



Pagani of Warsaw: The First Pagani Showroom in Poland

Warsaw, June 18, 2025 — On May 9, Pagani Automobili inaugurated its first showroom in Poland with an exclusive private event. Located on Wirażowa Street, the new space is part of the distinctive La Squadra concept developed by the Pietrzak Group. In this unique environment, collectible art meets the world's most desirable car brands.

The opening of Pagani of Warsaw marks a significant milestone for the Polish ultra-luxury automotive market and a strategic expansion for Pagani Automobili. Following the brand's entry into the market in December 2021 and the delivery of its first vehicle to a Polish client in May 2022, Pagani now solidifies its presence with a dedicated showroom in the capital.

The modern facility features a 100-square-meter (1,076 sq. ft.) display area centered around the new Pagani Utopia, alongside certified pre-owned Huayra and Zonda models. The dealership will also offer a full range of client-focused events and an authorized service workshop.

Designed by Pagani Arte, the showroom interiors recreate the refined atmosphere of the Modenese Atelier. Materials such as carbon fiber, Italian leather, and titanium—sourced directly from Pagani Hypercars—imbue the space with timeless elegance.

Visitors can configure their vehicles using advanced digital tools, ensuring an intuitive, immersive journey toward creating their bespoke Pagani. Throughout this process, clients are guided by a team of Polish Pagani experts, ready to unlock the full potential of each model's customization.

"The opening of Pagani of Warsaw marks an important step in our journey of bringing the Pagani experience closer to passionate enthusiasts around the world. Poland is a dynamic and fast-growing market, where we observe a growing sensitivity toward technology, aesthetic research, and the culture of craftsmanship. Thanks to the dedication and professionalism of the team at Pagani of Warsaw, we are confident that the values of our brand will be represented with authenticity and vision, supporting the growth of Pagani in this region."

— *Horacio Pagani, Founder and Chief Designer, Pagani Automobili*

Pagani of Warsaw is the sixth Pagani showroom in Europe, joining Monaco, Stuttgart, Copenhagen, Lugano, and Manchester. With its arrival, the Polish capital takes its place on the global map of Pagani's most exclusive destinations. For Jakub Pietrzak, founder of La Squadra, the opening is the



culmination of a long-term vision that began in 2013: creating a space where the world's most prestigious automotive brands are celebrated in a gallery-like setting.

"Pagani of Warsaw was created for both clients and enthusiasts. We wanted it to be a one-of-a-kind space that meets the highest standards while serving as an accessible gateway into the Pagani universe. In collaboration with Aerola Studios and Aleksandra Dobrowolska, we designed an entirely new way of presenting vehicles in the context of their lighting and surroundings, using moving walls, technical mesh structures, and a vast dome inspired by the architecture of the Pantheon. This is a proactive, Polish contribution to the Pagani brand—a statement that a showroom for such a unique marque can be just as artistic and innovative as the cars themselves."

— *Jakub Pietrzak, Founder of La Squadra*

Xawery Wolski Exhibition: Sculpture at the Intersection of Art and Automotive Design

As part of the inauguration, guests were invited to experience an exhibition by Xawery Wolski, one of Poland's most acclaimed sculptors. His works—crafted from terracotta, bronze, ceramics, and fiberglass—explore the themes of memory and transformation. Their poised elegance and structural strength resonate with the design philosophy behind Pagani's most iconic creations, emphasizing timelessness over trend and human touch over automation.

Wolski's art has been exhibited in over seventy shows worldwide, including the Zachęta National Gallery of Art (Warsaw), the Museo de Arte Moderno (Mexico City), and the Liu Haisu Art Museum (Shanghai). His presence at Wirazowa21 underscores a new cultural direction for the space, which now stands at the crossroads of fine art and high-performance engineering.

With the launch of Pagani of Warsaw, Wirazowa21 strengthens its role as a cultural and commercial leader in Central and Eastern Europe, setting a new global standard for automotive experience, artistic immersion, and collector engagement.

Press Contacts

Pagani of Warsaw

karolina.szulecka@paganiofwarsaw.com

Pagani S.p.A.

Via dell'Artigianato, 5, 41018 San Cesario sul Panaro (MO) Italy · Tel. +39 059 4739205
Codice fiscale e n. iscr. al Registro Imprese di Modena 02054560368 — www.pagani.com