



Media Information

Lamborghini presents the Countach LPI 800-4 at Milan Design Week, celebrating its uniquely inspirational design

Milan/Sant'Agata Bolognese, 5 september 2021 - Automobili Lamborghini attends Milano Design Week with an exhibition space in Superstudio Più, Via Tortona 27, created in partnership with the CRA - Carlo Ratti Associati design and innovation studio. Lamborghini's strong ties to the world of design are highlighted both by the exhibition and the European unveiling of the Countach LPI 800-4, 50 years after the very first Countach was launched. This car is produced in a limited-edition run of 112 and is a futuristic homage to a vehicle that redefined the supercar look, with stylistic features that can still be seen in the silhouette of every Lamborghini.

The exhibition space will also house the historic Countach LP400; the Aventador Ultimae - the final Aventador edition and a car that celebrates the naturally aspirated V12, and a space dedicated to design collaborations with Tecnomar and iGuzzini.

CRA-Carlo Ratti Associati has designed the exhibition venue in the heart of an art gallery to underscore the craftsmanship and technology of Lamborghini. In a space of 825 square meters, a captivating experiential journey unfolds within a dimmed, mysterious setting. Three different Lamborghini cars are located within separate "dynamic boxes" veiled with curtains. While the pavilion becomes slowly animated with atmospheric lighting, a carefully crafted sequence of video projections, motion graphics and soundscapes are played to evoke the character and iconic silhouettes of the cars. The "dynamic boxes" are then fully unveiled to give visitors the opportunity to appreciate the vehicles from different angles.

Lamborghini designers will illustrate the marque's design DNA throughout the event using sketching and tape drawing. These two techniques are still used daily within Lamborghini Centro Stile, even if virtual design is used as the base for any new car. Lamborghini's heritage combined with up-to-date car design and techniques is the inspiration for the exhibition's title: Future Is Our Legacy.

On display, visitors will also find the Scribit, a write-and-erase robot that can turn any vertical surface into an interactive canvas to display graphic and textual content. It was selected by TIME Magazine as one of the 100 Best Inventions of 2019. Its initial campaign on Kickstarter was one of the Best 150 Crowdfunding Campaigns ever. At the Lamborghini pavilion, Scribit will sketch the decades-long evolution of Countach in real time.

An area of the venue will host the model 1:6 of Tecnomar for Lamborghini 63, the recently-presented motor yacht delivering performance, driving pleasure, attention to quality and detail and emotion: these essential features are combined within the Tecnomar for Lamborghini 63, thanks to innovative engineering solutions and a distinct design unique to shared Italian style and tradition. This yacht represents the significance of creating a valuable partnership, at its best: the co-operation allows the essence of both organisations' style and expertise to be transferred to different worlds, sharing in their diversity to interpret and add value to the final product in a new environment. If anybody had to imagine a Lamborghini on water, this would be the perfect vision.



Media Information

Last but not least, the event also focuses on the partnership with iGuzzini. In conjunction with Centro Stile Lamborghini, a new lighting solution has been devised and created: Mya is a table lamp with high visual performance, created to be personal, customizable and therefore an exclusive piece for those who choose it. Its name "Mya" underlines the possibility of configuring the lamp according to personal preferences, aligning with the "ad personam" philosophy with which Automobili Lamborghini designs and manufactures its super sports cars. Mya is a unique piece of furniture: an imaginative product of style, art and elegance that recalls Lamborghini design elements in the name, such as the iconic "Y".

The exhibition is open to public as follows:

4 September 2021, 3 pm - 9 pm

5 - 9 September 2021, 11 am - 9 pm

10 September 2021, 11 am-5 pm

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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