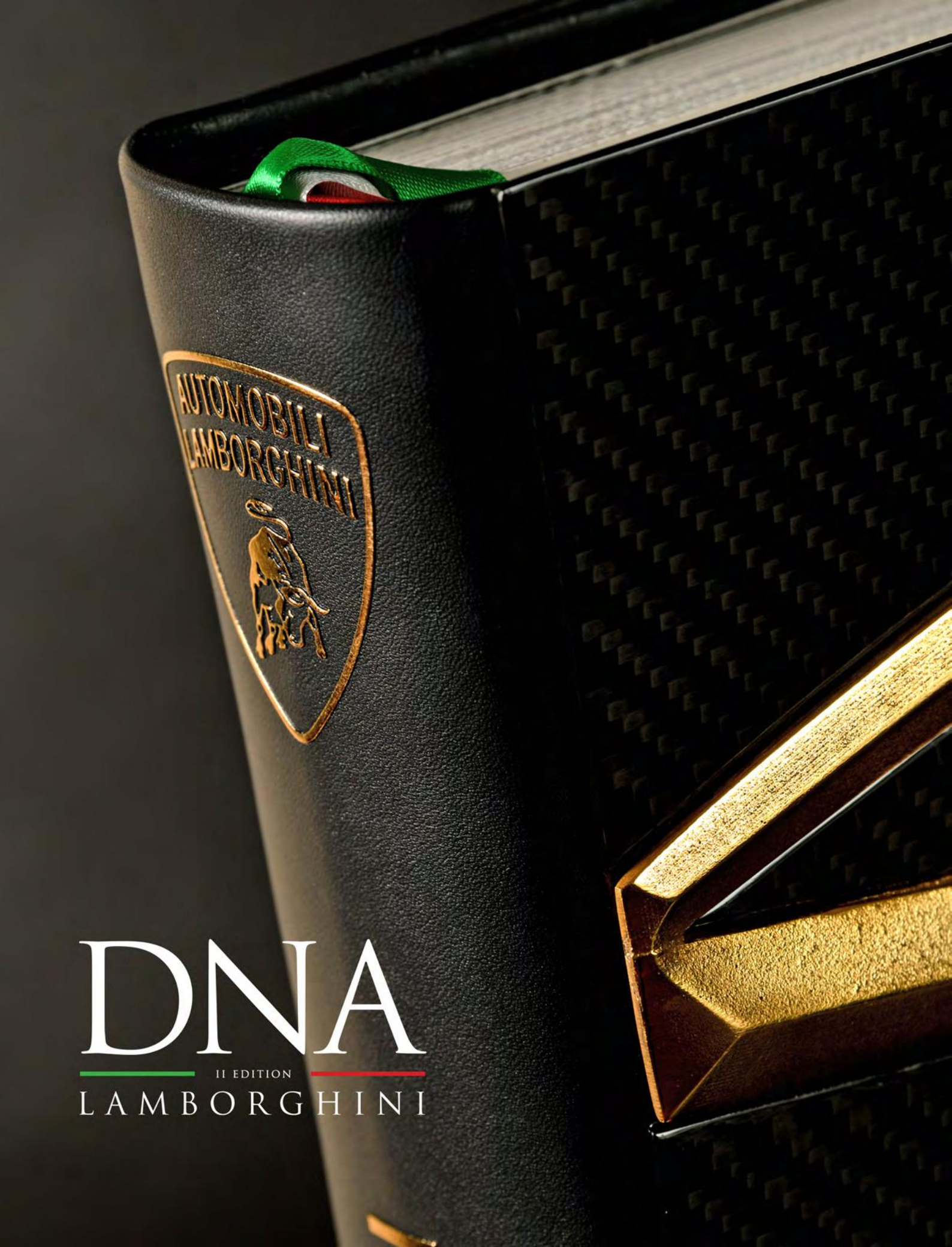



# DNA

II EDITION

LAMBORGHINI

# D'ORO COLLECTION, EXCELLENCE IN THE PUBLISHING WORLD

D'ORO Collection Publishing House was founded in the 2000's by Salvatore Giorgio Dino who revamped the business which his family had established in 1965 with the firm intention to ensure its continuity. The precise, far-sighted and ambitious aim which led to the establishment of D'ORO Collection was the creation of books of unparalleled value which were meant to stand the test of time and become part of the cultural heritage.

