



Foto: Dieter Leistner

LAMBORGHINI SHOWROOM – MUNICH

DESIGN SHOWROOM

CLIENT	Automobili S.p.A. Lamborghini
MEASURES	Corporate Design, Architectural Concept
TIMEFRAME	1999–2000
SERVICE PHASE	LPH (HOAI) 1–9
SIZE	GFA 360 m ²
AWARDS	Competition, 1st prize, 1999

The task of developing a concept for a Lamborghini showroom arose in connection with the development of a new corporate design concept for Lamborghini, the exclusive car make with a rich tradition. The task was to come up with a showroom concept that could be implemented internationally and to construct a prototype showroom at Munich airport. The challenge was to translate Lamborghini brand values - Italian, extreme, exclusive, manly, aggressive, sensual, uncompromising - into architecture. The gleaming yellow automobile is presented as a cult object, inviolable and precious, in front of black sandblasted glass that imitates asphalt. Elevated above everyday life, it draws attention as it stands like a jewel on a black podium. The room itself is cool and simple and shielded from the outside world.