



“Art of creating myths”: Automobili Lamborghini and Ducati join to celebrate the art of Paolo Troilo

An event at Galleria Cavour in Bologna presenting the two models on which the artist created his works

Sant'Agata Bolognese/Bologna, 2 February 2024 - Automobili Lamborghini and Ducati joined forces to celebrate art through the vision of artist Paolo Troilo, who has put his creativity at the service of the two brands by transforming two iconic models into works of art. The venue for the exhibition “Art of creating myths” – an event held within the context of Arte Fiera Bologna – is Galleria Cavour in the center of Bologna, where the artist’s two creations were unveiled. On one side, a Lamborghini Huracán EVO, which became the canvas for the work titled “Minotauro”, and on the other, a Ducati Streetfighter V4 Lamborghini for the work “Centauro”, both vehicles owned by the same client who wanted to combine art and motors in a perfect synthesis.

Paolo Troilo (born in 1972 in Taranto) is renowned for his unique hyper-realist fingerpainting technique, and this is precisely how the two models were created. “Minotauro”, painted on the bodywork of a Huracán EVO, symbolizes the sublimation between the artist’s vision and the iconic value of a brand like Automobili Lamborghini whose cars, prized by customers for their design, performance and quality, become true one-offs, on a par with works of art. Through the vigorous features of a male body reproduced by the hand of Paolo Troilo using his fingertips, the paintings express the dynamism, power, and the innermost emotions the artist felt when driving the Huracán EVO. His tribute to the vehicle lies in the fusion of the “man”, the “bull” (the symbol of Automobili Lamborghini) and the concept of “myth” expressed in the indomitable – supernatural and almost animalistic – force exuded by the male figure painted on the sides of the car.

The presentation took place at Galleria Cavour, an emblem of luxury and exclusivity in the heart of Bologna. The CEOs of Automobili Lamborghini and Ducati, Stephan Winkelmann and Claudio Domenicali, unveiled the two models painted by Troilo in the presence of 200 attendees. For the occasion, the two CEOs reaffirmed the bond between their respective brands that represent globally recognized excellence, each in its own segment, a symbol of Made in Italy cachet and Motor Valley prestige. It’s an excellence that, combined with the hand of Paolo Troilo, connects art with the automotive world, proving that the two can coexist in a perfect union.

“Minotauro” and “Centauro” will be on display as part of ART CITY Bologna until 5 February at Galleria Cavour, with free admission, providing an opportunity for art and motor enthusiasts to appreciate two worlds that have never been so close before.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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