The Master Craftsmen and Artists who are responsible for the creation of the D'ORO Collection Volumes have for many generations held the secrets of the ancient book-binding techniques which they skillfully use alongside advanced state-of-the-art technologies to create the perfect conditions for a D'ORO Collection Volume to become a unique masterpiece.

# HISTORICAL HEADQUARTERS AND AUTHENTIC ITALIAN CULTURE

D'ORO Collection has its headquarters and renowned artisan workshops along Via Appia Antica in the very heart of Rome, where deep historical roots still imbue and influence the creation of the Books. A symbolic place for a Company that has contributed to making Italian products an excellence which is largely acknowledged worldwide. A place where culture, tradition, art and innovation merge to create unique works of art which keep up the value and the know-how of Italian craftsmanship. The Lion is the emblem of D'ORO Collection Publishing House, symbolically guarding the cultural heritage of mankind. The Lion is fully aware of its past and its traditions, but at the same time it is fearlessly looking at the future. A proud golden Lion resting its paw on an open book represents the origins and the future.

# DNA

II EDITION

LAMBORGHINI

DNA Lamborghini II Edition is the result of Italian precision, craftsmanship and innovation.

## THE PAPER

The pages of DNA Lamborghini II Edition are made of handcrafted cotton paper, made of 100% high quality pure cotton cellulose. Each single sheet is obtained by laying out, shaping, pressing and drying the cellulose mixture. This operation is repeated more than 80 times for each book.

## BOOKBINDING

Bookbinding is done entirely by hand. Bone folders are used before arranging the individual sheets on the wooden frames. Being faithful reproductions of medieval instruments, they keep the tradition alive today, making unique books entirely sewn by hand. Using a wooden frame, the craftsman begins stitching with needle and thread. An operation that requires consistency, precision and patience and is repeated page after page until the completion of the book. Once sewing is concluded, DNA Lamborghini II Edition is placed under a manual press for three days.

## THE SCULPTURES

The Automobili Lamborghini shield and car-inspired lines on the cover are entirely reproduced in clay by expert hands, alternating fingertip pressure with the use of specialised instruments to engrave, highlight the shapes and outline certain details

The clay bas-reliefs are the matrices from which the wax models and the casting moulds are obtained.

CLICK ON THIS PAGE TO SEE THE VIDEO PRESENTATION

## GOLD

To make DNA Lamborghini II Edition, the Master Goldsmiths use a technique, which dates back to the Roman times: it involves 4 different castings of white-hot bronze poured into 4 different moulds to obtain all the details, including the central shield. It is a complex operation which involves several steps and many days of work. Once the moulded bronze has cooled, the resulting bas-relief is checked and chiseled to bring out even the smallest detail before being dipped in a pure gold bath.

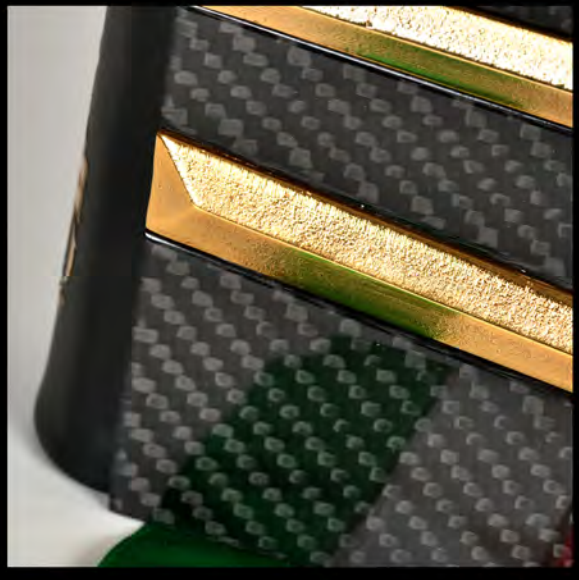
DNA Lamborghini II Edition is a collector's book in which high technology and innovative materials are combined with ancient techniques and goldsmith's work.

DNA Lamborghini II Edition is the only Official Book in the world with Carbon Fiber covers.

The cover design is inspired by the characteristic features of Lamborghini super sports cars.

Bronze bas-reliefs gilded by immersion in a 24-carat gold bath.

