



2024 Motor Valley Fest Events

INNOVATION & TALENTS

At the Teatro del Collegio di San Carlo on Thursday, May 2 (in the afternoon) and Friday, May 3, (all day) the Talent Talks of the Motor Valley Fest are scheduled. The Talent Talks are twelve networking meetings between students and representatives of the top brands in the sector, including Maserati, Bosch, Pagani, Tesla, Dallara, Ducati, Automobili Lamborghini, Visa Cash App RB Formula One Team, Ferrari, Energica, MUNER-Motorvehicle University of Emilia-Romagna, and Alpine. The companies will tell future professionals about the skills required by the world of work in the automotive sector.

Returning to Piazza Grande, the area dedicated to the university world, will be the exhibition of the Formula SAE cars designed by University of Modena and Reggio Emilia, University of Pisa, University of Pavia, Polytechnic of Milan, University of Padua, University of Bologna, University of Brescia, University of Salento, and University of Rome. There will also be a driving simulator from the Driving Simulation Center start-up for professional drivers and motorsport lovers.

For the younger ones, there will also be the "F1 in Schools Italy" track, the race that brings together the best talents from all over Italy. From May 3-5 in Piazza Roma, it will be possible to test one's engineering skills by designing and building a racing car and competing in speed challenges.

On the inaugural day of the Fest, inside the Military Academy of Modena, there will be the "Meet & Match" event, a B2B meeting with the participation of over 40 Italian and international start-ups with representatives of Motor Valley companies.

L'EXPO IN MODENA

Spotlight on the Courtyard of Honor of Palazzo Ducale, home of the Military Academy of Modena, which will host the Best of Motor Valley with the public display of the most iconic and representative cars and motorbikes of the past and present of the Motor Valley brands, Ferrari, Pagani, Lamborghini, Maserati, Ducati, and Dallara.

An important area called "Hydrogen Hi-tech Point," a cultural educational journey on hydrogen and its applications in the world of Formula 1 and motorsport disciplines, will be set up in the Academy for the first time. On display are H2 vehicles, but also physical details of H2 powertrains and components for H2 production and delivery.

On the stage in Piazza Roma, Andrea Farina, "Classic Man" of Motor1.com, will go on stage on Saturday, May 4 and Sunday, May 5 with the format entitled "Nel Garage di..." (on the Motor1.com YouTube channel). With this presentation, it will be possible to visit the garages of collectors and personalities from the automotive world. The performers of past and future episodes are expected in Modena and there will be moments of discussion with the brands of the Motor Valley, all animated by Motor1.com fans who will crowd the square with their cars, bringing their testimonies to the stage together with Andrew.

In Piazza Roma on Friday, May 3 at 11:00 am, there will be a press conference to present the Vernasca Silver Flag 24, the international event scheduled from June 21-23, 2024.

In Piazza XX Settembre, volunteers from the Bugatti Automobili Campogalliano Cultural Association and former Bugatti employees will tell visitors about the technological excellence of the EB110, the first supercar to adopt the 100% carbon chassis, which will be on display during the Fest.

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For the entire duration of the Fest, in Piazzale degli Erri and Piazza Matteotti, there will be an exhibition of the vehicles of the Police Forces (Financial Police, Provincial Command of Modena, Carabinieri-Provincial Command of Modena, State Police, Police Municipal, ADM Customs and Monopolies Agency, and Aeronautics Polo Storico).

