

ULTIMATE

1:1 NFT AND THE LAST AVENTADOR COUPÉ



DROPPING 19.04.2022

Automobili Lamborghini collaborates with iconic creators Krista Kim, Steve Aoki and global brand storytelling agency [INVNT GROUP][™] to create the ultimate, unrivalled, one-of-a-kind, 1:1 NFT attached to the last physical Aventador Coupé.

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" A World First "

Lamborghini is on the move to electrify it's complete line-up in 2023 and 2024. To signify this innovation era, the raging bull is partnering with Krista Kim, Steve Aoki and INVNT Group to create the world's first physical supercar 1:1 NFT, and auction off the Last Aventador Coupé ever produced by Lamborghini.

[ACCESS PRESS RELEASE HERE.](#)



THE COLLABORATORS



LAMBORGHINI

The name Lamborghini signifies not only the most coveted and exceptional cars, with technology and rarity, but true masterpieces that have made history.

For more information visit
www.lamborghini.com
media.lamborghini.com



KRISTA KIM

Dubbed as a pioneer in bridging the gap between the real and virtual world. Krista creates immersive digital art through technology as an artistic medium to produce next gen masterpieces for a new world.

For more information visit
www.kristakimstudio.com



STEVE AOKI

Hailed as NFT royalty in the crypto community and on the global stage, Steve Aoki is a Grammy nominated music producer, artist, fashion designer and entrepreneur. He is a leading creator that embodies innovation and exceptional masterpieces.

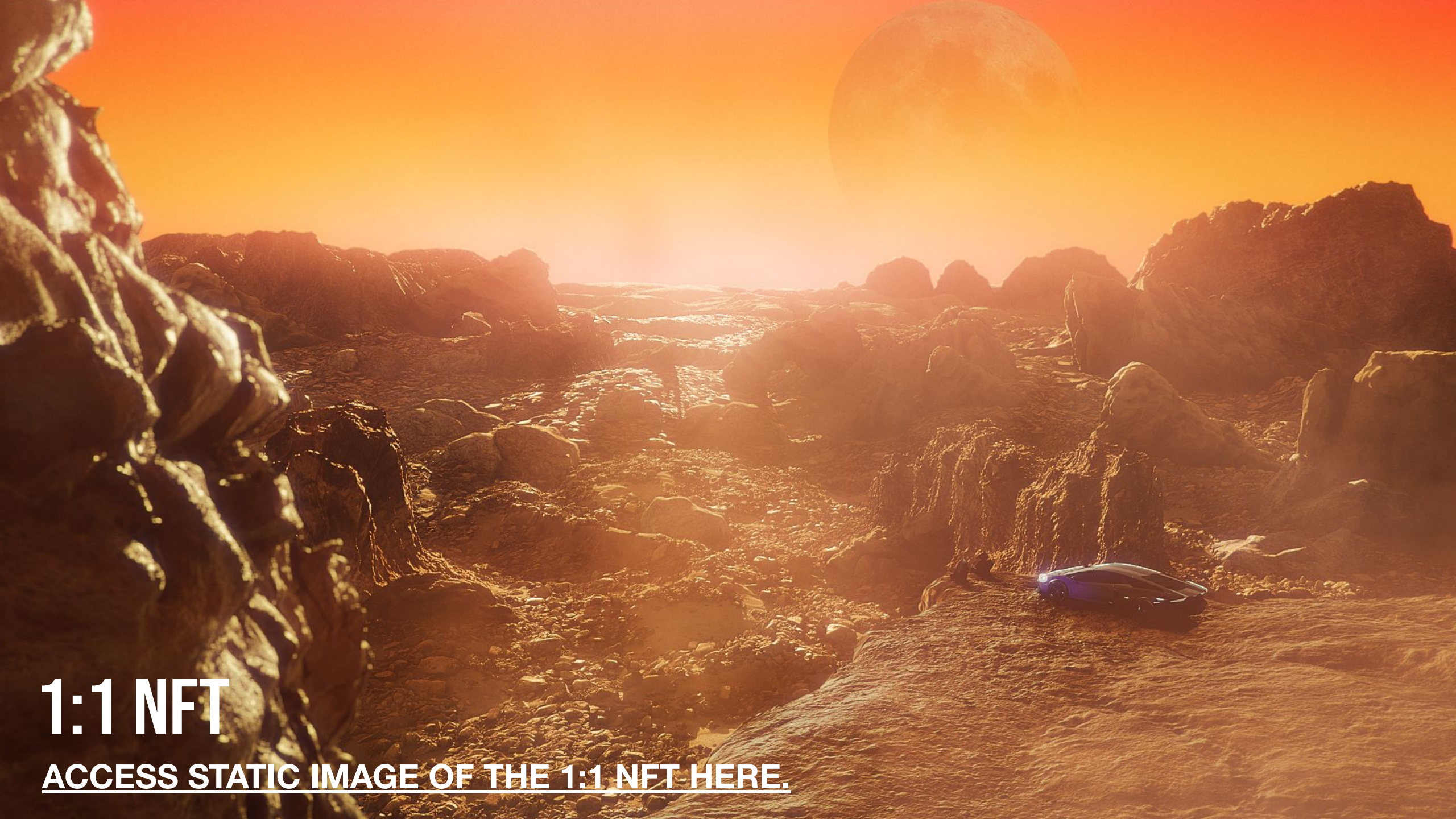
For more information visit
www.steveaoki.com



