

PRESS RELEASE

Innovation and design: the “Best in Show” of Concorso Italiano will be awarded with a sculpture made by MR Collection Models

Saronno, 18 March 2016 - From 2016 onwards, Concorso Italiano, the largest reunion in the world of Italian collection cars of any time, will award the “Best in Show” car with a brand new sculpture made by MR Collection Models, the official supplier of scale models to the most prestigious car-makers.

This partnership comes as a result of the visit which Tom Mc Dowell, President of Concorso Italiano, paid to the Italian factory founded 28 years ago by Egidio Reali and today leader in its sector.

The new award will be the result of a creative path which also see the involvement of the design university IAAD, the engineering company ABACAD and the communication agency StudioRPR.

All 150 students of the Transportation Design course of IAAD have been asked to submit a proposal of a “no brand Italian Sportscar”.

The shape will represent an ideal Italian sportscar and evoke the most characteristic features of all Italian automotive brands and none specifically. The selected work will be transformed into 3D data by ABACAD and made a design sculpture by MR Collection Models.

“I am honoured to have involved in the creation of this design object”, says Egidio Reali, founder of MR Collection Models. “This initiative will bring the fresh breeze of a new generation of designers to the most fascinating stage for Italian car enthusiast. To create one design able to represent the Italianness of cars is a hard challenge, for this reason I am looking forward to the moment for me to turn it into the sculpture which will be the trophy of Concorso Italiano.”

The final design will be chosen within the first week of April and will be presented during the Parco Valentino motorshow in Turin next June.

The 31st edition of Concorso Italiano will take place on 20th of August 2016 at the Black Horse Golf Course in Monterey Bay, California.



MR Collection Models - Atelier by MR Collection - Looksmart

MR Collection Models is a world leader in high quality handcrafted collection models since 1988.

Italian entrepreneur Egidio Reali founded the company in Saronno, a small Italian town near Lake Como and Milan. This region is well known for mingling the centennial old tradition of the Italian handcraft and artistic history as well as modern technology.

In over 27 years, MR Collection Models has produced almost one thousands of different models of the most prestigious luxury car brands models in scale 1:12, 1:18 and 1:43 and can claim to be the unique supplier for the exclusive contact plans of Ferrari, Lamborghini and Bugatti, as well as official supplier of Bentley, Audi, Pagani and others.

The high-end creations of Atelier by MR Collection include special handmade customizations, unique in the world, for the most demanding customers and collectors worldwide.

In order to widen the base of collectible car models, since 1999, Egidio Reali was the first to run a factory in China, followed by all the others car models producers, dedicated to advanced resin productions for Looksmart, the more accessible brand of the group.

MR Collection Models and Looksmart are present at the most prestigious trade fairs such as Nuremberg and Hong Kong, motor shows like Geneva, Frankfurt, Paris, Beijing, Shanghai, Detroit,



Los Angeles and other events such as the Lamborghini Blancpain SuperTrofeo Series, the Monterey Car Week, Bensberg Classics, and Pitti Fashion Week.

With at least one model on the desk of all HNWI car enthusiasts of the world, MR Collection Models is the Italian standard-bearer in the fascinating sector of scale car models.

www.mrcollection.com - www.atelier.mrcollection.com - www.looksmartmodels.com

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