PARADES IN THE CITY

On Saturday, May 4, the highlight of the weekend will be the "Supercars and Motorbike Motor Fest 2024" parade, organized by Lancia Thema Club International. Departure is scheduled for the afternoon from the Bologna exhibition center, after the passage of the supercars between Romagna, the Romagna Riviera, and the Via Emilia, with arrival in Piazza Roma in Modena around 8:00 pm. Over 200 cars from Ferrari, Lamborghini, Alfa Romeo Premium, Lotus, and Porsche will participate, along with Ducati, Morini, Benelli, Guzzi, and Aprilia motorcycles. For the first time on the catwalk there will be a Mustang to commemorate the 60th anniversary of the great challenge between Ford and Ferrari at the 24 Hours of Le Mans; a Pantera Group 5 De Tomaso; and a Lancia Stratos No. 36 together with the historic cars that competed in the rallies. In Largo Sant'Agostino (where on Sunday, May 5 there will also be tractors from the Motor Valley), the motorbikes of the parade will be on display from 9:00 pm until 12:00 am, while the cars will be in the Novi Sad Park.

To celebrate "Magic," the legendary Senna, in Piazza Mazzini there will be three models of the Ducati 916 Senna motorcycle (series I, II, III) and a car with the colors of Brazil and the McLaren Senna.

The 24th edition of the Concours d'Elegance Trofeo Salvarola Terme will take place on Saturday, May 4 and Sunday, May 5 for high-end historic cars, organized by Terme della Salvarola and La Terra delle Rosse in collaboration with the Ferrari Museums, with the Municipalities of Sassuolo, Modena, Maranello, Fiorano Modenese, Formigine, the Modena Chamber of Commerce, and with local entities. On Saturday, May 4 the crews will perform in a parade through the streets of Modena, exploring iconic places such as the Ferrari Museum in Maranello, the Luciano Pavarotti House Museum, a Traditional Balsamic Vinegar Factory on the Sassuolo Hills, the Reggia Ducale Estense in Sassuolo, and they will take advantage of the Balnea Wellness Center of the Terme della Salvarola. Sunday, May 5 from 10:00 am presentation of all the cars in Salvarola Terme, exhibition and parade with the examination of the cars by the Jury, lunch with typical products in Formigine, from 3:30 pm awards ceremony for classes and "Best of Show" proclamation in Piazza Roma in front of the Ducal Palace in Modena. Special Guests of the event will be Maserati Owners Club Italy to celebrate 110 years of the brand, Citroën Special Class for the 100 years of the brand, and Car classes produced up to 1992 of all brands.

CITY AND MUSEUM EVENTS

Ferrari will participate in the 2024 edition of the Motor Valley Fest with a series of initiatives that will have their beating heart in the Enzo Ferrari Museum in Modena. Inside the museum, the new "One Of a Kind" exhibition will allow visitors to immerse themselves in the world of Ferrari customizations; Live performances by specialized panel beaters will be organized inside the exhibition area, exclusively for the Motor Valley Fest weekend.

On Saturday, May 4, the museum will remain open until midnight with a special discounted rate, some organized entertainment activities, and the possibility of accessing free guided tours in Italian and English, subject to availability. Like last year, an exhibition of cars from the current Prancing Horse range will be set up in the space in front of the MEF and a free shuttle service will be activated between the Ferrari Museum in Maranello and the MEF for all those wishing to visit both museums dedicated to the Maranello company.

On Friday, May 3 at 3:00 pm, the Ferrari Talent Talk will be held at the Teatro del Collegio, in which university and post-university students will be able to receive information on the connection activities between higher education and the world of work of the Maranello company.

Extraordinary opening of the Horacio Pagani Museum in San Cesario sul Panaro on Saturday, May 4 from 9:30 am to 5:00 pm. An entrance fee is required upon reservation.





On the agenda for Friday, May 3 at the Laboratorio Aperto in Modena is the event "Motorsport Club 2024: Revving Up the Italy-UK Cooperation Engine," three round tables for sector experts, companies, and institutions from Italy and England to discuss issues characterizing the industry of motor sport and explore partnership opportunities.



Piacere Modena brings the union between motors and food to the Motor Valley Fest, representing Modena agri-food thanks to the support of the Department of Agriculture, Hunting, and Fishing of the Emilia-Romagna Region. At the Representative Hall of the Municipality of Modena, on Friday, May 3 from 5:00 pm to 6:30 pm a unique talk show will be hosted that tells unpublished stories of characters who have shared life experiences with Enzo Ferrari, moderated by the journalist Leo Turrini.