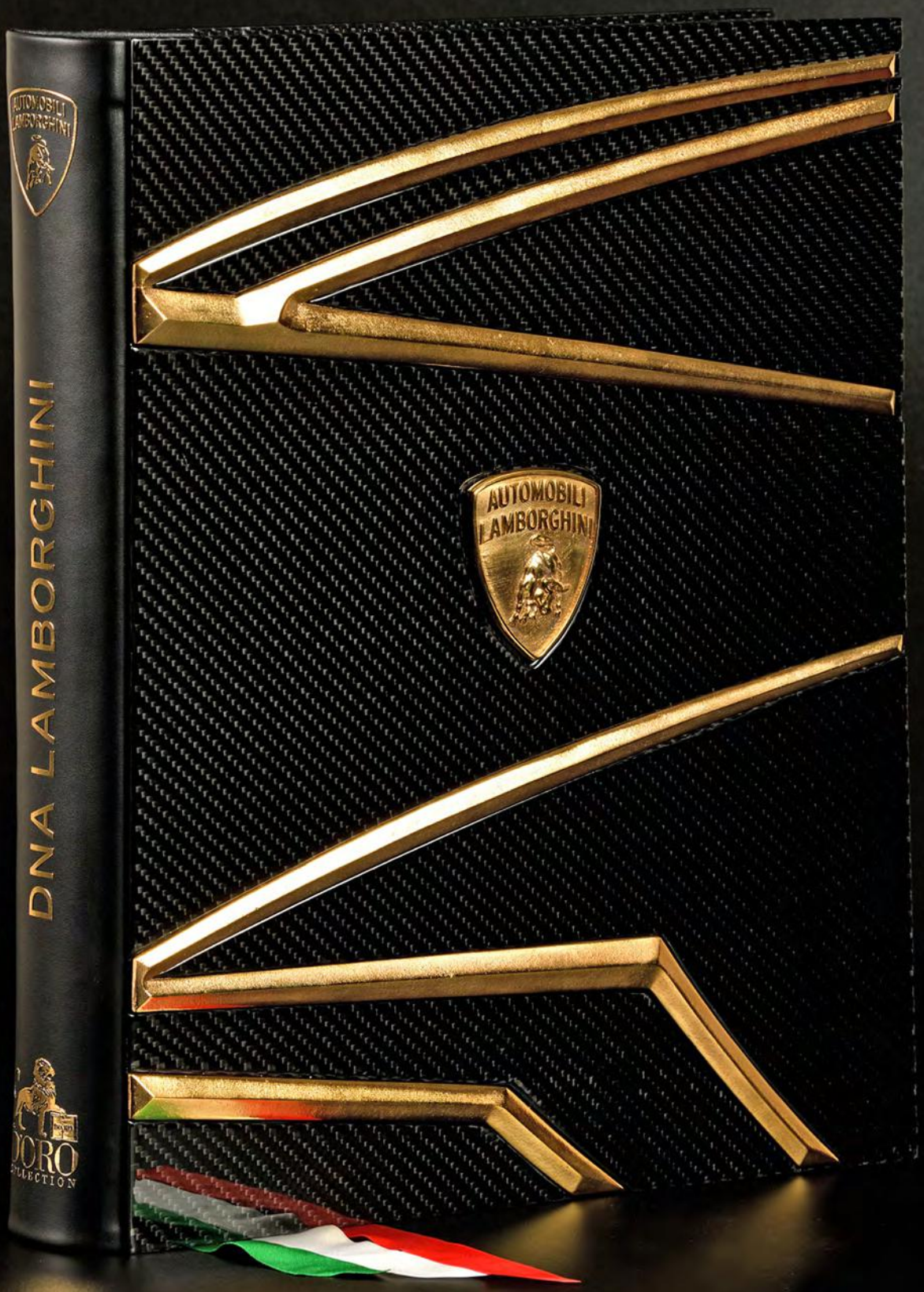
The covers are forged in an autoclave then polished and painted by hand, using the same process used for the Lamborghini cars.



# D'ORO COLLECTION AND AUTOMOBILI LAMBORGHINI

DNA Lamborghini II Edition is the result of a collaboration between D'ORO Collection and Automobili Lamborghini which began in 2019. The DNA Lamborghini Official Book is an exlusive Volume both in shape and contents. It represents two companies who embody Made in Italy values, ensuring excellence, maintaining traditions and investing in the future.

