battaglia - Palermo

Letizia Battaglia was born in Palermo in 1935. She started working as a photographer in Milan in 1971. Between 1974 and 1991, she headed a team of photographers at the Palermo-based *L'ORA* communist newspaper, including: Franco Zecchin, Ernesto Battaglia, Shobha, Filippo La Mantia and others. Her photographs have featured in leading international publications and been exhibited in galleries and museums. Her most recent exhibitions include: "Fotografia come scelta di vita" at Casa dei Tre Oci in Venice and "Storie di strada" at Palazzo Reale in Milan.

She has won the most important international awards for social photography. She is not just a photographer, she is a film director, an environmentalist, a member of the local council, city councilor for the Green party with Leoluca Orlando's administration during the period known as the "Primavera Siciliana", a member of the Sicilian Regional Assembly, editor of *Grandevù* magazine and editor and director of Edizioni della Battaglia. She was co-founder of the "Giuseppe Impastato" Centre of Documentation.

She opened the first gallery of photography in the South of Italy in Palermo, in 1978: *Laboratorio D'If*. In 1985, she became the first European woman to receive the Eugene Smith Award for social photography in New York and The Mother Johnson Achievement for Life in San Francisco (1999). In 2007, the German Photography Society presented her with "The Erich Salomon Prize" in Germany. In May 2009, she won the "Cornell Capa Infinity Award" in New York. She was included in the long-list of 1000 women for the Nobel peace prize, nominated by Peace Women Across the Globe. She was the only Italian woman to be nominated by *The New York Times* as one of the 11 most representative women of 2017. She accepts invitations to hold lessons and workshops for museums and workshops in Italy and abroad. Since 2017, she has fulfilled a dream by inaugurating the International Photography Centre at the Cantieri Culturali alla Zisa in Palermo. She is director and curator of the selection of exhibitions and meetings dedicated to historical and contemporary photography.

Numerous books have been published about her work and her life, as well as several documentaries, such as: "Battaglia" (Eng, 2004) by Daniela Zanzotto, "Amore Amaro" (Ita, 2012) by Francesco Raganato/Sky Arte, "La Mia Battaglia" (Ita, 2016) by Franco Maresco, "Shooting the Mafia" (Irl/USA, 2019) by Kim Longinotto, "La mafia non è più quella di una volta" (Ita, 2019) by Franco Maresco. She has directed the *Mezzocielo* bimonthly political culture and environment magazine run by women since 1991.

She is mother to three daughters - Cinzia, Shobha and Patrizia -, a Grandmother and a Great Grandmother.

Simone Bramante - Trentino-Alto Adige

Born in 1978, Simone Bramante is a creative director and photographer based in Italy.

Well known as Brahmino in the Instagram community, Simone strives to capture emotions, style and colors through his stories, running projects based on his unique narrative for personal and commercial purposes. He believes a story is an incisive way to talk about life with elements such as authenticity, messages and emotions. His creative series have been featured on Forbes, Huffington Post, GQ Portugal, Glamour Spain, Corriere della Sera, WithNews Japan, Buzzfeed and more. He has shown his work in Los Angeles, San Francisco, Paris, Minsk and recently in Milan, where he exhibited his images from the Arctic Sea.



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Fulvio Bugani - Aosta Valley

Born in Bologna in 1974, Fulvio Bugani is a freelance documentary photographer specializing in photojournalism. His work mainly explores socio-cultural issues and the interrelation of society and people. This vision of his has led to both socially-themed projects and advertising work for major brands. He has collaborated with Doctors Without Borders and Amnesty International, and in 2012 was hired by Universal Music to produce a photo reportage for Zucchero Fornaciari's album *La Session Cubana*. On December 8, 2012, he was the only accredited photographer at Zucchero's historic concert in La Havana. In 2015, he received an award at World Press Photo and also began working with Leica Camera, which in 2017 chose him as one of its 3 *International Brand Ambassadors*. Between 2016 and 2017, he contributed to developing the new visual identity of Juventus Football Club. His photojournalism work has been exhibited at festivals and galleries throughout the world, and published on numerous international magazines including: TIME, The Guardian, LFI - Leica Fotografie International, Marie Claire, 6Mois, Daily Mail and Cubadebate.

