



Automobili Lamborghini inaugurates “Dreamaway – Lamborghini through the eyes of the world”

A modern art exhibition in the heart of the Sant’Agata Bolognese company, with over 100 works to celebrate the brand’s 60 years of innovation and design

Sant’Agata Bolognese, 16 May 2024 – Automobili Lamborghini opens its doors to dreams with an exhibition titled “Dreamaway – Lamborghini through the eyes of the world”, transforming the Sant’Agata Bolognese headquarters into a “diffused museum”. The exhibition brings together artworks created during 2023 by internationally renowned artists, commissioned by Lamborghini dealers worldwide to celebrate the company and its 60 years of innovation and design. The exhibition of modern art in pure Lamborghini style is dedicated to everyone, employees and visitors alike, with the exhibition opening just before International Museum Day on Saturday, May 18.

After their unveilings at various local events held to celebrate Lamborghini’s 60th anniversary, the artists’ creations from all over the world have now returned to take center stage right in the heart of the company’s premises. Each work, ranging from spray paintings and oil on canvas paintings to sculptures and photographs, is unique and designed to embody the spirit and identity of the House of Sant’Agata Bolognese, while also reflecting the different cultures of the artists’ countries of origin. Not surprisingly, the exhibition is called “Dreamaway”, as an invitation to dream, to travel new roads and to be transported far away through a cosmopolitan perspective.

It is precisely with the idea of a narrative journey that the artworks are placed in different areas of the company premises. Welcoming the visitors outside the museum is the imposing bull, symbol of the company, made of cast bronze and life-size. Inside, creations range from works that celebrate the iconic nature of the cars on display in the Lamborghini Museum to canvases with bold, vibrant colors that evoke the dynamic atmosphere of the production lines.

The choice of materials and techniques also influenced where the works would be shown. Works made of carbon fiber, for example, are on display in the composite materials department, while a hood entirely hand-painted with an airbrush is placed at the entrance to the paint shop.

Despite the variety of two-dimensional works and sculptures, they all converge to evoke the brand’s iconic heritage and the company’s futuristic vision, summed up in the manifesto “Driving Humans Beyond”. It’s a philosophy that embodies Lamborghini’s mission to transcend limits, standards and conventions, serving as a source of inspiration for future generations.

The Automobili Lamborghini Museum, the venue for the main works of the “Dreamaway” exhibition, is open daily from 9.30 a.m. to 7.00 p.m. from May to September and until 6 p.m. from October to April. The exhibition, in the museum and along the factory tour route, will remain open to the public until early 2025. All special closures can be viewed on the website [lamborghini.com](https://www.lamborghini.com).



Media Information

For information and reservations, please send an email to visit@lamborghini.com.

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 +39 349 4598271
rita.passerini@lamborghini.com

Brand & Corporate Communication
Camilla Manzotti
T +39 360 1077907
camilla.manzotti@lamborghini.com

Corporate Publishing
Barbara Grillini
T +39 366 8778823
barbara.grillini@lamborghini.com

Product & Motorsport Communication
Francesco Colla
T +39 348 8629861
extern.francesco.colla@lamborghini.com

Motorsport Communication
Giovanni Zini
T +39 342 1318474
giovanni.zini@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@jic.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

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

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