



Tonino Lamborghini

COMM. TONINO LAMBORGHINI

RECEIVES THE SPECIAL MENTION WT SMART CITY AWARD 2024

FOR FUTURISTIC ARCHITECTURE MADE IN ITALY AROUND THE WORLD

Fuorisalone – Design Week 2024 – Risorgimento Museum, Moriggia Palace, Milan

Milan, 18 March 2024 – With the occasion of Fuorisalone of the Design Week 2024 Comm. Tonino Lamborghini was awarded the Special Mention Award delivered by the WT Smart City Award held at the Risorgimento Museum in Brera. This recognition was awarded in the presence of over 3000 guests including architects, journalists and industry experts. On this occasion, the futuristic self-standing sculpture "Vita: New Living Solutions" was presented, created by Nieder, Abito Holz, WT Studio and Aivox, drawing inspiration from the Bull, the unmistakable DNA of the Tonino Lamborghini brand. The installation will remain on display in the Courtyard of Honor of Palazzo Moriggia until 21 April 2024.

WT Smart City Award, in collaboration with the Municipality of Milan, is an international competition of urban and architectural ideas, part of an annual program of prestigious awards and events. The aim of this competition is to reward the most visionary and sustainable ideas and projects, to transform and make the urban landscape increasingly livable.

The jury of the 2024 edition has decided to recognize the Special Mention to Dr. in Economic Sciences and Honoris Causa Engineer Tonino Lamborghini for "having developed the potential of the family business with great managerial skills, creating his own brand and successfully exporting the excellence of Made-in-Italy in the world in various sectors: from real estate to hospitality to interior design, from fashion to technology, until the luxury beverages sector. All this always with an unmistakable style."



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TONINO LAMBORGHINI GROUP

The Tonino Lamborghini company was founded in 1981 by Tonino Lamborghini, heir to the Lamborghini family. Today, the company is based in the splendid 'Palazzo del Vignola', a Renaissance villa on the outskirts of Bologna designed by the famous architect Jacopo Barozzi, known as 'Il Vignola'.

Combining quality, design and entrepreneurial innovation, for over 40 years the Tonino Lamborghini brand has committed to the ambitious mission of spreading the very essence of Italian Living throughout the world – a tradition that has its roots in the family history and keeps evolving to make Tonino Lamborghini a global symbol of elegance, distinction and prestige.

Luxury is not a concept that concerns only material wealth, but rather a state of mind, a characteristic of the spirit: the courage of rethinking the daily living to transform it into an extraordinary experience enjoying the most authentic pleasure of life through the excellence of Italian craftsmanship and design.

Drawing inspiration from his family heritage and his professional experiences in the field of mechanical engineering and automotive design, Comm. Lamborghini has created a 'lifestyle experience brand' which today designs exclusive fashion accessories such as watches, glasses and leather goods but also furnishing



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accessories. Tonino Lamborghini as mostly a Licencing Company, keeps evolving and sharing this unique story of Italian Heritage all over the world and on every aspect of life. In fact, with alluring fragrances, skin care and face-massage devices the Bull Brand amazes the Beauty Sector, surprises the High-Tech Industry with unmistakable smart-phones, speakers and earphones and marvels the Apparel & Shoes sector with unique smartwatches and other striking accessories. Furthermore, the Tonino Lamborghini Brand adds value also to specific buildings branding suites interiors, conference rooms and all different spaces with distinctive branded style, design and details, always modern and sophisticated, to offer all guests multisensory experiences of the purest Italian lifestyle at 360 degrees with projects all over the world.

For more than 40 years, Tonino Lamborghini has interpreted a universe of Italian style, remaining faithful to the tradition and history of the Lamborghini family. All products are distinguished by the 'Charging Bull' symbol on a red background.

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We would like to remind you that the companies of Comm. Tonino Lamborghini and the "Tonino Lamborghini" branded products are not connected in any way with the company Automobili Lamborghini, now owned by the Audi-VW Group, founded in 1963 by Cav. del Lavoro Ferruccio Lamborghini, father of Tonino Lamborghini. Thank you.