Marco Casino - Campania

Born in 1986, Marco Casino is a multimedia photographer and filmmaker specialized in social reportages. He began pursuing photography as a profession in 2010, focusing on the phenomenon of neo-melodic music as a tool for the Camorra to reach the poorest demographics in the Campania region. Over the years, he's completed numerous medium and long-form projects in Europe, Africa and the Americas. He was the winner of "Leica Talent 24x36" for 2011/2012. In 2014, he took First Prize in the Short Feature category at the **World Press Photo** Multimedia Contest. In 2014 and 2015, he won back-to-back PDN Photo Annual Awards, as well as the "30 under 30" sponsored by the Magnum Photos agency. In 2015 he was also awarded a scholarship by the Lucie Foundation in Los Angeles. From 2016 to 2018, he served as an expert consultant for the first three series of the "Master of Photography" TV show, co-produced by the Sky Art channels of Italy, Germany and the UK. Casino has also worked on marketing campaigns for major companies. His reportages, photos and videos, have appeared on international media and his work has been displayed, in both solo and collective exhibitions, in such venues as the **Pulitzer Hall** of New York's Brown Institute for Media Innovation and the Royal Albert Hall in London.

Alessandro Cinque - Umbria

Born in 1988, Alessandro Cinque is a photojournalist currently based in Lima. His work examines the devastating impact of mining on indigenous communities and their lands. Specifically, Alessandro has been documenting environmental contamination and public health concerns among the communities of Campesinos living along Peru's mining corridor. An attention to social and environmental issues affecting minorities has often been the driving force behind his work. In 2017, he documented gold mining in Senegal and Kolbars smuggling goods at the border between Iraq and Iran. In 2019, while studying at the ICP in New York, he portrayed Williamsburg's Italian-American community and traveled to Arizona to photograph the abandoned uranium mines in the Navajo territories. His photos have been published in the New York Times, the NYT Lens Blog, MarieClaire, Libération, Internazionale, L'Espresso, etc. In 2019, his work on Peru won POYi's Issue Reporting Picture Story first place. In the same year, he was selected as a "Finalist" for the Eugene Smith Grant and Alexia Foundation Grant. In December 2019, Alessandro began contributing to Reuters' coverage of LATAM while expanding his project on the impact of Peru's mining industry on Quechua populations.



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Davide De Martis - Sardinia

Born in Sardinia in 1979, Davide De Martis, graduated from the European Institute of Design in 2010. A multifaceted artist and photographer, he has always shown a keen interest in portraits: of people, but also of automobiles. He is a co-founder of the multi-disciplinary Good Life Studio in Turin, a "Certified by Leica" photographer, and since 2017 a teacher at the prestigious Leica Akademie.

He is known for his auteur approach to automotive photography, especially in his snaps of classic cars. He works regularly in the field of corporate and advertising photography. His images have been displayed at Turin's Phos Center and at several contemporary art fairs including The Others Fair and Photissima. They have also appeared on various specialized publications in Italy and abroad, as well as online on both company websites and social media.

Anna Di Prospero - Lazio

Anna di Prospero was born in Rome in 1987. She studied photography at Rome's European Institute of Design and New York's School of Visual Arts. Her photographic research stands out for the introspective style with which she explores the relation of man and space. Her works have been displayed in numerous solo and collective exhibitions in Italy and the US, including Les Rencontres D'Arles, Month of Photography Los Angeles, Milan's Triennale and Rome's Palazzo delle Esposizioni. She has won a number of prestigious international prizes, such as the Sony World Photography award in the Portraiture category, People Photographer of the Year at the International Photography Awards and Discovery of the Year at the 2011 Lucie Awards.

Camilla Ferrari - Basilicata

Camilla Ferrari was born in 1992. Following a degree in communications, she studied at the Italian Institute of Photography in Milan. Her multimedia approach blends static and moving images in order to dissect the physical and emotional relation between humans and their surrounding environment, reflecting on the perception - and the power - of silence. Her works have been published on National Geographic, NPR, US News, D - La Repubblica, CNN, 6Mois, InsideOver and Elle Decor Italia, among others. She is a member of Women Photograph. In 2018, she attended the Canon Student Development Programme at Visa Pour l'Image, the Nikon NOOR Masterclass in Turin, and was a finalist for the WMA Hong Kong Commission Grant. In 2019 she was selected by PDN as one of the thirty emerging talents in the international photography scene and by Artsy as one of "20 Rising Female Photojournalists", while in 2020 she was nominated for the Joop Swart Masterclass of World Press Photo.

Gabriele Galimberti - Tuscany

Born in 1977, Gabriele Galimberti is an Italian photographer who lives mostly on airplanes and occasionally in Val di Chiana, Tuscany, where he was born and raised. He has spent the last few years working on long-form documentary photography projects around the world, some of which have become books, such as *Toy Stories*, *In Her Kitchen*, *My Couch Is Your Couch* and *The Heavens*. Gabriele's job mainly consists of telling the stories, through portraits and short narratives, of people around the world, exploring their peculiarities and differences. Currently, he is traveling around the globe, working on both solo and shared projects, as well as on assignments for international magazines and newspapers such as National Geographic, *The Sunday Times*, *Stern*, *Geo*, *Le Monde*, *La Repubblica* and *Marie Claire*. His pictures have been exhibited in shows worldwide, such as the well-known *Festival Images* in Vevey, Switzerland, Les Rencontres de la Photographie in Arles and the renowned V&A museum in London; they have won the *Fotolegendo Festival* award in Rome and the Best In Show prize at the *New York Photography Festival*. Gabriele recently became a National Geographic photographer and has been regularly contributing to the magazine.



