



At MEF, the “Timeless Masterpieces” exhibition creates a dialogue between Ferrari cars and other icons of style

Maranello, 21 March 2019 – The Enzo Ferrari Museum in Modena unveils a new exhibition, “Timeless Masterpieces”, with some of the most elegant cars in the history of the marque on display.

When selecting the models, the curators of this collection focused on gran turismo and sports models, both for their iconic value and for the important role they played in the stylistic revolution of the Ferrari brand, giving shape to the aesthetic vision of their respective eras and leaving their mark on the automotive industry and beyond.

The 166 Inter from 1948 and the 750 Monza from 1954 were chosen to open the exhibition, two seductive symbols of the post-war economic boom. The 250 California from 1957 continues this legendary series, followed by the 250 GTO from 1962 and the 365 GTS4 from 1969 to name just a few, as well as the more recent Ferrari California from 2008 and the GTC4Lusso from 2016. This extraordinary procession is brought to a close by the Ferrari Monza SP1, brought out last year, an innovative reinterpretation of the classic barchetta cars of the fifties and forerunner in a new concept of special limited series cars, known as ‘Icona’ (Icon). These models eloquently demonstrate how a car can become a universal and eternal symbol of beauty.

The cars are presented alongside other iconic products from a number of different sectors, drawing attention to the links between them, from furniture to electronics and architecture accompanied by legends of music and cinema, in a refined to-and-fro of cross-references and mutual influences.

A series of cases display objects, works of art and images of famous faces in chronological order, revealing unexpected associations and unusual couplings with Ferrari cars from the various eras. The exhibition serves as an invitation to view automotive design from a different perspective, as an expression of broader creative and cultural movements, with a streamlined style that has been growing and developing since the thirties, in search of the degree of customisation that distinguishes today's luxury vehicle market.

"Timeless Masterpieces" establishes a dialogue between different worlds, helping visitors to understand how the various stylistic features and symbols of each era have developed, bringing the emotions that they have given us in the past to life once again.

Photos of the exhibition are available in the Media Center (www.media.ferrari.com)

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