



Media Information

Automobili Lamborghini celebrates its 60th Anniversary with the first pop-up Lounge in Korea

Presented the artwork by graffiti artist Bunmin

Seoul, 18 September 2023 - Automobili Lamborghini launches the first lifestyle pop-up lounge in Seoul, open to the public from 16 to 19 September to commemorate the brand's 60th anniversary.

Francesco Scardaoni, Lamborghini Asia-Pacific Region Director, said, *"This first pop-up lounge in Korea is a special place where you can see current and iconic Lamborghini cars that have continuously evolved over the past 60 years. We hope to welcome Lamborghini owners, media friends and our many other fans in Korea who love Lamborghini, to enjoy and interact with the brand at the pop-up lounge."*

The lounge also features a collaboration with Bunmin, a contemporary graffiti artist in Korea known by the alias "BF MIN." Titled "Beyond the timeline" this artwork celebrates Lamborghini's 60 years of heritage, representing a bridge between the present and the future. By combining the shapes of a butterfly (BFMIN's artwork motif) and the bull, it illustrates the butterfly's freedom combined with the power of the bull: values needed for the road towards the future.

Bunmin said, *"It is a great honor to present a collaborative artwork celebrating Lamborghini's heritage as an icon of innovation. This artwork symbolizes Lamborghini's evolution and innovation, visually representing the meeting of tradition and modernity and opening the door to Lamborghini's future."*

The pop-up lounge features Lamborghini's rich brand history and DNA through a display of iconic historic cars such as the legendary Countach and Diablo SV, displayed in the lounge's first floor exhibition zone. Current Lamborghini models complement the vehicle line-up, such as the Huracán STO and the Urus Performante.

The Countach debuted as a concept car at the 1971 Geneva Motor Show, introducing futuristic design, innovative longitudinally-mounted engine, and Lamborghini's trademark scissor doors. Due to the enthusiastic response production began in 1973, and the Countach's progressive design and style have left a lasting mark on Lamborghini's identity, influencing the design of many subsequent mid-engine sports cars.

The Diablo SV also played a significant part in Lamborghini's history. Planned as a successor to the legendary Countach, Diablo production started in 1990, continuing the legacy of the Countach while introducing advanced features such as electronic fuel injection. Various derivative versions were produced, with a total of 2,884 units made until 2001: the exhibited Diablo SV is the high-performance version introduced in 1995.

The Huracán STO is inspired by the racing heritage of Lamborghini Squadra Corse's one-make Huracán Super Trofeo EVO race series, as well as its three-time 24 Hours of Daytona-winning and two-time 12 Hours of Sebring-winning Huracán GT3 EVO. The Urus Performante Super SUV 'raised the bar again' in 2022 by setting a new record in the production SUV category on the Pikes Peak International Hill Climb Road, crossing the finish line at 4302 meters (14,115 ft) in 10:32.064 and beating the previous 2018 record of 10:49.902.



Media Information

In addition to vehicle exhibitions, visitors have the opportunity to discover Lamborghini's personalized customization program 'Ad Personam', where customers can configure their dream Lamborghini, selecting from a wide array of exterior colours, interior upholsteries, finishes and details. Lamborghini affinity partners also collaborate in this lifestyle pop-up lounge, providing guests with an immersive experience into the world of luxury with high-end Swiss watch maker Roger Dubuis; luxury bicycle manufacturer 3T showcasing its 3T, Strada x Automobili Lamborghini bike; and New York-based Master & Dynamic showcasing its premium audio devices.

The 60th Anniversary pop-up lounge in Korea is one of many Lamborghini 60th Anniversary celebrations around the world. The first event in January 2023 saw the newly renovated Lamborghini Museum in Sant'Agata Bolognese reopening, with the exhibition "The Future Began in 1963".

The Lamborghini 60th Anniversary pop-up lounge is located at G-Square in Garosu-gil and is open from 16 to 19 September 2023 daily from 11am to 7pm. Public can register their visit at [Naver Booking :: 람보르기니 60주년 팝업 라운지](#)

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

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

Brand & Corporate Communication
Camilla Manzotti
T +39 051 9597611
camilla.manzotti@lamborghini.com

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

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

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

Corporate Publishing
Barbara Grillini
T +39 051 9597459
barbara.grillini@lamborghini.com

Regional Offices

Europe, Middle East & Africa
Liliya Dovbenchuk
T +39 349 756 2077
liliya.dovbenchuk@lamborghini.com

Asia Pacific
Tricia Tan
T +65 9073 3031
tricia.tan@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +65 8711 1329
alethea.tan@lamborghini.com

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

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

India
Meghana Dave
T +91 96194 07009
extern.meghana.dave@lamborghini.com

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

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