MOLSHEIM
04/10/2024

ART, FORM, TECHNIQUE: REVEALING THE UNTOLD STORIES FROM 115 YEARS OF INCOMPARABLE BUGATTI HISTORY



The National Automuseum The Loh Collection is hosting an exclusive seminar on the world and history of the Bugatti brand. Previously unknown archive material and imagery will be showcased, exploring the evolution of the brand over time.

2026 BUGATTI AUTOMOBILES S.A.S.

On the 8th and 9th November 2024, a panel of experts, including former Bugatti Director of Design Achim Anscheidt, will delve into their experiences and knowledge of Bugatti's historical development and quintessentially authentic design evolution.
Together, these experts will explore a diverse array of Bugatti topics, such as the impact of Ettore Bugatti’s famous mantra, "If it is comparable, it is no longer Bugatti’’, both historically and in the modern era. The panel will discuss insights into the history of the Bugatti family, including the work of its artistic members, the future impact of AI on car design and how it can integrate with Bugatti’s traditional engineering values, and the story of Bugatti’s 120-year journey.

The seminar will draw upon contemporary photos, original correspondence and authentic design drawings to bring the spirit of the legendary factory in Molsheim to life. Charting the tragic background to the brand's tribulations after the Second World War, the significance of the Schlumpf brothers and their Bugatti collection and the brand’s rebirth under Romano Artioli in Campogalliano, right up to the construction of the impressive W16 engine and the beginning of the modern Bugatti era under Ferdinand Karl Piëch.

With previously unpublished drawings and photos of design models from 2004-2023, Achim Anscheidt will recall the efforts to develop a second model series to complement — or succeed — the Veyron and retrace the path from over a dozen model designs to the final design of the Bugatti Chiron. Anscheidt will also offer a glimpse into the design of the recently revealed Tourbillon. Among the guests registered for the two-day seminar is Mate Rimac, CEO of Bugatti Rimac.

> ‘‘Bugatti is an extraordinary brand — created, nurtured and promoted by extraordinary people, from Ettore and Jean Bugatti to Romano Artioli and Ferdinand Piëch. During this special event we can help to illuminate so many of those special stories, supported by the precious Bugatti artefacts of the Loh Collection."
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> MATE RIMAC
> CEO OF BUGATTI RIMAC

Interested parties can register for strictly limited admission at Exclusive Bugatti seminar | National Automuseum.

Contact pour la presse
Nicole Auger
Head of Marketing and Communications
communications@bugatti.com