



## Media Information

### **Lamborghini Lounge NYC presents 'Lamborghini: 60 Years of Artistry in Motion'**

**With 60th anniversary art exhibition, the private Lounge NYC welcomes the public for the very first time**

*Sant'Agata Bolognese/New York, NY December 15, 2023* - Automobili Lamborghini is pleased to showcase 'Lamborghini: 60 Years of Artistry in Motion' celebrating the marque's 60th anniversary. Following Art Basel Miami Beach earlier this month, during which the brand presented a smaller selection of these art pieces, this exhibition at the Lamborghini Lounge NYC brings together artwork commissioned by all Lamborghini dealers from across the Americas in honor of the 60th anniversary.

Each piece of art takes as its inspiration the brand's legacy of the past and vision towards the future. The works on display vary in concept from spray-painted canvas, oil on linen, steel and bronze sculptures to custom sneakers, a surfboard and a customized digital slot machine.

Opened in the spring of 2021 within the Chelsea Arts District, the Lamborghini Lounge NYC offers unprecedented access to the brand. Here, guests can personalize their dream cars, witness the unveiling of new vehicles, and indulge in exclusive Italian culinary experiences and invitation-only bespoke events. On the occasion of the 60th anniversary art exhibition, Lamborghini now opens its doors welcoming the public into the space.

Highlighted in this exhibition is also the Lamborghini Revuelto 'Opera Unica' that was just unveiled during Art Basel Miami Beach. The one-off super sports car is a piece of art envisioned by Centro Stile and created under the direction of Lamborghini's Ad Personam team. This Revuelto 'Opera Unica's' hand-painted exterior fades from Viola Pasifae to Nero Helene, with brushstroke details of warm and cool colors, a process adding 76 hours of development and testing and a total of 435 hours to execute. Using colors to create an asymmetrical design, the interior required an additional 220 hours to complete.

*"The Lounge NYC serves as Lamborghini's outpost in one of the world's greatest cities," remarks Andrea Baldi, Chief Executive Officer of Automobili Lamborghini Americas. "We are excited to invite the public into our Lamborghini world to view the inspiring artwork in this 60<sup>th</sup> anniversary exhibition. It is also a special moment to display the Revuelto 'Opera Unica' highlighting automotive design as art and showcasing the endless possibilities of Lamborghini's customization."*

'Lamborghini: 60 Years of Artistry in Motion' is open for public viewing at the Lamborghini Lounge NYC, 533 West 26th Street, New York, NY on December 15 and 16 from 10 a.m. to 3 p.m. EST daily.

Photos and videos: [media.lamborghini.com](https://media.lamborghini.com)

Information on Automobili Lamborghini: [www.lamborghini.com](https://www.lamborghini.com)



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