

AUTOMOTIVE

Maserati auctions one-off car for Venetian art initiative

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Maserati Quattroporte GTS GranLusso Tribute to Venetian Heritage. Image courtesy of Maserati

By STAFF REPORTS

Italian automaker Maserati is working to support and promote Venice's cultural contributions through a pair of events.

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As the automotive partner of nonprofit Venetian Heritage, Maserati is taking part in two galas presented by the organization this week. This partnership will enable Maserati to celebrate its own Italian heritage by aligning with a cause centered on preserving culture.

Shared heritage

Venetian Heritage's mission is to raise awareness of Venice's art, both in the city itself and in the surrounding areas that were formerly part of the Republic of Venice. The organization holds exhibitions, events and conferences, as well as working on conservation projects, research and publications.

Among Venetian Heritage's corporate partners are Bulgari, Fendi and L'Objet.

This week, working in tandem with Friends of the Louvre, Venetian Heritage is hosting two events. A Paris evening affair on June 20 is being followed up by a Venice-based gala on June 23.

At the Venice event, Maserati will run a charity auction. The brand will be offering a one-of-a-kind version of its Quattroporte GTS GranLusso model to bidders for the cause.

The car features a white livery, a first for the sedan. Among the details in the black interior is the Venetian Heritage logo, featured on a plaque on the center console.



Maserati Quattroporte GTS GranLusso identification tag. Image courtesy of Maserati

With their ability to command high prices and create bidding wars, automobiles are often used to raise money for causes.

For instance, Ferrari worked with auctioneer RM Sotheby's to aid victims of earthquakes in its native Italy.

The supercar brand created a one-of-a-kind LaFerrari specifically for a charity auction, giving prospective owners one last chance to purchase the limited-run model. This United States auction drew heavy interest from collectors worldwide, garnering a final bid of \$7 million, increasing the benefit to the cause ([see story](#)).

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