



Varignana 1705 | Concorso d'Eleganza

Concorso d'Eleganza Varignana 1705: the third edition returns to the heart of Italy's Motor Valley

- The 2025 edition of the Concorso d'Eleganza Varignana 1705 will take place from September 26 to 28 in the spectacular setting of Palazzo di Varignana, a prestigious resort in the heart of Italy's Motor Valley and the event's official host.
- The jury has been announced and will feature prominent automotive experts, with Stefano Pasini as President.
- The Concours will showcase 35 vintage cars built before 1973, along with an exclusive Hypercar class for models produced after 1973.
- With the patronage of the Motor Valley Association and ASI – Automotoclub Storico Italiano – and the sponsorship of Cribis, this prestigious gathering will welcome collectors and motoring enthusiasts from around the world in search of a weekend of automotive splendor.
- For more information about the 2025 edition, including ticket sales, please visit: www.varignana1705.com
- **Media resources available for download:** [official video and images](#)

Varignana, Italy – June 24, 2025.

The Concorso d'Eleganza Varignana 1705 returns from September 26 to 28, 2025, to the enchanting grounds of Palazzo di Varignana, set amidst the rolling hills of the iconic Italian Motor Valley. Following the success of the 2024 edition - where Best of Show was awarded to Giuseppe Matildi's 1966 Ferrari 275 GTB - the event continues to raise the bar for classic car excellence.

The 2025 edition will present **35 automobiles**, divided into six judging classes. A distinguished **international jury of nine automotive, design and cultural experts** will preside over the competition:

- **Stefano Pasini**, automotive historian and author of over 30 books, serving as President of the Jury and a renowned authority on Italian design.
- **Lorenzo Ramaciotti**, former Chief Design Officer of both Pininfarina and FCA, credited with shaping numerous icons of automotive style.
- **Stephen Bayley**, British essayist and founder of the Design Museum in London, widely regarded as one of the most respected voices in design and visual culture.
- **François Melcion**, long-time director of Retromobile Paris, recognized for his contributions to Europe's automotive heritage.
- **Alessandra Giorgetti**, collector and Vice President of the Touring Superleggera International Register, a key figure in the Italian grand tourer world.
- **Peter Read**, passionate collector and former chairman of the London Concours jury, also affiliated with the Royal Automobile Club.
- **Laura Kukuk**, one of the world's leading experts in vintage car authentication and certification, and a judge at Villa d'Este and Pebble Beach.
- **Adolfo Orsi**, historian and author of the acclaimed *Classic Car Auction Yearbook*, a reference in the world of major international auctions.
- **Gianni Mercatali**, journalist and organizer of historic motoring events, with a life dedicated to cultural communication.

A Hollywood icon on display: Rita Hayworth's Alfa Romeo 6C 2500 SS Cabriolet

Among the most anticipated stars of this year's event is a true diva: **an extremely rare 1950 Alfa Romeo 6C 2500 Super Sport Cabriolet by Pininfarina**, painstakingly restored and once the pride of none other than **Rita Hayworth**, the epitome of elegance and allure in 1950s Hollywood.

One of just 40 built, this car embodies the apex of post-war Italian automotive elegance, combining **Pininfarina craftsmanship with Alfa Romeo's sporting DNA**. Delivered new in California by legendary importer Max Hoffmann, the car resided in the US for decades before undergoing a **full restoration in 2010**. After shining at events like the **2015 Pebble Beach Concours d'Elegance**, the car is now ready to dazzle aficionados and collectors once more in the heart of Italy's Motor Valley.

Where design meets art and engineering

Alongside the Alfa Romeo 6C, the 2025 Concours will feature an outstanding lineup of historically significant cars. Highlights include the iconic **1970s Ferrari Daytona 365 GTB/4**, a rare **Bugatti Type 49** from the pre-war era, and a coveted late-1950s **Ferrari 250 Cabriolet Pininfarina**. Already announced are a pre-war **Jaguar SS100** and a truly unique piece of rolling art: the **1979 BMW M1 "Exclusiv" by German artist Walter Maurer**.

This special M1, created in direct collaboration with BMW Motorsport, **blurs the line between performance design and conceptual art**, with bold black strokes, flat color fields, and high-contrast patterns. Unlike its track-focused Art Car cousins, this model was made for the road and kept by Maurer for over 40 years, **a true statement of creative freedom and racing spirit**.

A weekend of Italian lifestyle and motoring passion

Following the success of its first two editions, the **Concorso d'Eleganza Varignana 1705 returns as the grand finale of the motoring season**, offering an exclusive **three-day celebration** tailored for vintage car lovers.

A special occasion that – under the esteemed patronage of the **Motor Valley Association** and **ASI Automotoclub Storico Italiano**, and with the prestigious sponsorship of **Cribis** – will blend automotive culture, design, hospitality and lifestyle into an exclusive weekend experience curated by Palazzo di Varignana. With world-class cuisine, luxury surroundings, and cutting-edge facilities, the resort promises an unforgettable weekend for all guests.

As the list of participating vehicles is still being finalized, the **Concorso invites collectors and owners of pre-1973 classics to apply by July 10, 2025**, via varignana1705@palazzodivarignana.com or through the official event website.

For event details and ticket purchases, visit: www.varignana1705.com

ENDS

For media enquiries & interview requests

Andrea Mazzuca: andrea.mazzuca@maked.it

About the Concorso d'Eleganza Varignana 1705

The Varignana 1705 Concours d'Elegance is a celebration of automotive artistry and elegance, organized by Palazzo di Varignana. Held in the heart of Italy's Motor Valley, this exclusive event features a curated selection of vintage cars built before 1973, each meticulously judged by a distinguished panel of experts.

<https://www.varignana1705.com/en/>

About Palazzo di Varignana

Palazzo di Varignana is a captivating resort nestled in the hills outside Bologna. Spanning 30 hectares of scenic countryside, it offers 150 elegantly appointed rooms, five restaurants, refined event spaces, a spacious spa, top-tier sports facilities, and picturesque trails for trekking and biking. It's a haven for those seeking tranquility and natural beauty in the heart of Emilia-Romagna.

<https://www.palazzodivarignana.com/en/>