

AUTOMOTIVE

Ferrari salutes storied Grand Tourers with global-themed museum exhibition

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The "Ferrari Grand Tour: A journey through beauty and passion" exhibition at the Enzo Ferrari Museum in Modena, Italy. Image courtesy of Ferrari

By LUXURY DAILY NEWS SERVICE

Timed around its founder's Feb. 18 birth anniversary, Italian sports car maker Ferrari has launched a new exhibition paying tribute to its most elegant Grand Tourers.

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Called the "Ferrari Grand Tour: A journey through beauty and passion," the exhibition at the Enzo Ferrari Museum in Modena, Italy is a victory lap of sorts for Ferrari cars that not only were popular with celebrities, but also associated with key cities around the world.

Arch of triumph

The exhibit takes visitors through five multimedia arches representing Paris, London, New York, Shanghai and Abu Dhabi.

Using a mix of images and audio, the arches aim to create an immersive visitor experience evoking Ferrari's connection with each of the cities and their geographical region.

Each arch lies at the center of waves of energy that contextualize each of the displayed Grand Tourers.

For example, the Paris arch opens the area devoted to Europe. The "Ville Lumiere" and its International Motor Show have provided the backdrop for many pivotal moments in the marque's production history, the company said.

In 1949, for instance, they hosted the debut of the 166 Inter Touring, a coup with spare lines that made a huge impact for the brand and can be seen in the exhibition.

Many other memorable unveilings followed, including that of the 1954 Ferrari 375 MM, a one-off commissioned from Pinin Farina by Roberto Rossellini as a gift for his wife Ingrid Bergman.

With their heady mix of avant-garde and tradition that continue to flourish in motorsport venues such as Goodwood, the United Kingdom has always rewarded Ferrari's cars with starring roles.

Visitors to the exhibition will find the Ferrari 330 GT 2+2, a coup powered by a front-mounted V12 and immortalized in front of Westminster in 1964, when Colonel Ronny Hoare's Maranello Concessionaires presented it to its clients.

The United States has a longstanding relationship with Ferrari too, marked by ties to musicians such as Miles Davis and Hollywood actors including Jayne Mansfield.

A major contribution also came from high-profile events, including the 2016 30 Million Cars Rally which included the 1959 250 GT Berlinetta SWB, also featured in the exhibition, the company pointed out.

Regarded by many collectors as the ultimate GT, the car is famous for its pure lines and tally of race victories.

Shanghai is an extraordinary city that acts as a melting pot for the Far East's ancient aesthetic matched with that of the West.

Shanghai, a blend of East and West influences, was represented by the 2006 599 GTB Fiorano with bodywork decorated by the artist Lu Hao in the style of Song Dynasty porcelain.

Alongside this artistic masterpiece is the Ferrari 612 Scaglietti that, in 2005, a year after its launch, proved its matchless comfort and performance on a 15,000-mile tour of China, the company said.

Also featured is a photograph of the 2018 Ferrari Portofino in the Shibuya quarter in Tokyo, another key location for the Ferrarista community in the Far East.

The exhibit then takes visitors to Abu Dhabi, a Middle Eastern hub of luxury and passion for the Prancing Horse as reflected by Ferrari World, the automaker's dedicated theme park.

The all-wheel-drive Ferrari FF, known for its styling and performance, debuted in 2011 in that park soon after its launch at the Geneva International Motor Show.

The arch also references the International Cavalcade that last year celebrated the 25th anniversary of Ferrari's arrival in the United Arab Emirates with a parade of more than 100 cars.

Finally, the Grand Tour arrives in Italy with the Ferrari Roma, the latest masterpiece from the Maranello Style Center that developed this contemporary take on the sophisticated chic of the Dolce Vita of the 1950s and 60s.

"A lifestyle and aesthetic choice that is not confined to Italy but which, as the exhibition reveals, Ferrari interprets all over the world," Ferrari said in a statement.