

AUTOMOTIVE

Lamborghini highlights ethos through those at top of their game

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Lorenzo Viotti for the "Huracn Tecnica a car with many souls" campaign. Image credit: Lamborghini

By KATIE TAMOLA

Italian automaker Lamborghini is reflecting on its own dedication to excellence through a series spotlighting those passionate about their crafts.

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The first two episodes of the Huracn Tecnica series introduce Italian professional volleyball player Paola Egonu and Swiss conductor Lorenzo Viotti. Their palpable passion for their crafts forms a clear connection to the ethos of Lamborghini.

"Lamborghini blends artistic excellence and track-ready performance, and choosing a musician and an athlete convey these two elements," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "The opening of Paola's video shows a snapshot of the Huracan racing around the track, while the opening of Lorenzo's focuses on the facade of the vehicle."

Striving for more

The new series stars professionals thriving in their careers, mirroring the heart of the new V10 Huracn Tecnica, which is also glimpsed in the vignettes. Each installment focuses on one individual.

Ms. Egonu is an award-winning professional volleyball player, who plays for Imoco Volley and Italy's women's national volleyball team.

Ms. Egonu is not afraid to learn and grow, much like Lamborghini

Her vignette for Lamborghini is dedicated to performance.

The short film, divided into segments of her being interviewed, footage of her training on her own and competition footage, opens with her walking into an arena. She immediately conveys the intensity and passion she approaches her life's work with.

"Victory for me represents being able to convey strong emotions to those who watch me, both good, and those few times, bad," she says.

An upbeat, electronic soundtrack permeates as the shot cuts to her on the volleyball court with a look of intensity, holding the volleyball. She talks about her idea of perfection, how her definition of the concept is based on how one can handle any situation.

Back at the interview chair, she talks about how her concept of perfection has evolved. She used to think perfection was about never making mistakes now, she believes that viewpoint is limiting.

She talks about the need to take risks and how she has always maintained a winning mentality.

"Performance for me is being able to improve, always be at a higher step compared to what I was a year before or a month before."

She explains that she's proud that she has fought off any labels people have tried to impose on her, and that she's proud of herself for always fighting for the freedom to be herself.

Much like Lamborghini, she is always striving for more. Also, like the automaker, the discoveries and challenges inherent in the future both excite and motivate her.

"There is still so much to do," she said. "As a person, there will be other important steps, other evolutions, and I can't wait to find out about them."

Mr. Viotti currently serves as the music director of the Gulbenkian Orchestra, and chief conductor-designate of the Netherlands Philharmonic Orchestra, the Netherlands Chamber Orchestra and the Dutch National Opera.

His vignette is dedicated to both lifestyle and harmony, beginning with him riding a bike throughout his neighborhood.

Footage of him in his neighborhood, being interviewed and conducting permeate the film.

"Harmony you don't even hear or feel or see that there's some friction," he says.

Similar to Ms. Egonu's vignette, an immediate intense feel is established.

He talks about balance and how a lot of work goes into creating harmony, and how in music, the sound of harmony can feel good. Also like Lamborghini, Mr. Viotti's successes were not achieved overnight.

As also seen in Lamborghini, his success has taken experimentation, dedication and a palpable passion.

"It's very tough to reach harmony," he says. "It's years, hours of questioning, of working, of sweat, of failing.

"It's like seeking perfection."

The harmony achieved by Mr. Viotti has not come without hard work

Seeking perfection seems to be yet another concept he and Lamborghini have in common.

The composer, volleyball player and automaker all bring a certain amount of intensity and immense commitment to their work, making the spotlight on the professionals seamless and fitting.

Pushing the limits

Lamborghini continues to highlight the vast capabilities of its vehicles, including its fast speeds.

Lamborghini recently showcased the expansive abilities and versatility of its Urus sports utility vehicle in a wintry effort.

In March 2021, the brand's Urus model set the speed record on a frozen Lake Baikal in Russia during the Days of Speed event. Lamborghini celebrated this feat through an emotionally captivating film campaign ([see story](#)).

The automaker also likes to stay true to its masculine, awe-inspiring roots.

In April, Lamborghini caused a stir with its flashy new spot for the Huracn Tecnica.

The new short film illustrates the life of the ultimate Lamborghini driver fast-paced, glamorous and always striving for greatness. Spliced with scenes of the vehicle's features and comical anecdotes behind the mysterious nature of the Lamborghini driver, the vignette elicits admiration and awe for both the vehicle and the driver ([see story](#)).

In any campaign, Lamborghini makes sure its core is reflected.

"Both videos are about achieving excellence and striving for continuous improvement while performing," Ms.

Blackley said.

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