The result is a book which has no equals, jewel-like covers which combine hi-tech with goldsmith techniques, enclosing more than 300 pages printed and manually sewn one by one. Each copy bears a double seal to guarantee its authenticity: the Automobili Lamborghini hologram on the last page, and the D'ORO Collection certificate of authenticity sealed with wax.


AUTOMOBILI LAMBORGHINI
DNA LAMBORGHINI
AUTOMOBILI LAMBORGHINI

# FACE TO FACE WITH SALVATORE GIORGIO DINO

Salvatore Giorgio Dino is CEO and founder of the D'ORO Collection Publishing House. His passion for books, bookbinding and art have enabled him to achieve the dream of creating unique and unparalleled books.

**Q: WHERE DOES YOUR LOVE OF BOOKS COME FROM?**

A: I love to read and I am a real history enthusiast. From the combination of my two passions came the curiosity to explore and go deep into the evolution of the book as an object and as a vehicle for passing on information.

**Q: WHAT IS YOUR GOAL FOR THE FUTURE?**

A: I have been in this business for more than 20 years and I am proud of it. I feel I have to continue tradition and keep it alive for the generations to come. DNA Lamborghini II Edition is the perfect example of my philosophy.

**Q: DNA LAMBORGHINI II EDITION IS A COMBINATION OF ANCIENT AND MODERN. WHAT WAS THE MOST DIFFICULT STEP IN DESIGNING AND MANUFACTURING IT?**

A: Certainly, the creation of the carbon fibre covers, because they have been designed to incorporate the four bronze and gold bas-reliefs created by our artists. It means that half of the project had to be designed in 3D while the other half had to be drawn by pencil. This implies that the carbon fiber comes out of an autoclave while the sculptures are cast in bronze in medieval crucibles.

**Q: WHAT ABOUT THE CONTENTS OF THE BOOK?**

A: DNA Lamborghini II Edition features many cars presented one by one and ordered according to the spirit and concept with which they were created. First, the 1963 models of pride, then the models which brought Ferruccio to success, including the legendary Miura, and then many more until the present day, including the Countach LPI 800-4, a true symbol of innovation.

# DNA LAMBORGHINI II EDITION AD PERSONAM PROGRAM

Over and above the DNA Lamborghini II Edition limited print run of 150 copies, with the Ad Personam Program each Lamborghini owner can have their personal One-Off Copy choosing from different types and levels of personalization. The book spine leather colour can match with the car paint or interior, and the pages can be customized adding a personal image or a full chapter dedicated to their own Lamborghini. 150 numbered copies which can also be personalised with the owner's name or initials and the super sports car VIN - the unique chassis number which distinguishes each Lamborghini car. With the implementation of the Ad Personam Program, DNA Lamborghini II Edition becomes unique and unrepeatable, a true treat for car and book collectors.

# AD PERSONAM OPTIONS

## BOOK SPINE OPTIONS

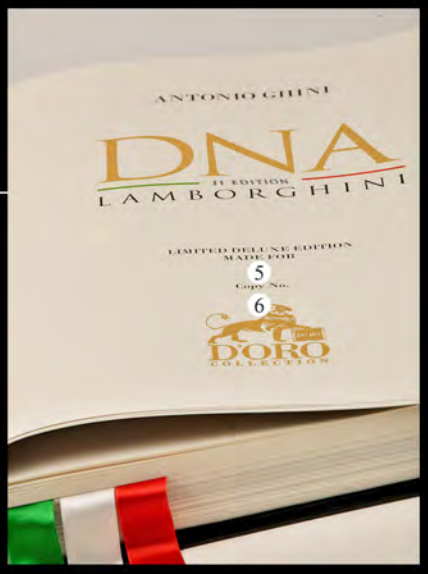
1.Initials
2.Name
3.VIN number
4.Copy number

Among the options available is the possibility to personally collect the DNA Lamborghini II Edition in Rome, Italy and witness the final step when the D'ORO Collection craftsman embosses in gold leaf the owner's name or personal dedication on the first page.

## LEATHER OPTIONS

The book spine leather colour can match with the car paint or interior.

## FIRST PAGE OPTIONS

5.Name
6.Copy number

or personal image