



**THE MOTOR VALLEY FEST, IN MODENA FROM 11 TO 14 MAY, UNVEILS THE OFFICIAL POSTER, DESIGNED BY ALDO DRUDI**

*Designed with the coat of arms of Modena, a UNESCO World Heritage city, in the background and featuring images of the vehicles of Emilia-Romagna's iconic Motor Valley brands: Ferrari, Maserati, Lamborghini, Ducati, Pagani, Dallara, Energica.*

**Modena, May 3, 2023** – Organizers of the 2023 edition of the Motor Valley Fest, taking place in Modena May 11-14, 2023, have once again called upon Aldo Drudi, the famous designer from Romagna and visual interpreter of the most important events in the Land of Motors, to create the poster for this year's festival, focused on the theme of "Sustainable Intelligence."

Among the finalists of the 2024 edition of the Compasso d'Oro Award, with the Project of the Misano World Circuit of Misano Adriatico, Drudi conceived and created a poster that showcases seven four- and two-wheeled creations by the most iconic brands of the Motor Valley: Ferrari, Maserati, Lamborghini, Ducati, Pagani, Dallara, Energica.

"This year we used the coat of arms of Modena, the most-enthusiastic racing city in Emilia-Romagna, using graphic lines that recall the Motor Valley Fest logo," explained designer Drudi. "The idea behind these posters is to emphasize these jewels of the Land of Motors through graphic signs that trace the marvelous lines of these cars and motorcycles, the 'jewels' created in the most internationally renowned place, the Motor Valley. Through the new graphics, we represent the great Italian style, the excellence of form and the most exclusive design."

There is just over a week left before the opening of the fifth edition of the Motor Valley Fest, with a calendar of initiatives and events that continues to get richer every day. The beating heart of Modena during the festival will be the Cortile d'Onore of Palazzo Ducale, seat of the Military Academy of Modena, which returns to open its doors to the public with the "Best of Motor Valley" exhibition. On stage for the entire duration of the event, the cars and motorbikes that represent the motoring excellence of the Motor Valley will be on display.

While in Modena, it will be possible to admire vehicles from a number of brands including:

- The Ferrari Roma Spider, which will make its first public appearance;
- The Ducati Streetfighter V4 Lamborghini;
- The Revuelto by Lamborghini;
- The Pagani Utopia;
- The Maserati MC20 Cielo;
- And the Dallara EXP IR8 Tribute version.

Energica will also display their entire range of electric motorbikes EsseEsse9, Experia, Ego, Eva Ribelle.



See complete photo gallery of Aldo Drudi's 2023 Motor Valley Fest posts, visit:

[https://drive.google.com/drive/folders/1k03HnbY-FSi\\_NoIXYd1Q6ittpmh2vju?usp=sharing](https://drive.google.com/drive/folders/1k03HnbY-FSi_NoIXYd1Q6ittpmh2vju?usp=sharing)

### **ABOUT THE MOTOR VALLEY FEST**

The fifth edition of the Motor Valley Fest, the great open-air festival of the Emilia-Romagna Motor Valley, will take place from May 11-14, 2023, in the capital of the most famous Motor Valley in the world, the city of Modena, a UNESCO World Heritage Site.

The Motor Valley Fest is organized by the Emilia-Romagna Region, APT Servizi Emilia-Romagna, the Municipality of Modena, the Motor Valley Development Association, MUNER, Meneghini & Associati, with the support of the Ministry of Foreign Affairs and International Cooperation, ICE Agency, Chamber of Commerce of Modena, Modena Foundation, in partnership with Anfia, UNRAE industrial vehicles section, Autopromotec, ACI, Bologna Fiere - Motor Show. The project is co-financed by the European Funds of the Emilia-Romagna Region - Por Fesr 2014-2020.

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[www.motorvalley.it](http://www.motorvalley.it)