

AUTOMOTIVE

Lamborghini frames Revuelto model with famed photographer

September 22, 2023



Mr. Corbijn and the yet-to-be-released vehicle traveled to the Dolomite mountain range for the photoshoot. Image credit: Lamborghini

By ZACH JAMES

Italian automaker Lamborghini is collaborating with a prominent creative force for its latest release.

In anticipation of the impending release of the luxury manufacturer's first hybrid supercar - the Revuelto in Q4 2023, it has partnered with award-winning Dutch photographer and filmmaker Anton Corbijn. The artist, known for his visual work with famous musical acts such as Depeche Mode, U2, David Bowie and Joy Division, among many others as well as multiple well-known films provides his talents to promote the powerful first step in the brand's electric future.

Among the trees

For the collaboration, Mr. Corbijn and the yet-to-be-released vehicle traveled to the Dolomite mountain range, near the northern border of Italy, for a picturesque photoshoot.

While the visual artist is known for his portraits of musicians and rock album art, he brings this mentality to showcasing the vehicle the brand refers to it as turning "the Lamborghini Revuelto into a rock star."

Mr. Corbijn was interviewed by the automaker during the shoot

In photographing the supercar, he approached the imagery as if he were taking pictures of animals in nature, contrasting the craftsmanship of the mechanical marvel with the greenery and forest surrounding the mountainous region.

"People say that I have a style, but I always think that style is defined by your inability to do it any other way," said Mr. Corbijn, in a statement.

"Lamborghini represents sophistication in cars; it is a beautiful, sophisticated and chic name for any product," he said. "We chose the Dolomites to make the car feel like it's a foreign body in the forest, like an animal raring to go.

"Nature is fantastic to work in but it's very difficult because nature is usually so beautiful it takes over; the car balances out the beauty of the forest with the visual power of the car."

He's worked with the greatest names in music and the arts now legendary photographer Anton

Corbijn turns the Lamborghini Revuelto into a rock star: [#Lamborghini](#)

CO2 Emission and Fuel consumption combined: <https://t.co/MLO6PI23fq>

Lamborghini (@Lamborghini) [September 20, 2023](#)

Taking pictures at all times of day throughout a two-day period in the mountains, Mr. Corbijn helps the automaker further its 60th-anniversary celebration, already headlined by a podcast launch ([see story](#)), a newly published account of the company's history ([see story](#)) and record financial results ([see story](#)).

Mr. Corbijn's style is best described as black and white with bursts of color, creating a rich contrast. He uses this dichotomy while showcasing the Revuelto, itself navigating between two worlds as the first hybrid supercar from Lamborghini.

"Minimise your choices and then become very inventive with the little things you have left," said Mr. Corbijn, in a statement.

"I photographed black-and-white in the beginning because it was the only thing I could develop myself," he said. "Then I found it was stronger than color in terms of self-expression.

"With just two lenses and a camera, I will always be able to make a picture."

Artful collaboration

While partnerships between artists no matter the medium and luxury labels are seen as a high mark among other potential cooperations, automakers have been particularly apt to act on the tradition in recent months.

German automaker BMW's "Art Car" initiative named its newest collaborator in July, furthering the company's 50-year heritage of the pieces ([see story](#)). In a similar action, British automaker McLaren commissioned a one-off wrap for its Artura supercar ([see story](#)).

[View this post on Instagram](#)

A post shared by Lamborghini (@lamborghini)

In multiple moves, German automaker Porsche has also acted on the surge of activity in the art world. In May, the company capped off its "No Passengers" series that spotlights creative virtual takes on electric vehicles, showcasing

the work of designer Nelly Ben Hayoun-Stpanian ([see story](#)).

Later on in the summer, the manufacturer partnered with online paint brand Backdrop for a line of colors inspired by its cars for in-home use ([see story](#)).

Because of the prestige optics of luxury labels working with established names in creative fields, this trend will not stop any time soon the recent overlap in the automotive industry with this tendency is just the latest widespread instance of this classical marketing behavior.

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