In Piazza Grande, on Saturday, May 4 from 11:00 am to 6:00 pm, there will be the "Fast Car and Slow Food" laboratory with guided tastings of DOP and IGP products from the province of Modena, combined with a laboratory linked to the speed of engines and the show/tasting "E-Say hello to your brother." A press tour will also be organized in the Food and Motor Valley companies for professionals in the food, lifestyle, and motoring sectors.

From May 2-19 at Palazzo Solmi, there will be the exhibition "High Speed - Speed and Fashion in Racing" promoted by the ModenAmoreMio association with the artistic direction of Modateca Deanna and installations by Studio Paolo Bazzani, which takes inspiration from the world of racing and Formula 1, with a particular focus on the 80s and 90s.

To commemorate the 30th anniversary of Ayrton Senna's death, the Modenese artist and sculptor Alessandro Rasponi will exclusively create a series of works dedicated to him. In the city, in the area of the former Albergo Diurno, there will also be on display the ceramic works of "The Magic," a competition promoted by the "Adolfo Venturi" Art School of Modena (ceramic design course - fifth classes), in collaboration with the Modena History Museum and with the patronage of the Municipality of Modena, Formigine, and Maranello. In conjunction with the exhibition, presentations of books and life stories will also take place: "Man Beyond the Pilot" by Matteo Orsi (May 2 at 6:00 pm), "Senna. The Truths" by Franco Nugnes (May 4 at 10:00 am), "Cuori e Motori" by Francesco Fedele (May 4 at 5:00 pm), and "In Haste and Fury. The Last F1" by Mauro Forghieri – Leopoldo Canetoli Lambro (May 5 at 10:00 am).

At SPAZIOF Palazzo Montecuccoli, on Friday, May 3 from 2:30 pm to 6:00 pm, the conference entitled "Free Professions in the Automotive Sector between Innovation, Digitalization, and Sustainability" organized by the Commission for Equal Opportunities of the Permanent Committee of professional associations and colleges is scheduled of the province of Modena - CUP - and unique Emilia-Romagna and Unimore in collaboration with the Smart city sector, demographic services and participation of the Municipality of Modena and the Modena Foundation.

In Piazza XX Settembre May 2-5 for women who wish to become test drivers, the "Women test driver" course by Lapam Confartigianato and AWA (Automotive Women Association) is scheduled with Loris Biccocchi, the famous hypercar driver and test driver. Also this year Ares Modena Studio will open its showroom to the public for the entire duration of the Motor Valley Fest.

On Saturday, May 4 and Sunday, May 5, the 17th edition of the Buk Festival will take place inside the San Paolo Complex, an event conceived by Francesco Zarzana and organized by Progettorte Officina Culturale. In addition to numerous collateral initiatives, the program includes debates, meetings with authors and leading figures from the world of culture, and the exhibition of 25 publishing houses from all over Italy, as well as the setting up of a corner dedicated to motors.

MOVIE SCREENINGS

Modena will host the preview of "Cinematic Motor Fest," a new event for motoring and cinema enthusiasts, with free screenings of national and international films linked to the motoring world. The selection, curated and proposed by BM2 and Frameatwork, anticipates a major sector event scheduled for 2025, which will be presented on the occasion of the Motor Valley Fest. Among the scheduled screenings: "Senna. Without fear. Without limits. Without equals" (Cinema Astra - May 2 at 9:00 pm), "Ferrari: Race to Immortality" (Sala Truffaut - May 3 at 7:00 pm), and "Cars - Roaring Engines" (Sala Truffaut - May 4 at 4:00 pm). The preview of the short film "L'ingegnere" will be screened (ex Albergo Diurno - May 5 at 10:00 am), an exclusive interview with engineer Forghieri carried out a few months before his disappearance.





