

AUTOMOTIVE

## Ferrari continues its year-long celebration with exhibit

September 29, 2017



*Historic picture of Enzo Ferrari. Image credit: Ferrari*

By BRIELLE JAEKEL

Italian automaker Ferrari has been establishing a yearlong celebration of its 70-year anniversary with fans, which is being summed-up in a major exhibition detailing the brand's history.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

An estimated value of 140 million pounds, or \$190 million at current exchange, will be on display in the form of iconic Ferraris at the Design Museum in London. Rare and significant pieces of Ferrari history will be featured in addition to important vehicles such as Enzo Ferrari's license and a model of the first-ever built Ferrari.

"I think I speak on behalf of millions of ambitious people of all ages that we have all at some point had delicious dreams of owning a Ferrari," said Sir Terence Conran, founder of the Design Museum. "The brand itself has become a worldwide symbol of design success, whether it is their road models or Grand Prix cars.

"The Ferrari story is truly one of the great adventure stories of the industrial age and I am very proud we are able to tell it at the Design Museum," he said. "The depth of emotion goes far beyond the external beauty of their cars: what excites me so much about this exhibition is the rare opportunity to glimpse behind the scenes and experience the dynamic between engineering, manufacturing and design, which produces Ferrari's magic ingredient.

"It is a magic ingredient that means I am here, aged eighty-five and still lusting after the idea of owning a Ferrari I want to go out with a beautiful, powerful and perfectly designed vroom!"

Ferrari celebration

Private collections from the world of Ferrari are supporting the exhibit. Original sketches will be displayed in addition to iconic vehicles important to Ferrari history.



*Ferrari puts important artifacts on display*

The original manufacturing process is detailed with models of early wooden master tools.

Ferrari says the highlight of its exhibit is an original 1:1 scale hand-crafted clay design model of the J50, which was only manufactured 10 times in Japan.

Notes and photography of celebrities and notable individuals who drove iconic Ferraris will be displayed as well. Celebrities such as Clint Eastwood, Sammy Davis Jr, Brigitte Bardot and Peter Sellers are included.

A 250 GT, originally driven by iconic British racing driver Peter Collins, will be exhibited in this section along with an F40 owned by Pink Floyd drummer Nick Mason.



*Ferrari puts important artifacts on display*

"Under the Skin" is Ferrari's way of letting consumers behind the scenes and into the brand to celebrate its milestone.

Continued celebrations

Ferrari continued to celebrate its birthday with a tribute featuring some of its most important models during Salon Priv in the United Kingdom.

Salon Priv's inaugural Concours Masters showcased a timeline of 70 of the most influential models in Ferrari's lifetime to celebrate its seventieth birthday. A series of Ferrari historians and enthusiasts acted as the judging panel for the special concours ([see more](#)).

Ferrari celebrated the anniversary of the first time its engine started with a special limited-edition, an interactive digital port, a reenactment and a string of events.

To celebrate 70 years since the first Ferrari vehicle started its engine, the automaker is launching a series of events throughout the world and online interactive initiatives to celebrate with fans. The LaFerrari Aperta limited-edition will be the icon of the 70th anniversary for Ferrari, taking the stage during various events to celebrate throughout the year ([see more](#)).

"Ferrari represents an ideal case study in design and development," said Andrew Nahum, co-curator of Ferrari. "Under the Skin Ferrari uses the subtle and often unseen techniques of automobile design, but with the utmost care and precision. The exhibition provides an insight into the history and practice of the whole private world of automotive design."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.