



**Design, Elegance, and Prestige:  
Zagato Celebrates Excellence at The Venice Venice Hotel  
with the delivery of the first Porsche Carrera 356 B 1600 GTL Zagato Sanction Lost**

[Venice, 01/25/2024] - Zagato, the **illustrious Automotive Design Atelier** with a rich history of **105 years**, celebrated an extraordinary event at **The Venice Venice Hotel**, in the charming setting just steps away from the Rialto Bridge in Venice.

This magical evening featured the delivery of the first model of the extraordinary **Porsche Carrera 356 B 1600 GTL Zagato Sanction Lost**, a rebirth of an iconic model, a tribute to Italian craftsmanship that has captured the hearts of Porsche enthusiasts worldwide.

Thus concludes the **Zagato Sanction Lost Trilogy** dedicated to the Porsche world, starting with the first **Speedster** model in 1958 based on the 356A, followed by the **Coupe** in 1959 and the latest **GTL** model in 1960, both based on the 356BT5. The 1960 Porsche Carrera GTL Zagato used a language common to the FIAT Abarth 1000, winner of the Compasso D'Oro. This model emerged following the defeat of 1955 at Avus, Germany, which led engineer Ferdinand Porsche to embark on the so-called "Italian Job," resulting in the birth of this legendary car.

The exclusively private event brought together a select group of enthusiasts, collectors, automotive and lifestyle industry representatives, offering them a unique experience. The Venice Venice Hotel, with its sophisticated and refined atmosphere, and its breathtaking location close to the Rialto Bridge, provided the perfect backdrop to celebrate the rebirth of this extraordinary creation.

During the evening, in the presence of *Andrea Michele Zagato* (President of Zagato), *Marella Rivolta Zagato* (Art Director Zagato), and *Alessandro Gallo* (Founder of The Venice Venice Hotel), a **film was presented that retraces the making of the car** – from the photometric process of the original model, necessary for the faithful creation of the 3D model, to the execution phases in Italy and Denmark for the mechanical part – allowing guests to discover the entire path of creation, processing, and customization of the car before its scenic delivery along the Grand Canal.

Following the film screening, guests had the opportunity to closely admire the Porsche Carrera 356 B 1600 GTL Zagato Sanction Lost in its special LM version, exploring every detail: from the hand-beaten aluminum body according to the purest forms of the 1960 prototype, to the sophisticated Carrera Fuhrmann 4 cams engine, capable of delivering over 170HP, in accordance with the FIA specifications of the time.

Zagato and The Venice Venice Hotel share a family imprint, a passion for design, beauty, and attention to detail, values that merge into a perfect blend of class and sophistication. Both brands are committed to maintaining high standards of quality and research, reflected in every detail, representing that Italian excellence that celebrates the past with a visionary and always innovative approach.

*Alessandro Gallo*, visionary and founder of The Venice Venice Hotel, in addition to the well-known international brand Golden Goose, comments: "*The project related to the Porsche Carrera 356 B 1600 GTL, in its special LM version, is particularly close to my heart. Andrea Zagato and I share a common passion*

for these iconic models of the past and the same desire to reinterpret them in a modern key." Alessandro continues: "In this project, we complemented each other. The Zagato team focused on the functionality of the car project around which they tailored the pure form, while I, starting from an emotional perspective, reinterpreted the aesthetics, trying to make this icon of automotive history contemporary once again."

"We wanted to tell the story of a man, Ferdinand Porsche, who managed to turn a defeat into a great triumph. The Sanction Lost trilogy dedicated to the Porsche world, a project started 12 years ago with the first Speedster model, is indeed completed with the 356 B 1600 GTL, which won for three consecutive years, from 1961 to 1963, at Nürburgring, Le Mans, and Targa Florio. We chose to tell this story with Alessandro and Francesca, who in turn revived the White Lion of Venice, the first hotel license in Europe, with whom we share a long friendship and a passion for beauty," adds Andrea Michele Zagato, President of Zagato.

The event was a unique opportunity to highlight this synergy of values. The attendees not only appreciated the sophistication in the design and realization of the Porsche Carrera GTL Zagato but also enjoyed a refined culinary experience and impeccable hospitality offered by The Venice Venice Hotel.

The synergy between the two brands finds full realization in the **project of the new hotel suite that celebrates the car and the automotive design brand**, allowing future guests to immerse themselves in the history and vision of Zagato, and which was opened specifically for a preview visit during the event.

In the suite, recurring elements in Zagato's language are found in dialogue with the tribute to the Porsche Carrera GTL Zagato: starting with the silver logo, the famous letter "Z," which is recalled in black on both sides of the car exhibited during the evening, creating an iconic pattern in strong contrast with the silver body.

Inside the room, attention is captured by the 1:1 scale mural drawing of the Porsche, handcrafted by Zagato's Chief Designer - *Norihiko Harada*. The work reflects a mood board that tells the creative process and inspiration that led to the creation of the car. Historical images related to the project research, leather and fabric samples, scenes stolen from races of the time, and the cover of issue 14 of the Gmünd magazine are just some of the elements used in the mural.

The suite celebrates the vision of Alessandro and Francesca in dialogue with the world of Zagato, also through the use of evocative materials in the finishes of upholstery and furniture: among these, aluminum and alcantara, carbon fiber, and the display of car models, posters, books, and magazines related to the automotive world and the brand's history.

The final result promotes Italian excellence and sophistication appreciated not only by car enthusiasts but also by lovers of exclusive experiences linked to the world of luxury in general. The Zagato and The Venice Venice Hotel event was a memorable chapter: the delivery of the first specimen of Porsche Carrera 356 B 1600 GTL Zagato Sanction Lost in its special LM version and the inauguration of the new suite represent a significant moment for those who appreciate Made in Italy, craftsmanship perfection, and timeless beauty.

## ZAGATO

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