



PAGANI S.P.A.

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Pagani at The I.C.E. St. Moritz 2024 with a multifaceted design exhibition: the Utopia and Pagani Arte projects for the first time at the event.

- *Pagani is set to participate in The I.C.E. St. Moritz – International Concours of Elegance on Friday, February 23rd, and Saturday, February 24th, 2024.*
- *The Pagani Automobili's exhibition space will showcase the Utopia for the first time at the event, along with the Zonda F that set the production car record at the Nürburgring in 2007.*
- *Pagani Arte, the new division dedicated to interior design, will enhance a lounge with the furnishings from the Iconic Collection, featuring a dedicated corner for the Pagani by Gibellini GP810HP camera.*

San Cesario sul Panaro, February 15th, 2024 — Pagani renews its participation in The I.C.E. St. Moritz – International Concours of Elegance on Friday, February 23rd, and Saturday, February 24th, 2024.

The exclusive Engadine competition brings together collectors, drivers, and enthusiasts from around the world to admire a lineup of dream cars on the icy surface of the lake.

For the occasion, Pagani will exhibit the results of its latest projects, reflecting the eclectic spirit of Horacio Pagani and his team, spanning automotive, furniture, and prestigious collaborations of excellence.

Each expression shares the goal of creating custom, meticulously crafted objects, the result of relentless research and careful attention to detail, to achieve the ideal balance between form and function.

The inspiration is the vision of Leonardo da Vinci, who believed that «Art and Science are two disciplines that must walk hand in hand».

On display, the Pagani Utopia and the Zonda F

For the first time at the event, the vehicle that marked the third act in the history of Pagani Automobili will be showcased: the Pagani Utopia.

It is a Hypercar with a timeless design, blending inspiration from the 1950s and 1960s with a distinctively Pagani personality.

It is conceived to be a simple car, focused on the pleasure of driving. The Utopia highlights unconventional features, such as the interior design that embraces the charm of analog instrumentation; against the trend is also the option of manual seven-speed transmission, as well as the choice to prioritize lightness with a V12 engine built by AMG following Pagani's guidelines.

The production of the first series of Utopia Coupé is limited to ninety-nine units, all already assigned to a select group of enthusiasts.



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On display is the Pirelli P Zero™ Trofeo RS tire, custom-developed for the Utopia by Pirelli, designed to deliver a sporty driving experience on both road and track. This task was accomplished with the aid of carefully selected compounds; specifically, for the rear, the most high-performing option within the range was chosen, providing speed and confidence on the track, as well as ease and predictable reactions on the road. Moreover, thanks to a long virtual development process, the optimization of the imprint on the ground was improved to offer more adherence and control.

On exhibit outside the showroom is the Zonda F Coupé, which, back in 2007, established a new record for production cars (7'27"82) on the 20.6 km Nürburgring track—the paramount proving ground for hypercar manufacturers. The 'F' in its name is a tribute to Juan Manuel Fangio, one of the most renowned Formula 1 drivers in history, and a close friend and supporter of Horacio Pagani's dream. The car features a two-tone design with light grey and exposed carbon exteriors, complemented by red leather interiors. The interior detailing adheres meticulously to Pagani's tradition, evident in features like the Nardi steering wheel, wood finishes, and a dashboard inspired by the craftsmanship principles of ancient watchmakers. The car's weight is kept to a minimum through the use of titanium, aluminum, and Inconel components.

The first creations from Pagani Arte will furnish the exhibition space

Pagani Arte is the new division of Pagani that exports the unique approach to conceiving and creating automobiles into the realm of interior design. It is an initiative born out of the creative need to design objects characterized by precious craftsmanship, sophisticated technology, and extraordinary attention to detail.

Remaining true to Pagani's tradition, the inspiration finds its roots in the eclecticism of Leonardo da Vinci. The very name, 'Arte', originates from the idea of combining Art and Science, as envisioned by the Renaissance genius, who saw these two disciplines walking hand in hand. The aim is to harmonize artistry and scientific precision, reflecting the synergy between the two, much like the vision embraced by da Vinci.

The lounge area of the exhibition will be furnished with a series of pieces from the Iconic Collection, customized with exclusive finishes and coverings specifically designed for the event. On display will be the Iconic Sofa, the Iconic Coffee Table, the Iconic Sideboard, the Iconic Dining Table, and two Iconic Bergeres.

Horacio Pagani describes the philosophy behind the conception and creation of the collection: «Nothing reveals our essence more than our home, as it reflects who we are and how we live. We have used the same materials employed in our Hypercars, to bring the pinnacle of technological performance to



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furnishings. The skills of our master craftsmen in working with materials like carbon, aluminum, titanium, leather, and wood become the heart and the soul of our creations. Like our cars, the Pagani Arte collection results from a collaborative effort that involves both the team and the customers.»

A corner of the space will be dedicated to the Pagani camera by Gibellini GP810HP.

The GP810HP took shape after two years of analysis, study, and research during which Gibellini's technical know-how perfectly matched with exclusive Pagani materials and design features.

A harmonious blend that created a unique, exclusive object produced in a limited number of examples.

Made entirely from solid aluminum and titanium with components machined from a single block, the GP810HP is a generously sized camera with analog support where the sensor onto which the photographic image is impressed, is a large photosensitive plate measuring 20×25cm.

The Pagani DNA is immediately perceptible. The rotating head is entirely made of aluminum machined from a solid block, while the professional tripod is in leather-covered carbon fiber. The pedestal on which the camera is mounted is also made of carbon fiber, aluminum, and Alcantara.

Clients will be able to configure their cameras to exactly match their cars, underscoring exclusive concepts and design.

Just like every Pagani creation, the GP810HP camera can only be purchased through the official Pagani Automobili channels or ordered from Pagani dealers worldwide.

For more information on Pagani Utopia, visit this [link](#).

For more information on Zonda F, visit this [link](#).

For more information about the Pirelli P Zero™ Trofeo RS, visit this [link](#).

For more information on Pagani by Gibellini GP810HP, visit this [link](#).

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