

AUTOMOTIVE

# Lamborghini, Ducati activate for Art Week Bologna

February 6, 2024



On display in Bologna, Italy this month are handpainted, one-of-one models. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Italian automaker **Lamborghini** and Italian motorcycle manufacturer **Ducati** teamed up for a festival exhibition that took place this month.

Both brands recently presented handpainted automobile and bike models during Bologna Art Week, participating in the “Art of Creating Myths” exhibition. Commissioning Italian painter Paolo Troilo, the activation remained stationed at the Galleria Cavour shopping center in the nation’s largest northern city.

## Myth, art and vehicles

Transforming Lamborghini’s Huracn EVO and Ducati’s Streetfighter V4 Lamborghini, the one-offs ([see story](#)) bring together art, myth and mobility.

The free showcase is one of the many happenings that galleries, museums and other public landmarks throughout the city are hosting as part of the week-long program.



Within the context of the annual art fair, visitors can dive into the mobile creations. Image credit: Lamborghini

The automaker and the motorcycle company chose to stage the exhibition at Bologna Art Week’s 50-year-old Arte Fiera -- the fair focuses on contemporary works -- from Feb. 2 to Feb. 4.

In the heart of the Italian city, Stephan Winkelmann, CEO of Lamborghini, and Claudio Domenicali, CEO of Ducati, unveiled the "Minotauro" and "Centauro" updates to a crowd of 200 during a launch event.

Tributing the power of the vehicles, attendees were first to witness the hyper-realist finger paintings for which Mr. Troilo is known upon a new medium.

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