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Piero Gemelli - Emilia Romagna

Born in 1952, Piero Gemelli is an architect and photographer best known for his work as a fashion, glamour and still life photographer. He's created advertising campaigns and images for prestigious global brands of jewelry, cosmetics and fashion including Tiffany, Gucci, Ferré, Lancôme, Estée Lauder, Revlon, Shiseido and many others. A longtime leading contributor to the Italian edition and several foreign editions of Vogue, he has also actively collaborated with many others of the world's most important fashion magazines. Regarded as one of the most significant Italian photographers worldwide, he has shown his work in numerous solo and collective exhibitions, starting from his first one-man show "Idea Progettata - fotografie 1983-1993" (Milan, 1994) and including "20 anni di Vogue Italia 1964-1984" (Milan, 1985), "À propos de la photographie italienne" (Musée de l'Elysée, Lausanne, 1992), "Lo sguardo Italiano - fotografie di moda dal 1951 a oggi" (Rotonda Besana, Milan 2005) and the solo exhibit "W(H)O-MAN" (MyOwnGallery, Milan, 2010). Nowadays, he also works as an architect and art director, enriching his various projects with his own photography and graphic design work.

Vincenzo Grillo - Lombardy

Vincenzo Grillo was born in Vibo Valentia, Calabria, in 1985. His love for photography dates back to his childhood, following on the footsteps of his father, a noted southern photographer. At the age of 18 he moved to Milan, where he began collaborating with the renowned agency Imaxtree, one of the big names in the Italian and international fashion scene. Over time, he came to specialize in streetstyle fashion photography, working with some of the world's most famous models and celebrities. Subsequently, he developed an interest for the Digital Advertising world, working for such brands as Fendi, Versace and Tods, among others. A consummate globe-trotter, he divides his time between New York, Paris, Milan and London, always in search of the perfect pic.

Stefano Guindani - Sicily

Born in 1969, Stefano Guindani is an Italian artist who combines a love for fashion and lifestyle photography with an undying commitment to reportage. Over the years, he has worked with major companies like Condé Nast and Rai Cinema, contributing to the web and TV series "Ricette e Ritratti d'Attore", which grew into an exhibition in Los Angeles and a book titled "Sguardi D'Attore". In parallel, Guindani has cultivated a passion for reportage which, in partnership with the Francesca Rava Foundation, led to the publication of "Haiti through the eye of Stefano Guindani" and "Do You Know" - as well as the photography exhibitions EY YOU! at Milans Microsoft House in 2017, and MY DREAM HOME, held in 2018 as part of FuoriSalone. For the past two years, Guindani has been a brand ambassador for Huawei, contributing to various projects in the realm of communications and mobile photography. He founded studio SGP, a reference for the photographic world.

Gabriele Micalizzi - Apulia

Born in 1984, Gabriele Micalizzi is an Italian photojournalist. From 2004 to 2005, he worked as a photo reporter for Milan's Newspress agency. In 2008 he co-founded the independent photography collective CESURA, with Magnum photographer Alex Majoli serving as art director. In 2010 he began working as a photo reporter in conflict-affected areas, such as Bangkok during the Red Shirt riots, the Middle East during the Arab Spring and Greece during the economic crisis. On February 11, 2019 - while documenting the US-led coalition's advance against ISIS forces in southeastern Syria - he survived an RPG attack from Islamic State militias. A Leica Testimonial since 2016 and a first-prize recipient of the Master of Photography, he contributes to numerous Italian and international publications: New York Times



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Magazine, Herald Tribune, The New Yorker, Newsweek, Stern, Corriere della Sera, L'Espresso, La Repubblica, Internazionale, Panorama, Ruptly, Sportweek, Wall Street Journal.

Chiara Mirelli - Piedmont

Chiara Mirelli was born in Milan in 1976. In 2001 she received her diploma in photography from the Riccardo Bauer school, to which she added a degree in photo editing in 2006. In 2011, she completed a program in documentary film-making at Milan's School of Cinema, Television and New Media. She has worked extensively in the music world, creating portraits, booklets, videos and reportages for various Italian artists. In addition to musicians, she has also portrayed numerous athletes and celebrities for the leading Italian newspapers.

