



## **Grand Basel: Design icons and visions of the automotive future convey a unique exhibition concept.**

At today's avant premiere and media presentation of Grand Basel, the first global salon for the world's most important and valuable automobiles, four exceptional automobiles were presented, among them rare design icons and two world premieres. The four concepts, showcased in the setting of the exhibition design specifically developed for Grand Basel, are materialized documentations of automobile ideas conceived over the years. They also bring to life the concept of Grand Basel, namely the presentation of classic, contemporary and futuristic exhibits.

### **Module 1: Ideals in transition**

#### **Giorgetto Giugiaro, Bertone Corvair Testudo, 1962/3.**

Originally unveiled at the 1963 Geneva Motor Show, the Testudo was part of the collection of Carrozzeria Bertone for several decades before its designer was able to acquire the one-off show car.

Giugiaro's Testudo sublimated the design theme of a classic sports car to create a timeless ideal of speed and dynamism. The experiment is particularly amazing considering that it was built on the body frame of the rear-engined Corvair, GM's answer to the popular Volkswagen car. Thus, at least in theory, the Testudo had the ability to become America's Porsche. Indeed, its design anticipated what was about to come, preceding the Lamborghini Miura by two, the Corvette C3 by four and the Porsche 928 by a good twelve years.

#### **Rem D. Koolhaas, United Nude Lo Res Car, 2017**

The winner of the 2016 Wallpaper Design trophy, the first Lo Res Car was subsequently purchased for a private collection. The revised model, the first piece of a limited edition, celebrated its debut at the avant premiere of Grand Basel.

Initially anticipated as a cross-product experiment and based on the Lamborghini Countach, Koolhaas' low-resolution design concept creates a highly subversive ambivalence: though reduced deliberately to the most minimalist shape, the car gives off an air of immense visual power.

## **Module 2: Dimensions of urbanity**

### **Avions Voisin, C25 Aérodyne, 1935**

The presented model is one of only seven copies built of the aerodynamic C25. From 1976 on, it has been displayed at Jacques de Wurtemberg's Hervé Foundation.

The interplay of automotive mobility and urbanity was a leitmotif of the modern avant-garde. Inspired and supported by aviation pioneer Gabriel Voisin, LeCorbusier presented in around 1925 its visionary Plan Voisin for a more dynamic car city Paris. Harking back to this vision, the C25 Aérodyne offers a flamboyant and unique interpretation of the aerodynamism predominant at the time.

### **Zagato, IsoRivolta Vision Gran Turismo, 2017**

Andrea Zagato announced a tribute to the legendary brand IsoRivolta: The Zagato IsoRivolta Vision Gran Turismo concept, featured as a drivable vehicle in the Sony Playstation video game series, Gran Turismo Sport, will be revealed in October 2017 and aims to be one of the highlights of Grand Basel 2018.

The third millennium: With the dream of unlimited mobility having moved into the virtual world, it is no surprise that the revival of the legendary IsoRivolta brand won't be celebrated on real-life roads, but on the streets of a video game. The outcome is the vision of a Gran Turismo between dream and reality.

### **MCH Group and Live Marketing Solutions**

MCH Group is a globally leading live marketing company with a comprehensive services network spanning the entire exhibition and event market. Headquartered in Basel, Switzerland, the Group includes exhibition companies in Basel, Zurich and Lausanne. It organizes and hosts about 90 exhibitions, including the globally leading Art Basel shows in Basel, Miami Beach and Hong Kong, as well as the watch and jewelry show Baselworld. MCH's companies in the segment of live marketing solutions offer customized marketing solutions in the areas of strategy and concept design, marketing consulting, event management, exhibition and event construction, and multi-media solutions. All Group companies are active internationally, with various locations in Switzerland and Germany as well as offices in Shanghai, Dubai and Astana.

[www.mch-group.com](http://www.mch-group.com)

#### **Grand Basel contact:**

Lana Nyfeler  
Global Head of Communications Grand  
Basel  
Grand Basel  
Mühlebachstrasse 162  
8008 Zürich  
Switzerland  
Phone +41 76 337 85 56  
[lane.nyfeler@grandbasel.com](mailto:lane.nyfeler@grandbasel.com)

#### **Agency contact:**

B.L.B.R  
Burkhard Leschke Brand Relations  
Eigelstein 103 -113  
50668 Cologne  
Germany  
Mobile: +49-160-93803331  
[b.leschke@blbr.de](mailto:b.leschke@blbr.de)