



AUTOMOTIVE  
MASTERPIECES

exhibitions lab

## AUTOMOTIVE MASTERPIECES: THE MOST DETAILED DIGITAL ARCHIVE OF CLASSIC CAR CULTURE AND HISTORY

Milan 16 June 2017 – What magic does an automobile's shiny coachwork conceal? Who once drove it and what is its history? Answers to this and many other questions are provided by **Automotive Masterpieces**, a cultural project that is a natural evolution on **Sandro Binelli's** passion for classic cars. Following on varied experience in the field, Binelli decided to team up with **his brother Paolo to create a sophisticated, innovative search system**, whose aim is to **make cases of excellence in our motoring heritage accessible** to everyone with an interest in the field, by collecting together documentary and photographic evidence, stories and memories that piece together the history of every rare automobile and making them available in a fully **digital** format on the web ([www.automotivemasterpieces.com](http://www.automotivemasterpieces.com)).

To be included as one of the **Automotive Masterpieces**, a car must belong to one of **twelve identified categories**: a car that has taken part in a race, a rally or a competition, a car that once belonged to someone famous or was used in a film, a prototype or limited edition (up to 300 models built or still existing today). All of these are one-off pieces with a tale to tell that is captured in its "chassis DNA", so deserve to wear the badge of **Automotive Masterpieces**, which is loosely inspired by **Leonardo's Vitruvian Man**, as a symbol of harmony between art and technology.

One magnificent example is the **Bertone prototype Alfa Romeo Giulietta Sprint Special, dated 1957, with chassis number 1**, which entered the **Automotive Masterpieces** archive in 2015 and this year took part in the most famous Elegance Competition, the one held at Villa D'Este, beating some amazing unique models brought in from all over the world to win the title of Best of Show.

To date, **Automotive Masterpieces** has listed more than **200 cars**, but the detailed process of iconographic research conducted in documentary archives is long and articulated. The organisation is currently vetting a further **500** potential candidate vehicles, which are soon expected to become part of the heritage of the most detailed digital archive in existence.

"The decision to launch a project to digitalise automobiles' lives came when we realised that we needed to investigate a past that can use these masterpieces to tell us about historical events that concern us all, and to enable us to make use of that past," states **Sandro Binelli, Automotive Masterpieces' General Coordinator**. "I have always believed that items of incalculable value should be available to everyone, and certain automobiles obviously also deserve to number among these rarities. The thing we find most satisfying is when we witness how collectors appreciate our work: it is a great feeling to watch their reaction when they discover new details about a car they have owned for years, such as the time it took part in a race, photographs they have never seen before or articles that add to its history, completing the puzzle of information."

Investigating a vehicle's life history can furnish an added value in terms not only of increasing its market price, but also of augmenting the historical and sociological value that the car in question encapsulates for enthusiasts and others.

Where Automotive Masterpieces peaks is in its **Exhibitions Lab**, the project that enables the website created for each vehicle to be used, employing a number of elements, to discover the anniversaries of the



AUTOMOTIVE  
MASTERPIECES

exhibitions lab

brand, the model, the coachwork, races, events and a lot more besides, all related to that specific masterpiece. Every one of those elements refers to further web pages that group the listed cars together by a given set of topics or categories. As a result, the **Exhibitions Lab** becomes the channel through which the listings drawn up by **Automotive Masterpieces multiply into the thousands and become easy to consult. Of particular interest is the information about when and where each vehicle took part in races and events**, from the smallest and least known to the major competitions. Each issue is then developed and expanded – according to the historical value and importance of the cars listed – using real exhibitions and virtual galleries and writing monographic essays.

The project also has a marked social connotation, since it is based on the principle of sharing knowledge between its users (who are registered and subjected to detailed checks by the staff at **Automotive Masterpieces**), who can collaborate and add information that will help further studies and historical research, promoting a real **automotive culture**.

This press release and photographs can be downloaded from  
<http://www.automotivemasterpieces.com/press.html>

**Press Office Equipe International**

Corso Sempione, 30 – Milano

Tel: [+39 02 34538354](tel:+390234538354) - [pressoffice@equipemilano.com](mailto:pressoffice@equipemilano.com)

Marta Canali – mob. 338.2868662 – [marta.canali@equipemilano.com](mailto:marta.canali@equipemilano.com)

Maria Grazia Vernuccio – mob. 335.1282864 – [mariagrazia.vernuccio@equipemilano.com](mailto:mariagrazia.vernuccio@equipemilano.com)