



Media Information

'Lamborghini: 60 Years of Artistry in Motion' showcased during Art Basel Miami Beach 2023

Revuelto 'Opera Unica' unveiled at Lamborghini 60th anniversary art exhibition

Sant'Agata Bolognese/Miami, FL December 7, 2023 - Automobili Lamborghini proudly presents 'Lamborghini: 60 Years of Artistry in Motion' on the occasion of the iconic marque's anniversary. This exhibition features a selection of artwork commissioned by Lamborghini dealers from across the Americas in celebration of the 60th anniversary of the brand. The artwork on display varies in concept from spray-painted canvas, custom sneakers and a surfboard to steel and bronze sculptures and a customized digital slot machine. Each piece takes as its inspiration the legendary aura of the people and machines that, together, changed the course of automotive history.

In attendance for the exclusive opening night were top brand executives including Automobili Lamborghini Chairman and Chief Executive Officer, Stephan Winkelmann, joined by Chief Marketing and Sales Officer, Federico Foschini; Design Director, Mitja Borkert; Chief Technical Officer, Rouven Mohr; and Automobili Lamborghini America Chief Executive Officer, Andrea Baldi.

"We approached our 60th anniversary with an exciting challenge for our dealers to commission artwork honoring Lamborghini's rich history," said Winkelmann. "In the context of Art Basel Miami Beach, design is also art. It is for this reason we chose the occasion to unveil the Revuelto 'Opera Unica'. Celebrating the magnificence of the Revuelto's technique and design, this 'Opera Unica' highlights automotive excellence from the inside out."

Sixty years since the birth of Automobili Lamborghini, the new Revuelto charts the course of performance and technology, holding true to the Lamborghini DNA while revolutionizing the V12 with a vision for the future. The Revuelto is an epoch-shaping supercar - a PHEV (Plug-In Hybrid Electric Vehicle) that is the first of its kind - and the most powerful production Lamborghini ever made.

Highlighted in this exhibition, and unveiled to guests during opening night, is the Revuelto 'Opera Unica', a one-off piece of art envisioned by Centro Stile and created under the direction of Lamborghini's Ad Personam team. Inspired by the bold colors of the 60th anniversary silhouette, the Revuelto 'Opera Unica's' hand-painted exterior fades from Viola Pasifae to Nero Helene, with brushstroke details of warm and cool colors. This process demanded 76 hours of testing and 435 hours to execute. Using colors to create an asymmetrical design, the interior required an additional 220 hours to complete.

Also as part of the exhibition, the Revuelto Experience gallery has been designed to deliver an emotional response. The space expresses the electrifying spirit of this futuristic vehicle with light, video and the inimitable sound of a V12 engine that has been the heart of Lamborghini from the very beginning.



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'Lamborghini: 60 Years of Artistry in Motion' is open for public viewing at The Gallery, 1330 18th Street, Miami Beach, December 7 to 9 from 11 a.m. to 5 p.m. EST daily.

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

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

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

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

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

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

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

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

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

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 +65 8711 1329
alethea.tan@lamborghini.com

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