Director Stefano Ferrari and screenwriter Miria Burani, after the success of “Motor Valley, a journey into the land of motors,” present their new docufilm entitled “Emilia. The Maserati in Modena.” Produced by Miriste Aps, it sees the involvement of Maserati, the Modena Foundation and the Municipality of Modena, with interviews, unpublished documents, and evocative images. A journey into the glorious past of the Trident and a full immersion in the present, with the factories in Via Ciro Menotti and Via Emilia Ovest in the foreground. In the docufilm, the presence of Maserati testimonial stands out, including David Beckham and Massimo Bottura, the images of Juan Manuel Fangio, and the memories of Cozza, Orsi, and Panini. The screenings will take place in Sala Truffaut on Friday, May 3 at 5:30 pm and Saturday, May 4 at 6:30 pm.

EVENTS IN THE REGIONAL RACETRACKS

Thirty years after the death of Ayrton Senna and Roland Ratzenberger during the F.1 Grand Prix, the Municipality of Imola in collaboration with the Ayrton Senna Institute, the Ministry of Foreign Affairs and the Emilia-Romagna Region organized a rich calendar of events entitled “Senna 30 years” at the “Enzo e Dino Ferrari” racetrack in Imola to commemorate the tragic death of the two drivers.

The 21st edition of ASI MotoShow will take place May 3-5 at the “Riccardo Paletti” racetrack in Varano de' Melegari. The event, organized by the Automotoclub Storico Italiano, is a re-enactment of the history of motorbikes, with thousands of historic motorcycles on the track; in the paddocks, you will be able to admire thematic exhibitions and you will meet the great champions of all time.

The 2024 season of the ACI Racing Weekend will start on Sunday, May 5 from the Misano World Circuit, which concentrates on numerous four-wheel categories, including GT3 and GT Cup, Formula 4, and many others. A weekend in which over 15 races will take place and almost 200 drivers will take to the track. Great anticipation for the first round of the Sprint series. The free entry to the circuit, with the possibility of accessing the large MWC Square, attracts the public of enthusiasts, together with the collateral initiatives planned in the area.

EVENTS OUTSIDE THE CITY

The Municipality of Formigine has promoted a structured program of events, all with free entry, starting from Friday, May 3 at 8:00 pm, in the Council Hall of the Formigine Castle, with the conference “Designing Engines: A Journey between Past, Present, and Future.”

Saturday, May 4 at 8:30 pm at the Spira mirabilis Auditorium, there will be a preview of the docufilm “Mauro Forghieri, engenius,” stories and testimonies on Italian motoring genius, edited by Oral Engineering; followed by Enrico Salimbeni's theatrical monologue “La Terra dei Motori” on the 50 years of history of the Modena province.

From May 4-5, the Formigine Castle becomes the stage for the exhibition “Paolino and his friends. The Formiginesi of Formula 1” with video interviews and installations on the legendary mechanics; for the little ones the Creative Atelier is open (from 10:00 am to 1:00 pm and from 3:00 pm to 7:00 pm) to design the car of their dreams. There is no shortage of guided tours by reservation, “History of coats of arms: from the coat of arms to the brand” on Sunday, May 5 May at 4:00 pm.

In Piazza Calcagnini from 9:00 am to 7:00 pm the exhibition of the Pagani Huarya Roadster BC, historic pedal cars, and some works from the “The Magic” art competition.

On Saturday, May 4, again in Formigine, there will be the “Ferrari” auction at Giusti Aste. An unmissable opportunity to win unique pieces from the collection of Dino Tagliazucchi, best friend of the engineer Ferrari, such as the very elegant Drake desk set, the watch donated by Clay Regazzoni to Enzo Ferrari, are just a few examples. The rest of the auction is made up of objects belonging to or created by the chief electrician Fernando Gabellini, such as the control unit of Pironi's damaged car.

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