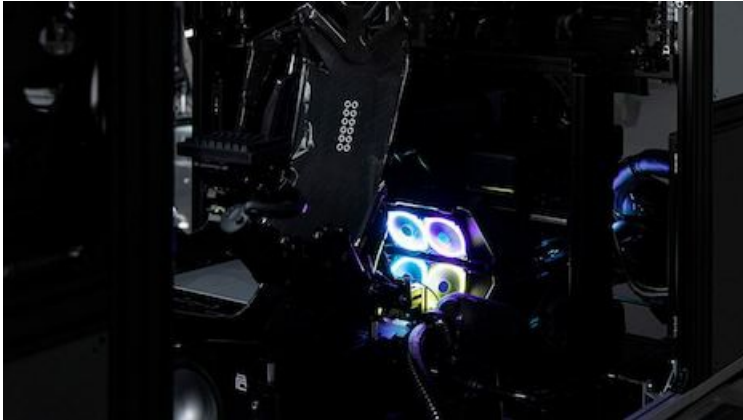


AUTOMOTIVE

Lamborghini taps cyberpunk creative for anniversary collaboration

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Kicking off a slew of upcoming artistic collaborations, Lamborghini tapped the Japanese artist for a futuristic creation. Image credit: Lamborghini

By EMILY IRIS DEGN

Italian automaker Lamborghini is teaming up with Japanese cyberpunk artist Hiroto Ikeuchi, solely known as "Ikeuchi," to celebrate the brand's 60th anniversary.

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The resulting "Chasing the Future" project uses parts from historic models to create two artworks that showcase Lamborghini's contemporary identity. The collaboration is only the start of an upcoming string of artistic projects, as Lamborghini is set to team up with other revolutionary artists from around the world.

Art works

Lamborghini is embracing the efficacy of art in storytelling, as the brand works to showcase company values, history and aesthetics.

Inspired by the anniversary theme of "The future began in 1963," the "Chasing the Future" project is an exploration of time and brand evolution. The results are a new model from the brand inspired by the artist, and a large art piece inspired by the brand.

The future is something to chase Lamborghini with IKEUCHI

Using pieces from the past, visions of the future are presented. The Time Gazer art piece and Lamborghini Huracn STO Time Chaser_111100 model both use parts from classic Lamborghini models, repurposing them into new creations.

"I am very honored to collaborate with a brand like Automobili Lamborghini, especially for its 60th Anniversary," said Ikeuchi in a statement.

"It's a brand that is constantly striving to shape the future and challenging the status quo as I do with my art," he said. "The Time Gazer and the Time Chaser were created by incorporating original parts from past anniversary models and are meant to be a celebration of Lamborghini's history from the very past with the aim of living longer also in the future."

"I hope that Lamborghini owners and many others could enjoy this collaboration as a piece of art that commemorates the next chapter of the ever-evolving brand."

Ikeuchi first stepped into the scene early in the 2010s, drawing on classicism, robotics and anime in his work. Using plastic and industrial materials, his style is truly futuristic, exploring the relationship that the contemporary world has to technology and industry.



Ikeuchi's use of tech and consumerism in art speaks to the contemporary place his work holds in the art world. Image credit: Lamborghini

It is through this lens that the Time Gazer and Time Chaser were born, diving into Lamborghini's evolving identity in the ever-advancing technological future.

The Time Gazer is a large art piece, standing as a symbol of passing time; the work itself essentially being a time travel machine, allowing for a visual exploration of time.

The Time Chaser model is a limited-edition vehicle, using color references to past anniversary pieces. Another ode to time is the name itself, Lamborghini Huracn STO Time Chaser_111100, as 111100 is the binary code for 60, in honor of the anniversary.

"We are very pleased to enshrine such a valuable collaboration with IKEUCHI who represents the future of Japan," said Davide Sfrecola, head of Japan Automobili Lamborghini, in a statement.

"From broken motherboards, plastic to electrical wiring intricately molded together to establish a cyberpunk apocalyptic aesthetic, he amplifies and investigates the connection and relationship between humans and technology in a country so rich in millennia-old traditions and contemporary culture," Mr. Sfrecola said. "There is a great passion for art in all its forms that inevitably merges even into aspects of the everyday life.

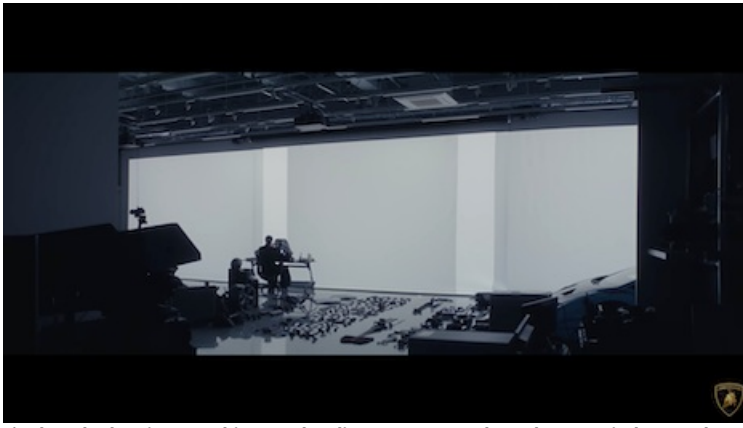
"To a brand that has enriched a country of colors, this collaboration will contribute to add extra shades of recognizability to Japan and Automobili Lamborghini."

Artful tech

Art continues to make strides in the world of technology, as more collaborations are created between scientists and creators.

German automaker Porsche recently unveiled the "The Art of Dreams" installation series in the United States, presenting larger-than-life artworks ([see story](#)). Bringing together brand models and imaginative visions of play, the installation celebrated the innovative spirit of creativity that guides Porsche.

British luxury vehicle company Aston Martin has also teamed up with artists, providing a residency for artists. The work created is showcased at the brand's Miami residences ([see story](#)).



Art breaks barriers, and in a tech-reliant sectorsuch as the auto industry, that can be a powerful way to communicate brand identity. Image credit: Lamborghini

Art is a language that everyone speaks, and this unifying quality is vital in industries that are more tech-heavy and inaccessible. Not everyone knows a lot about cars or advanced technology, so art can be a way to communicate the significance of what these things offer.

In this case, the new model and art piece exude a feeling of timelessness, showing off Lamborghini's unification of its history to its exciting future.

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