

AUTOMOTIVE

## Lamborghini zooms in on Oscars, spotlights craftsmanship in new selection

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*The luxury vehicle brand is making connections between the value of craft the Academy has with its own. Image credit: Lamborghini*

By EMILY IRIS DEGN

Italian automaker [Lamborghini](#) is putting the making of the Academy Awards Oscars statuettes centerstage.

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The brand is offering a rare, [behind-the-scenes glimpse](#) of the crafting process of the iconic figures. With the Academy Awards ceremony wrapping up this weekend, the exclusive look is a timely drop.

Award-winning craftsmanship

In the midst of awards season, the automaker is drawing parallels between the artistry that goes into the statuettes and that of its luxury vehicles.

The brand takes pride in its high-quality craftsmanship and made-to-last cars. It is with this spirit that the Oscars feature is presented, taking a "from one master of luxurious handiwork to another" tone of respect for the work done.

Dear [@TheAcademy](#), handmade iconic masterpieces are one of our strengths. That's why we were curious about how you create your legendary Oscars. On the occasion of the 95th Academy Awards we explored behind the scenes...[#Lamborghini](#) [#Oscars95](#)

Lamborghini (@Lamborghini) [March 12, 2023](#)

"Dear [@TheAcademy](#), handmade iconic masterpieces are one of our strengths," the brand declared on social media.

"That's why we were curious about how you create your legendary Oscars."

In the coverage, Lamborghini touches on the history of the famed figure, reporting that in 1928 it was first sculpted by George Stanley. The knight's nickname of "Oscar" came in the 1930s, when it was pointed out that it looked similar to a family member of a worker at the Academy of Motion Picture Arts and Sciences at least, so goes the legend.

While "Oscar" was first crafted in a California foundry, Lamborghini highlighted the current foundry, located in New York.



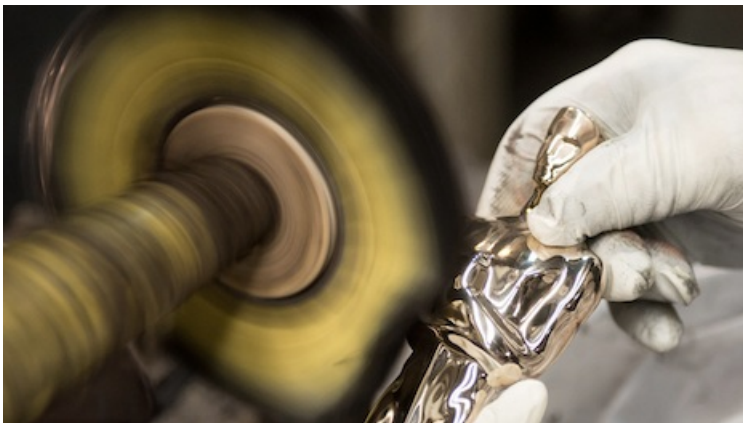
*The foundry making the statuettes is both skilled in timeless techniques and making strides in futuristic methods. Image credit: Lamborghini*

The figure has been crafted in droves since 2016 there by the historic UAP Polich Tallix fine art foundry an organization that works with numerous contemporary artists. Partnering with renowned artists like French-American installation artist Louis Bourgeois and American sculptor Jeff Koons, the act of creating art runs deep in the foundry something Lamborghini centers in the coverage of the process.

"We are honored to be casting the Oscars because they are iconic pieces," said Jake Joyce, general manager of UAP Polich Tallix, in a statement.

"We often have visitors on site, and every time they recognize the statuette on our craftsmen's work table, they light up and say Wow, I never thought about where they came from," he said. "They connect the dots and it's a magical moment.

"Together with him, we discover that behind the glitter of the small gold-plated sculpture, just over 34 cm high, lies painstaking and highly specialized work, bringing together the finest tradition of craftsmanship with technological innovation."



*Lamborghini lays out the history of the Academy Award symbol. Image credit: Lamborghini*

Fusing together modern technology with historic techniques, the foundry used both the old cast bronze method (a choice of the Academy) and 3D capabilities (such as printing, scanning and modeling), stirring a strong sense of heritage into the possibilities of today's progressive innovations.

#### Heritage in modern times

The heritage-laced method in which the Oscar statuettes are cast act as a representation of both the Academy and Lamborghini, as both infuse their history into their modern position.

The Academy Awards are deeply ceremonial, drawing on the history of the organization and of the film industry, all while celebrating the movies of today; of the future. Lamborghini also cherishes a strong sense of self, pouring its timeless identity into the futuristic new cars that it releases as it works to push boundaries in today's market.

Detailing the 75-hour process that it takes to make the Oscars statuettes, Lamborghini praises this balance of old and new, as well as the high-quality craftsmanship, positioning itself as an organization of similar distinction.



*Heritage is proving to be especially lucrative, as luxury customers are increasingly leaning towards brands with a sense of self. Image credit: Lamborghini*

The move is especially effective, considering the depth in which awards season is permeating throughout cultural conversation right now. Not only that, but heritage seems to be taking the luxury space by storm, as consumers increasingly want more meaningful experiences with brands since the pandemic began in 2020 ([see story](#)).

Swiss watchmaker Rolex is one of the latest brands to embark on this journey of legacy, delving into the ways in which its history is shaping its future ([see story](#)).

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