



“wall-to-wall dream machines”

In an unprecedented move, Ferrari allowed some of the most precious cars from their collection – together worth a staggering £25m – to be exhibited in a section of the Autosport Show at the NEC, Birmingham.



**AUTOSPORT SHOW
FERRARI**

On behalf of Haymarket Exhibitions, we were asked to design and build the entire stand, starting with layout plans and designs, pedestrian management, vehicle display, graphics, imagery and lighting.

The effect we aimed to create was that of a hallowed environment where knowledgeable visitors would recognise the high value of the vehicles on display. Rather than have an open ‘car park’ type of display, we achieved this by

constructing and decorating a 4m perimeter wall, finished in applied Ferrari Rosa Red with a cream interior. The internal display conveyed a sense of history and also depicted Ferrari’s long history of participation in Formula One. The area was formally declared open by Prince Andrew in his official capacity as Trade Ambassador.

project facts

Largest collection ever of Ferraris outside Modena

Dedicated exhibition space within a major show event

£25 million of cars on one exhibition stand

Original race-winning cars used by Jacques Villeneuve and Michael Schumacher

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