

Automobili Lamborghini debuts at Lucca Comics & Games with the SCART project

Three pairs of robots created by the Hera Group's artistic laboratory from super sports car waste materials

Sant'Agata Bolognese, 30 October 2025 – Automobili Lamborghini, in collaboration with SCART, the artistic laboratory of the Hera Group, has chosen Lucca Comics & Games 2025 to present, as a world premiere, six super robots — environmental defenders made entirely from waste materials originating from the production lines of the Sant'Agata Bolognese headquarters.

The project was born from the dialogue between industry and art, with the aim of promoting a culture of reuse through the expressive power of design and imagination, bringing the Lamborghini DNA for the first time into a cultural context such as Lucca Comics & Games. It tells a story in which innovation, creativity and responsibility meet to transform discarded materials into symbols of beauty, ingenuity and vision.

The six robots, arranged in three pairs over four metres tall, represent the fundamental elements of nature — air, earth and water — and reinterpret, in a contemporary key, the imagery of the famous Japanese anime of the 1980s, blending pop language with artistic exploration.

The artworks are displayed in the heart of Lucca: in Piazza San Giusto, alongside the V12 HPEV (High Performance Electrified Vehicle) Revuelto¹, stand Gea Stone and Jotun Forge, guardians of the earth; in Piazza San Michele rise Skyrenn and Jetron, protectors of the air; while in the courtyard of Palazzo Guinigi emerge Marixx and Mega Tide, custodians of the waters.

The concept of the robots bears the signature of Marvel comic artist Giuseppe Camuncoli, author of the original character designs together with Giacomo Gheduzzi, while their realisation is the result of a joint effort between SCART and students from the Academy of Fine Arts of Florence (for Marixx and Mega Tide), Ravenna (for Skyrenn and Jetron), and POLI.design – Polytechnic University of Milan (for Gea Stone and Jotun Forge).

Bonnets, bumpers, spoilers, seats and carbon-fibre components have been reinterpreted as sculptural elements: industrial materials transformed through the creativity of young artists into new forms of expression. Each pair was created from a careful selection of materials chosen to represent the personality and mission of each character: Gea Stone and Jotun Forge, guardians of the earth, use their strength to regenerate and cleanse the soil; Marixx and Mega Tide, guardians of the waters, move like amphibious creatures to free seas and rivers from waste; Skyrenn and Jetron, protectors of the air, dominate the atmosphere with powerful wings and the ability to filter and purify their surroundings.

"Lamborghini represents an idea of excellence and innovation that goes beyond the automobile," said Christian Mastro, Marketing Director of Automobili Lamborghini. "This project tangibly expresses our vision of industrial responsibility: giving new life to waste materials means extending the culture of quality beyond the finished product. Every Lamborghini component is created to endure and to convey emotion, and seeing

¹ Revuelto: Combined energy consumption: 10,1 kWh/100 Km plus 11,86 l/100km; Combined CO2 emissions: 276 g/km; Combined CO2 efficiency class: G; CO2 class with discharged battery: G; Combined fuel consumption with discharged battery: 17,8 l/100km

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them transformed into works of art demonstrates that design, technology and creativity can coexist in a virtuous way. The collaboration with SCART and the Hera Group reflects our constant pursuit of innovation — also in our processes — and our desire to generate value starting from what would normally be discarded.”

“For the Hera Group, SCART is not only an artistic laboratory of exceptional quality,” explained Maurizio Giani, Marketing and Brand Promotion Director at Herambiente and creator of the SCART project, “but above all, a communication project that aims, through the universal language of art, to influence mass culture, making it increasingly aware of the conscious use of resources. In this sense, the artistic project with Automobili Lamborghini perfectly represents the positive impact that can be generated through this philosophy — a philosophy that also aligns perfectly with Hera’s industrial know-how, which enables clients to pursue circularity and regeneration projects that benefit both businesses and the communities in which they operate.”

Following the premiere at Lucca Comics & Games, the six robots will embark on a tour that will take them to Ecomondo 2025 (Rimini, 4–7 November) and to events organised by the House of Sant’Agata Bolognese in spring 2026, continuing to spread the message of a future in which innovation, design and responsibility move in the same direction.

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



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