



**AUTOMOTIVE  
MASTERPIECES**

exhibitions lab

Genova, September 9, 2017

FINARTE chooses AUTOMOTIVE MASTERPIECES

AUTOMOTIVE MASTERPIECES has been selected as the historical advisor for the new Automotive Department of the Finarte auction house. The appointment is scheduled for May 2018 for a thematic auction at the Museo Mille Miglia.



**FIRST CLASSIC CAR AUCTION FOR FINARTE S.p.a.  
AT THE MILLE MIGLIA MUSEUM**

***Finarte's Classic Car auction will take place in May 2018, at the Museo Mille Miglia in Brescia, during the days of the legendary race. This is the first project of the newly founded Automotive Department.***

The auction is scheduled on the Tuesday of the race's week in May 2018 in the courtyard of the monastic complex of S. Eufemia, headquarter of the Museo Mille Miglia.

The auction will be based on the thematic concept of Brescia's historic race. The agreement signed with the Museo Mille Miglia provides for Finarte the opportunity to exhibit the cars during the weekend prior to the race, on Saturday, Sunday and Monday.

*"Collector's car auctions are a growing business. Worldwide, the annual transactions are worth over 1 billion euros. Italy is an interesting market for the quality and number of cars and collectors. The concept of the thematic auction and the suggestive location of the Museo Mille Miglia offer the opportunity to organize an unforgettable auction. The auction, which will be held in May in the first days of week of the race, when the most important collectors in the world will be in Brescia to assist and participate in the rally, allows us to have the unique opportunity to enhance the value of the auctioned cars."* Michele Acquarone, CEO of Finarte.

By opening the new Automotive Department, 50 years after Finarte's first auction of Automotive and Collectors' Cars on December 16<sup>th</sup>, 1967, Finarte plans to rediscover its historic passion for the automotive and classic cars' world.

In its activities, the Automotive Department will be supported by AUTOMOTIVE MASTERPIECES (a digital archive that aims to make the classic cars' heritage accessible by gathering testimonies, documents, photographs and historical memory to outline the history of every rare car) founded by Sandro Binelli, already organizer of the Mille Miglia Race from 2008 to 2012.

*"We have agreed to be the historical consultant in this initiative. Finarte's thematic auction concept and its need on transparency of car information match perfectly with the cars' census and mapping work, historical research and valorisation that we pursue with AUTOMOTIVE MASTERPIECES. It will be interesting to see together in one venue the cars that ran the Mille Miglia or that are eligible for his recall. After all, collectors are the temporary guardians of these objects that, passing from hand to hand continue to write their stories and to live in the memory of the classic cars' enthusiasts."* Sandro Binelli, founder and general coordinator of AUTOMOTIVE MASTERPIECES.

The department for this auction is collection automobilia and cars that fall into the following categories:

1. Cars whose chassis serial number ran the *Mille Miglia di Velocità* (1927/1957);
2. Vehicles whose chassis serial number ran one of the *Mille Miglia di velocità/regolarità* (1958, 1959, 1961);
3. Vehicles whose chassis serial number ran one of Mille Miglia's historical re-enactment (1968, 1971, 1972, 1973 and 1977 to present);
4. Cars whose chassis serial number ran other events recognized by the Mille Miglia organization in Brescia (California Mille - USA; The Mille Miglia Festival - Japan, etc.);
5. Car models eligible to take part in the Mille Miglia according to the Mille Miglia 2018's eligibility criteria;
6. Cars whose chassis serial number ran the Mille Miglia Rally (since 1977);
7. Cars that participated in the Ferrari Tribute or the Mercedes-Benz Challenge or are eligible for these events;
8. Cars belonging to limited series manufactured under the Mille Miglia brand (Alfa Romeo Spider, BMW Z4, Mercedes-Benz SLR, etc.)

**Finarte S.p.A.**

Via Brera n. 8 - 20121 Milano (MI) - I | Tel.: +39 02-36569100 | Fax.: +39 02-36569109 | PEC: finartespa@pec.finarte.it  
Capitale Sociale: € 1.187.776,88 i.v. | Registro Imprese Milano: 08640270966 REA: MI-2039217 | Codice Fiscale e P. IVA: 08640270966



9. Celebratory Watches of the Mille Miglia;

10. Automotive Objects (posters, documents, photographs, paintings, etc.) relating to the Mille Miglia's universe.

Our experts are available for free and confidential valuations.

#### **Contacts**

*Automotive Department*

Email: [automotive@finarte.it](mailto:automotive@finarte.it)

Phone: +39.02.36569100

*Sandro Binelli - Historical Research Advisor*

Email: [sandro.binelli@automotivemasterpieces.com](mailto:sandro.binelli@automotivemasterpieces.com)

Phone: +39.339.6331682

Finarte Press Office:

**Chiara De Leo**

[c.deleo@finarte.it](mailto:c.deleo@finarte.it)

Tel.: +39.02.36569107

Cell. +39.392.8720732

[www.finarte.it](http://www.finarte.it)

***Finarte S.p.A.***

Via Brera n. 8 - 20121 Milano (MI) - I | Tel.: +39 02-36569100 | Fax.: +39 02-36569109 | PEC: [finartespa@pec.finarte.it](mailto:finartespa@pec.finarte.it)  
Capitale Sociale: € 1.187.776,88 i.v. | Registro Imprese Milano: 08640270966 REA: MI-2039217 | Codice Fiscale e P. IVA: 08640270966