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THE ENERGY AND COLORS OF MADE IN ITALY IN THE OFFICIAL POSTER OF THE MOTOR VALLEY FEST

**The designer Aldo Drudi created the poster for the 2021 edition
of the festival dedicated to the "Land of Motors"
Modena, 1 - 4 July 2021**

Modena, May 27, 2021 – With just over a month to go until the ribbon is cut opening the 2021 edition of the Motor Valley Fest. Scheduled from July 1 to 4, Modena, the city where the myth and legend of speed was born, will once again host the Motor Valley Fest as the 'capital' of Emilia-Romagna's Motor Valley and a UNESCO World Heritage Site. Among the new additions this year include the participation of the Misano Adriatico Circuits with the GT World Challenge Europe (July 2-4), the Imola Circuit with the CIV, Motorcycle Speed Championship (July 2-4) and Varano de Melegari with the Youngtimers and the Dallara Experience (July 2-3).

Today, the Motor Valley Fest presents its official poster, created by Aldo Drudi, one of the most important designers of the Italian motoring scene. The poster pays homage to the creativity, energy and passion of Emilia Romagna, including the Motor Valley, with graphic lines that perfectly interpret this alchemy, while at the same time enhancing the concept of *Made in Italy*, an initiative showcasing Italian excellence, in the automotive sector.

With this in mind, the Motor Valley Fest becomes the third initiative in which *Made in Italy* will be developed and promoted, signed by the Emilia-Romagna Region and Apt Servizi Emilia-Romagna, with the Ministry of Foreign Affairs and International Cooperation and Italian Trade Agency to promote and develop Italian companies abroad.

This significant collaboration aims to position Italy and Italian made products, in particular from the automotive supply chain, on the global stage, as goods of excellence in the world, made by the uniquely Italian combination of technology, tradition, creativity and beauty.

This public event is designed with enthusiasts in mind to showcase the Motor Valley and the excellence of the regional territory.

"We designed the poster in continuity with the official image created for the Formula One GP of *Made in Italy* and Emilia-Romagna, however three new elements were integrated into the plot of the poster: a race car, a motorbike and the rose window of the Modena cathedral, which also influenced the choice of the chromatic rose that enhances the institutional colors: yellow and blue," commented Aldo Drudi. "Given the success of the first creative image, it was fun and gratifying to continue in this direction putting energy to this new and highly anticipated Motor Valley event."

The Motor Valley Fest is organized for the international promotion of the Italian automotive sector and its brands. The format of the event includes a rich calendar of dynamic and adrenaline-pumping events, exhibitions and in-depth meetings. It is the symbol of a strong accumulation of resources, planning, contributions and collaborations between the public and private sectors, which characterize the fabric of the territory.

The Motor Valley Fest symbolizes *Made in Italy* at the top level with its mix of tradition, innovation, research, culture, art, music, quality and lifestyle with entrepreneurship, affirming the country's name in the world, attracting and encouraging foreign investments locally.

www.motorvalleyfest.it