

AUTOMOTIVE

Lamborghini ventures into new space with NFT project

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Lamborghini has launched its first NFT project. Image credit: Lamborghini

By SARAH RAMIREZ

Italian automaker Lamborghini is breaking into the NFT space for the first time with a unique art initiative.

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Lamborghini enlisted renowned Swiss artist Fabian Oefner for an art project with physical and digital components. Called "Space Time Memory," it consists of five pairs of physical and digital artworks celebrating both the automaker and human space exploration.

To the moon

Lamborghini unveiled the NFT project on Jan. 27 after several weeks of hints.

Teaser videos showed shots of space, astronauts and the moon, accompanied with the sounds of a roaring Lamborghini engine.

The automaker finally revealed "Space Time Memory" to consist of five photos of an Aventador LP 780-4 Ultimae flying above the Earth. Lamborghini is partnering with platform NFT Pro and car auction house RM Sotheby's to auction the five pairs of physical and digital artworks.

Lamborghini was inspired by space exploration for its first NFT project

Lamborghini shared more about the NFT concept in a new film narrated by Mr. Oefner.

Similar to the earlier teaser videos, it opens with footage of the moon before the artist's voiceover begins. He appears in a dimly lit studio, examining archival photos.

The film continues to juxtapose images and sounds relating to space such as audio from an Apollo mission with shots of Mr. Oefner sketching and the Lamborghini Ultimae.

"My work is a bridge between art and science," Mr. Oefner says in the short. "It's the story of a piece of carbon fiber that has traveled out in space, and how to access the key to experience a work of art."

Here, he is referencing the project's physical element: the Space Key. This is five thumbnail-sized pieces of carbon

fiber that Lamborghini sent to the International Space Station in 2019 for a joint research project, becoming the first automaker to send components to the ISS for scientific purposes.

Each of these carbon parts is engraved with a unique QR code that links to the digital NFT: a series of five photographs of a Lamborghini Ultimae rising away from the planet. Resembling a rocket, the photographs show the parts, engine, transmission, suspension and other nuts and bolts shooting away from the chassis.

As depicted in the film, Mr. Oefner began the project by examining the vehicle's engineering plans and creating sketches of the imagined final photographs.

Lamborghini then prepared all the parts and components of an Ultimae numbering more than 1,500 individual pieces for Mr. Oefner and his team to photograph. These were then combined to create the final compositions.

"It looks like a moment capture in reality," Mr. Oefner says in the film of the resulting images. "But it's not. It's all in your imagination."

Lamborghini's partners NFT Pro and RM Sotheby's will open bidding for the NFTs on Feb. 1 on nft.lamborghini.com. The auctions will last 75 hours and 50 minutes the length that it took Apollo 11 to depart Earth and enter the moon's orbit and close on Feb. 4.

NFT comes to auto

NFTs, non-fungible tokens, are exponentially growing in popularity, with applications across luxury sectors including automotive.

In May 2021, proof chain protocol network RubiX auctioned the W Motors Lykan HyperSport stunt car, as seen in the film *Fast & Furious 7*, as the first physical-digital twin automotive non-fungible token.

The piece of movie memorabilia was purpose-built for the production of *Fast & Furious 7* and is the only stunt car out of 10 produced that survived filming. It was reportedly the first physically-backed on-chain automotive NFT in the world, providing the buyer full ownership of both the digital and physical assets ([see story](#)).

In December 2021, NFT creative studio 10fOne gave collectors an opportunity to unlock physical ownership of a custom McLaren through a limited-edition automotive drop and metaverse racing game.

The Reactor Motors NFT drop includes 8,888 pieces of generative art. The collection launched in late December on NFT platform OpenSea, ahead of a racing game competition ([see story](#)).

However, Lamborghini's "Space Time Memory" NFT project is among the first to be commissioned directly by an automaker, marking a potential turning point for both industries.