Roselena Ramistella - Molise

Roselena Ramistella, born in 1982, is a photographer from Sicily with a background in Political Science. Social issues, portraiture, and the interaction between the natural world and mankind are at the center of her photographic explorations. Roselena investigates her subjects with a personal and intimate vision, always experimenting with new techniques to create a highly personal narrative and artistic style. She is Brand Ambassador and teacher for Leica. Her work has been showcased and recognized across Europe and beyond and in 2018 she won the Sony Award in the category "Natural world & Wild life". Roselena collaborates with important publications such as L'Uomo Vogue, Repubblica, Internazionale, Wordt Vervolgd Amnesty, Io Donna, with her work also appearing in The Guardian, BBC, The Times and the British Journal of Photography.

Alberto Selvestrel - Liguria

Alberto Selvestrel was born in Turin on November 29, 1996. He began dabbling in photography in 2014, aged 17, displaying from the start a keen interest in landscapes. A self-taught artist, he later furthered his research focusing mainly on the anthropic landscape and its modifications, crafting a distinctive personal style characterized by minimalist geometric compositions. Selvestrel's aesthetic principles involve a synthesis of maximum conceptual expression and minimal form. In 2017 he became the youngest member of the inQuadra collective. On October 1st, 2017, he released his first book, titled "IMAGES". His work received enthusiastic reviews and was published by major magazines and newspapers around the world. Selvestrel showcased his work in Italy in 2017, while in 2018 he had shows in London and Brussels. In 2018 he began a collaboration with the "P3 Project Pixel Paper" Workshop, touring Italy's major cities alongside photographer Alex Liverani. On March 18, 2019, he released his second book, "Link", which included a foreword by the famous Italian photographer Giovanni Gastel. In 2019 he was also chosen by Fujifilm as the only Italian spokesperson for the launch of their X-Pro3 camera.

Valentina Sommariva - Abruzzo

Valentina Sommariva was born in 1986 in Milan, where she lives and works to this day. She is an accredited journalist specialized in portrait, travel and interior photography. Following a degree in architecture from Milan's Polytechnic University, she studied design in London and then completed a Master in contemporary photography and video art in Modena. She works with some of Italy's leading design firms, contributing to ad campaigns and catalogs for major magazines, mainly in Italy, France, the UK and the US. At the same time, she pursues independent photo/video projects that focus mainly on identity and the relationship between people and their living environments. Her personal projects have been displayed in various exhibitions.



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Wolfgang Spaccarelli - Marche

Born in Milan in 1964, Wolfgang Spaccarelli has a degree in political sciences with a focus on international law. He briefly considered a diplomatic career but eventually opted to professionally pursue his true passion, photography. In 1984 he began a long and fruitful collaboration with Carrstudio, a photography studio specialized in automotive photography and more. With extensive experience in both studio and outdoor photography, he has personally managed important accounts for clients in the automotive and publishing sector (Rcs magazines, Rusconi editions, Hachette and many others). He launched his own studio in 2005, further expanding his professional and creative collaborations with other top brands in the auto world, including Lamborghini, Bugatti, Audi, Infiniti and Kia. He has also regularly contributes to important projects with both national and international publications, which have allowed him to broaden his photographic explorations at the intersection of the car universe and the human dimension.

Guido Taroni - Calabria

Born in Milan in 1987, Guido Taroni spent most of his youth at the family villa on Lake Como, where he developed his fascination with beauty, colors and shape. Guido got off to an early start, and by the age of 17 he was already honing his craft at the Sancassani Studio of interior photography, eventually becoming an assistant to his uncle, the acclaimed Italian photographer Giovanni Gastel. He had first solo show in Milan when he was just 21. Titled *Sogni Sospesi* (Suspended Dreams), the exhibition was received enthusiastically by both audience and critics, even being selected by renowned art critic Vittorio Sgarbi to be shown during the prestigious Festival dei due Mondi. His refined appearance has also made him in demand as a model, including for a recent Tod's campaign, and TV personality, starring in the 4-episode Sky Arte documentary *Grand Tour*, about the best Italian properties of the National Trust FAI. He was the sole photographer for the book *Renzo Mongiardino - a painterly vision*, published by Rizzoli and presented in October 2017 in London, New York and Milan. The volume explores the sublime work of architect Renzo Mongiardino (1916-1998), reinforcing his place as a legend in the field. Another coffee table book was released in 2019: *"Inside Tangier"*, published by Vendome Press, explores a selection of exceptional properties, houses and gardens as well as the city's eccentric inhabitants.

Marco Valmarana - Veneto

Marco Valmarana was born in Venice in 1990. From his Venetian father, he inherited a love for water, the lagoon and Venetian traditions. And from his mother, a former PR specialist from Mexico City, he picked up a passion for communications, which led to his interest in social media.

Fascinated with traveling and photography since his teens, Marco got his start by publishing intriguing visual tales of Venice on his Instagram page in 2012. Through his love for cameras, trips and his home town, he quickly succeeded in turning his hobby into a profession. Nowadays, he is an established content creator whose portfolio of clients includes major brands in the hotel, food & beverage and automotive industries as well as in the arts.



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