INVNT GROUP

THE GLOBAL BRANDSTORY PROJECT™ represents a growing portfolio of complementary disciplines designed to help forward-thinking organizations everywhere, impact the audiences that matter, anywhere.

For more information visit
www.invntgroup.com



1:1 NFT

[ACCESS STATIC IMAGE OF THE 1:1 NFT HERE.](#)



1:1 PHYSICAL CAR

THE DROP

Lamborghini, Krista Kim and Steve Aoki, all leaders in their own fields, will redefine the supercar and NFT space and bridge the gap between the physical and virtual world.

Lamborghini is auctioning one limited edition NFT digital collectible attached to the last physical Lamborghini Aventador LP 780-4 Ultimae Coupé ever produced before taking their supercar production all-electric.

Krista Kim

Created the visual artwork for the NFT digital companion and Mars Metaverse. It features her infamous Mars House and her signature gradient work. Her gradients will also appear in the bespoke customization of the physical Lamborghini Aventador Coupé.

Steve Aoki

Created the custom developed track for the NFT, an exclusive soundtrack for the physical car inspired by the Last Aventador Coupé and consulted on the design of the NFT and physical car customization.

Lamborghini Aventador LP 780-4 Ultimae Coupé

Aventador LP 780-4 Ultimae Coupé is a classic transformed into an icon. The most powerful Aventador ever made. With the highest-performing standard-production naturally aspirated V12 engine in Lamborghini history, it incorporates advanced technological solutions and unparalleled design. This gem, the last ever to be produced, the final—and greatest—expression of a family of super sports cars that has left its mark on the last decade.

POWER (CV) / POWER (KW): 780 CV (574 kW) at 8,500 rpm

MAX. SPEED: 355 km/h

0-100 km/h: 2.8 s

For more information visit

<https://www.lamborghini.com/en-en/models/aventador/aventador-lp-780-4-ultimae>

1:1 PHYSICAL CAR THE LAST AVENTADOR COUPÉ

EXTERIOR



INTERIOR



[ACCESS IMAGES OF THE LAST AVENTADOR COUPÉ HERE.](#)

THE AUCTION

The NFT and the attached last Aventador LP 780-4 Ultimae Coupé will be auctioned together by RM Sotheby's. The drop is the world's first NFT ever to be auctioned with a physical super sports car.

The auction will run for 48 hours from 12pm Tuesday, 19th April 2022 until 12pm Thursday, 21st April 2022 (New York EST).

There will only be one collector who will own the 1:1 NFT Lamborghini collectible; the ultimate investment that can be shared across generations to come.

The lucky collector will have access to VIP utilities which include:

1. Digital replica of the custom made physical Lamborghini Aventador LP 780-4 Ultimae Coupé, provided as a GLB file - the very first Lamborghini car for the metaverse
2. Exclusive virtual preview of limited edition Lamborghini car models for future release
3. Exclusive invitation to activities with the local dealer
4. One time only access to a Lamborghini VIP experience depending on the region the buyer is from
5. One time only private tour of the Lamborghini Museum (excluding flights/accommodation)
6. One time only 15 minute virtual meet & greet with Krista Kim
7. One time only 15 minute virtual meet & greet with Steve Aoki

If the NFT is sold for over €5,000,000, Lamborghini will hold a delivery celebration / dedicated event for the buyer.

Instagram (237k): @rmsothebys
Instagram (1.6m): @sothebys
Twitter (24.9k): @rmsothebys
Twitter (177.6k): @Sothebys
Twitter (20.7k): @Sothebysverse

For more information visit

<https://rmsothebys.com>





Automobili Lamborghini S.p.A.

Founded in 1963, Automobili Lamborghini is headquartered in Sant'Agata Bolognese, in Northern Italy.

The name Lamborghini signifies not only the most coveted and exceptional cars, with technology and rarity, but true masterpieces that have made history.

Lamborghini currently produces two super sports car models, the V12-powered Aventador, launched in 2011, and the V10-powered Huracán, launched in 2014, along with the Urus Super SUV powered by a twin-turbo V8 engine, launched in 2017.

