



Media Information

Five new Lamborghini Countach LPI 800-4 posters for the walls of future generations

A poster collection celebrating the success of an icon

Sant'Agata Bolognese, 22 December 2021 - A series of new Lamborghini Countach LPI 800-4 posters is completed, with the fifth and final in the collection revealed last week. The five posters feature the limited edition super sports car, of which all 112 are already sold, presented at Pebble Beach in August 2021 as a tribute to the original Countach's 50th anniversary.

The futuristic limited edition Countach LPI 800-4 continues to be a source of inspiration, reflecting its predecessor's non-conformist iconic status that defined a new horizon for automotive design. The image of the original Countach powerfully denoted the passion of the most refined car connoisseurs, as well as the teenagers of a generation who chose a Countach poster for their walls.

The love for the Countach's timeless lines reinterpreted in this poster collection emphasizes how image alone can stimulate creativity. The five posters by Automobili Lamborghini each bear the signature of artists and illustrators specialising in 3D and digital works, feeding the Countach myth and confirming the immortality of the icon, and available at the Lamborghini Store.

The contributing designers, from around the world, each bring a particular dimension and interpretation of the Countach LPI 800-4 as a future icon.

Omar Aqil, a Pakistani 3D illustrator and CGI artist, places the Countach in the centre of the incredible technological evolution of the last 50 years.

Yegor Zhuldybin, a young Russian creator specializing in surreal digital collages, explores the integration of the new Countach into today's world, balancing between the modern incarnation of the iconic model and the celebration of Lamborghini's history.

Shy.Studio, an independent motion graphics studio specializing in 3D animations and still life, is inspired by the influence of the vintage 1980s posters, reproducing the legendary Countach design in a modern setting mixed with abstract, tactile elements and objects that seem to come from another world.

Andreas Wannerstedt, a Swedish artist known for his 3D works featuring hypnotic looped animations, proposes a reinterpretation that stages the encounter between nature and the most advanced human technology: the delicate shades of an imaginary sunset meet the clean lines of the Countach LPI 800-4.

LRNZ (Lorenzo Ceccotti): graphic designer, motion graphics creator, animator and illustrator, highlights the extraordinary graphic qualities of the new Countach, focusing on extreme minimalism and high-tech vibrations.

Posters available at: <https://www.lamborghini.com>



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A. Headquarters

Head of Communication
Tim Bravo
T +39 051 9597611
tim.bravo@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Polo Storico & Heritage
Massimo Delbo
T +39 3331619942
massimo@delbo.us

Product & Brand Extension Communication
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

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

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Asia Pacific, Chinese Mainland, Hong Kong & Macau
Ma Weichao (Ms.) 马唯超
T +86 138 1009 5399
weichao.ma@lamborghini.com

Japan
Yasuki Yamagishi
T +81 801 1343 7756
yasuki.yamagishi@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

North & South America
Jory Wood Syed
T +1 332 220 5217
jory.syed@lamborghini.us