



Chasing Taste: famed Chef Massimo Bottura and Lamborghini Director of Communications Tim Bravo debate food as art

"Beyond: A Lamborghini Podcast", Episode #5 is here

Sant'Agata Bolognese, 29 November 2023 - In the latest podcast from Lamborghini's 'Beyond' series, the three-Michelin-starred chef behind Modena's Osteria Francescana and Motor Valley Ambassador meets the Director of Communications from his 'neighbor' Lamborghini. This fifth episode continues the series of dialogues between Lamborghini and inspirational individuals, sharing experiences from worlds that seem so different yet with so many parallels.

Chef Massimo Bottura discusses stealing inspiration from art; being shaped by international experiences; the importance of teamwork; and sustainability and responsibility. At the core of the dialogue is the shared passion for the Emilia Romagna region and its two-fold reputation for culinary tradition and motoring heritage, thriving with an eye always on the future.

"You're both deeply entwined in this region," says host Giulia Salvi. But as both Massimo and Tim concur, their international experience has also defined them personally and led them to be where they are today. Determined to be a chef in his hometown, Massimo's year in New York led to his encountering his wife who curated his exploration into contemporary art: not understanding it at first and then discovering the inspirational complexities. "I looked at art... I stole the ideas to use in food." Tim's Spanish-German parentage and time spent in roles around the world also led to him seeing things from a different perspective and fostered a desire to 'go beyond': the mantra of Automobili Lamborghini.

"I had to appreciate but break culinary traditions: you look at the past in a critical way and get the best from the past into the future," counters Massimo. Agrees Tim: "Like Ferruccio Lamborghini founding his company out of a challenge 60 years ago, because he wanted to build better cars, his way. He innovated and rethought things constantly."

Culture, knowledge, consciousness, a sense of responsibility: this is Massimo's grounded maxim, despite winning a host of accolades around the world. He describes the culture of food around Emilia Romagna, making the perfect tortellini to grandmother's standards then pushing the boundaries again, as well as starting a 'co-operative 'Tortellante' where dozens of autistic schoolchildren and grandmothers share the making of this centuries-old traditional pasta. "When you are successful, what do you want," asks Massimo. "Another apartment, another boat? No, you want to share."

Massimo and Tim share their experiences of social responsibility, working with children and community projects. They discuss the importance of sharing through storytelling, both as a culinary institution and a global automotive brand: "Only if I feed you with emotions do you remember the meal," affirms Massimo. They explore leadership and the team that, as Massimo says, "is everything. We take risks... drop a lemon tart... rebuild, fight until we are successful. Create



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a new car, elevate to a new level. Then challenge yourself and the team constantly. The future is the most important thing.”

And the uniqueness of the land around, Modena, Bologna? “Crazy that it’s the center of food valley, the most important Italian ingredients like Parmigiano Reggiano, Prosciutto, Balsamic Vinegar. And cars too, like Lamborghini,” says Massimo, Motor Valley Ambassador. But it’s not just the food, per se, but the emotions food and cars generate, and the many important innovations in food and auto manufacturing in the region: this creates competitiveness, and that brings out the best.

“There’s no other land like this in the world,” says Bottura. “I was here with David Beckham, who has travelled the world, and he said, ‘Massimo, this is paradise’. And I said “David, it’s the country of Emilia Romagna.”

Hosted by Lamborghini Director of Communications Tim Bravo and lifestyle and music broadcaster Giulia Salvi, *Beyond: A Lamborghini Podcast* is available to listen to on Spotify and Apple Podcasts, to watch on YouTube for a fully immersive experience, and via the special podcast hub on [Lamborghini.com/podcast](https://www.lamborghini.com/podcast). A new episode will drop each month.

Photos and videos: media.lamborghini.com

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