[QUOTE from Stephan Winkelmann, Chairman and CEO of Automobili Lamborghini:]

“Lamborghini is in an era of transformation, changing everything to remain the same. In 2023 and 2024 we will be electrifying our entire lineup to become plug-in hybrids, one more proof of our brand values: brave, authentic and unexpected. Lamborghini and the NFT community fit together very well, as we have many things in common. We are both young-spirited innovators, looking out for unexpected projects and technological solutions. This project is very special for us as it is a true first, a path nobody has ever taken; to collaborate with such outstanding creative minds makes it all the more special.”

Instagram (31.5m): @lamborghini
Twitter (2.1m): @Lamborghini
TikTok (1.8m): @lamborghini

For more information visit
www.lamborghini.com
media.lamborghini.com



BIOGRAPHY KRISTA KIM

Krista Kim is a leading metaverse artist and founder of the Techism movement. Her work explores the concept of digital consciousness. This subject matter touches on her interest in digital technology's effects on human perception, media, social structures, and communication and examines the potential use of screens as digital instruments of well-being. In 2014, as a response to society's over-reliance on technology, she founded the Techism Movement, a philosophy that recognizes the artist's role in technological innovation. This movement encourages artists to promote digital humanism for our digital culture.

She works in both digital and physical mediums. Krista's signature language of shifting gradients using digital software dates back to 2012, with her works on glass and plexiglass. Her distinctive moving exploration of these gradients, the Continuum installation, is currently featured in Times Square every midnight in February. Her pieces are meditative experiences of color and light which hypnotize viewers into a trance of tranquility.

[QUOTE from Krista Kim]

“This Aventador is a legend, it is the first physical-digital supercar! When higher states of consciousness meet leading-edge technology & design, we see elevated beauty on another level. In my Lamborghini NFT dream, I envision meditating in front of a sublime Mars sunset with Steve, as he transforms the engine sound into a meditative vibe. I couldn't be more excited to bring this vision to life in the physical car & NFT.”

Instagram (39.6k): @krista.kim

Twitter (18k): @Krista_Kim

[ACCESS FULL BIO AND PHOTOS HERE.](#)

For more information visit
www.kristakimstudio.com

BIOGRAPHY STEVE AOKI

Steve Aoki is many things—Grammy-nominated music producer, artist, fashion designer, entrepreneur and NFT visionary—but there’s one key thing that connects everything he does. Aoki, one of the most successful American cross-genre artists and a deeply forward-thinking creator, brings a sense of community to all of his work, offering shared spaces and connections for like-minded fans and fellow artists.

[QUOTE from Steve Aoki]

“I’m honoured to be partnering with Lamborghini & Krista Kim on this historic project. The drop signifies the ultimate intersection - where the physical world, digital art & music come together as one. Every design element of this car is purposeful. It truly has its own story, & therefore I wanted my music track to reflect its soulful energy – the vibe, the spirit and the power”

Instagram (9.6m): @steveaoki

Twitter (8.2m): @steveaoki

TikTok (1.8m): @steveaoki

[ACCESS FULL BIO AND PHOTOS HERE.](#)

For more information visit
www.steveaoki.com



BIOGRAPHY INVNT GROUP

[INVNT GROUP] was established as an evolution of the founding global live brand storytelling agency INVNT. Led by President and CEO, Scott Cullather, [INVNT GROUP], THE GLOBAL BRANDSTORY PROJECT™ represents a portfolio of disciplines designed to help forward-thinking organizations innovate and impact audiences everywhere. The GROUP consists of modern brand strategy firm, Folk Hero; creative-led culture consultancy, Meaning; production studio & creative agency, HEVĒ; events for colleges and universities, INVNT Higher Ed; global digital innovation division, INVNT.ATOM; and the original live brand storytelling agency, INVNT. For more information visit www.invntgroup.com.

[QUOTE from Scott Cullather]

“This event will likely be one of the most prolific NFT drops this year and will certainly be one of the most historic automobile auctions ever. Our collaboration with Lamborghini, Steve Aoki, and Krista Kim, is a representation of our boundless innovation to bring brands and artists together. I am beyond proud of our entire global group, notably, our innovation team out of Singapore, INVNT.ATOM, HEVĒ our digital content studio, and our [INVNT GROUP] marcomms team.” said Scott Cullather, President and CEO [INVNT GROUP].

Instagram: @INVNTGROUP
Twitter: @INVNTGROUP
Twitter (49.3k): @scullather

[ACCESS SCOTT CULLATHER BIO PHOTO HERE.](#)

For more information visit
www.invntgroup.com



VIDEO LINKS

TEASER



BEHIND THE DROP



ACCESS TEASER VIDEO [HERE.](#)

LOGO
VARIANTS



Sotheby's

SOCIAL HANDLES & HASHTAGS

#Ultimate

#Lamborghini

Twitter: @Lamborghini @Krista_Kim @steveaoki @INVNTGROUP @rmsothebys

Instagram: @lamborghini @krista.kim @steveaoki @invntgroup @rmsothebys

TikTok: @lamborghini @steveaoki

THANK YOU

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