



Press Release

FuoriConcorso Aero celebrates the most beautiful cars shaped by the wind

There's something in the air on 20th and 21st of May at Lake Como, when FuoriConcorso Aero is paying tribute to some of the most beautiful, rare and dramatic cars ever streamlined by the flow of the wind. Meanwhile, FuoriConcorso Open Museum celebrates the 75th anniversary of Porsche.

There will be many moments of discussion and enrichment, such as the two Conversation Programmes with guests who have made automotive history. The celebrations will also include the anniversaries of car manufacturers such as Pagani and Alfa Romeo, as well as the preview presentation of a book dedicated to a legendary car celebrating its 50th anniversary

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The Alchemy of Aerodynamics

The most influential designer in automotive history is not Battista Pininfarina, Giorgetto Giugiaro or Marcello Gandini. It is the wind. After all, the flow of air has shaped some of the most stunning cars ever built. Ever since carmakers left behind the box shape of the carriage a hundred years ago and started to experiment with the alchemy of aerodynamics, streamlined shapes, organic bodies and a constant battle to reduce the drag coefficients have drastically changed and defined the look of the automobile.

While aerodynamics dominate all automotive fields from sportscar design to motor racing, their impact on the shape of the automobile is rarely the substance of events and exhibitions. Now the team behind the FuoriConcorso event series has decided to pay tribute to the driving forces of air and explore the evolution of aerodynamics in an unparalleled concours event.

Created by Guglielmo Miani in 2019, the FuoriConcorso event series celebrates the finest aspects of automotive culture with events and rallies in Italy and around the world. Coinciding with the famous *Concorso d'Eleganza Villa d'Este*, the main FuoriConcorso event is held annually in May in the gardens of **Villa Grumello and Villa Sucota**, two glamorous estates overlooking Lake Como and the surrounding mountains. Every year, the special exhibition highlights a different aspect of automotive history and creativity with a line-up of iconic, rare and previously unseen custom cars and prototypes. A combination of events intended to turn the city of Como into a centre of attraction for all car enthusiasts, establishing the **Lake Como Car Week**.

FuoriConcorso Aero is taking place on 20th and 21st of May 2023 on the shores of Lake Como. And in the truest sense, the event promises a breath-taking selection of highly aerodynamical sports and racing cars as well as concept cars and prototypes from the early decades of the automobile to the latest and rarest hypercars. While the exact line-up of cars is held confidential until the day of the event to guarantee the factor of surprise, guests of the show can expect a serious exhibition of wings, spoilers, diffusers and all sorts of wedge-shaped wonders from the world's most prestigious car museum and private collections. Furthermore, the history of aerodynamic design will be explored in a top-class panel discussion featuring some of the most prominent names in car design and engineering.



The history of aerodynamic design will be explored in two **Conversation Programmes** with special guests: the first meeting will be dedicated to aerodynamics and will feature special guests such as **Horacio Pagani - Founder and Chief Designer of Pagani Automobili**, **Christian von Koenigsegg - Founder and CEO of Koenigsegg Automotive AB**, **Eng. Ralf Häßler of Porsche**, **Eng. Dialma Zinelli - Head of aerodynamics of Dallara** and others.

Sunday's Conversation Programme, whose theme will be museums and industry anniversaries, will be attended by **Achim Stejskal - Director Heritage and Porsche Museum**, **Roberto Giolito - Head of FCA Heritage**, **Marcus Breitschwerdt - Head of Mercedes-Benz Heritage** and others.

In addition, there will be a preview presentation of a book dedicated to a legendary car celebrating its 50th anniversary this year.

*"Ever since I was a young boy, I have been fascinated by aerodynamics and the fantastic shapes that designers and engineers have created to make their cars faster, faster, and faster", says **Guglielmo Miani, President of the Milanese luxury brand Larusmiani and founder of the FuoriConcorso event series.** "The impact of aerodynamics on the history of car design cannot be overestimated – and I am delighted that we have managed to gather some of the most relevant, rare and remarkable cars of streamlined design at this year's FuoriConcorso Aero. It has been great fun to curate these wonderful sculptures of speed – and my team and me cannot wait to reveal them to our guests."*

FuoriConcorso Open Museum celebrates 75 Years of Porsche

Since 2022, the event format has been extended to a third outstanding location with **FuoriConcorso Open Museum**. Every year, this special open-air exhibition hosts another world-class car museum, a foundation or a collection at the impressive, neoclassical lakeside estate of **Villa Olmo**. This year, FuoriConcorso Open Museum celebrates the 75th anniversary of Porsche with a spectacular open-air exhibition of some of Porsche's most iconic road and race cars.

*"We are delighted to support this exceptional event, with our first open-air exhibition worldwide to mark '75 years of Porsche sports cars'," says **Achim Stejskal, Head of Porsche Heritage and Museum at Porsche AG.** "This year is a very special one for us. The fulfillment of a dream is the beginning of the Porsche success story. Together with his team, Ferry Porsche realized his dream of a sports car in 1948, laying the foundation for precisely what makes the Porsche legend what it is today," says Stejskal. "We are not only bringing an exciting assortment of historic sports cars to FuoriConcorso but also so-called dreamer stories. This incredible atmosphere is the ideal setting for introducing the fans to people who helped writing the success story of our brand with their dreams and ventures."*

Celebrating Autodelta, Pagani and the Ferrari BB

The 75th birthday of Porsche is not the only anniversary that will be celebrated in style at this year's FuoriConcorso. **50 years ago, in 1973, Ferrari launched its very first mid-engined sports car in the alluring form of the 356 GT4 BB.** Designed by Leonardo Fioravanti for Pininfarina, the Berlinetta Boxer became an icon of aerodynamic design. At FuoriConcorso Aero, the "BB" will be revisited with a tribute exhibition and a very special surprise. Meanwhile, **Alfa Romeo's competition department Autodelta is celebrating its 60th anniversary** – and of course, FuoriConcorso Aero will host a streamlined guest to mark the occasion. Finally, as a homage to the aerodynamic excellence of the turn of the millennium and the early 21st century, **FuoriConcorso will honor the extraordinary hypercars built by Horacio Pagani since 25 years.**

The FuoriConcorso Experience



Since its launch in 2019, FuoriConcorso has been praised by tastemakers and media as one of the world's freshest, most exciting and most talked-about automotive events. But FuoriConcorso is not only a revolutionary event series and community that brings together likeminded car enthusiasts at some of the world's most iconic and luxurious destinations. The exclusive events and rallies also aim to enrich the automotive knowledge of their participants while offering once-in-a-lifetime experiences and a taste of the famous Italian way of life.

For FuoriConcorso Aero, the creative team behind the event has worked closely with a group of carefully selected brand partners to create an even more exciting, entertaining and engaging experience. Villa del Grumello will host a solo exhibition of the trending photographer Riocam from Miami, as well as a stylish bar for refreshments, a selection of luxury pop-up boutiques and even a kid's room where the youngest car enthusiasts can draw their dream cars or compete in a slot-car race. Meanwhile, glamorous alpine destination of St. Moritz will present itself with a classy lounge overlooking Lake Como.

While FuoriConcorso Aero at Villa del Grumello and Villa Sucota is only accessible for ticket holders and VIP guests, FuoriConcorso Aero at Villa Olmo is open to the public all weekend. For tickets and further information, visit fuoriconcorso.org

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