

AUTOMOTIVE

Lamborghini celebrates 20th anniversary of Centro Stile

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Now 25 designers strong, the brand's first in-house studio has evolved the marque's identity while steering its hybrid era. Image credit: Lamborghini

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Italian automaker Lamborghini is celebrating two decades of the in-house studio that has shaped its visual identity.

This month marks the 20th anniversary of its Centro Stile design studio. The Sant'Agata Bolognese-based center is responsible for the concepts behind iconic Lamborghini vehicles, including the Murcilago, Aventador, Revuelto and Urus models.

"The Lamborghini Centro Stile is an integral driver of our brand," said Stephan Winkelmann, chairman and CEO of [Lamborghini](#), in a statement.

"In the last 20 years it has consolidated the role of design not only in the creation of extraordinary Italian production super sports cars, but always pushing boundaries to deliver the unexpected that is so innate within the Lamborghini marque, from concept cars to limited editions that explore new horizons, to one-off and few-offs that have established the appeal of Lamborghini models in private collections," Mr. Winkelmann said. "Design is fundamental to all that we do: our Centro Stile has also innovated the expansion of our brand into areas that complement and elevate our automotive design proposition, with partners from the worlds of yachting to audio, architecture to clothing, illustrating the power of Lamborghini design DNA not only on the road and track but in the world around us."

Designed for growth

In the early 2000s, Lamborghini decided to bring its design process entirely under one roof, a first for a super sports car maker.

Inaugurating the studio at the start of the century, the first Centro Stile-directed production car was completed in 2005. The center has since guided everything from special editions ([see story](#)) to cross-category collaborations.

"Two decades have passed since the important moment when the Lamborghini Centro Stile was established," said Mitja Borkert, design director at Lamborghini, in a statement.



This month marks the 20th anniversary of the automaker's Centro Stile design studio. Image center: Lamborghini

"Lamborghini is built on performance engineering and design, and the two go hand in hand," Mr. Borkert said. "With Research and Development in house, design must be too."

"Over the last 20 years the Centro Stile has written the rule book for Lamborghini's design DNA, its structure and function, which is the genetic blueprint for our brand."

The modern era began under Luc Donckerwolke, who ushered in the V12 Murciago in 2002, among other notable models. Filippo Perini followed, accelerating output with the Aventador and Huracn, providing the blueprint for the original Urus concept in 2012.

Since 2016, Mr. Borkert has expanded the studio and overseen the Urus line, further developing such models as the hybrid Revuelto.

"We set the trends, we don't follow them," Mr. Borkert said, in a statement.

"We must always look ahead, to next year and the next 20 years," he said. "It is the ethos of Lamborghini to always question the status quo but within the framework of Lamborghini design DNA, which is remarkably unrestrictive."