

Source:  
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## FERRARI AND MASERATI KICK OFF THE AUTO SHOW SEASON IN DISTINCTIVE STYLE

**Famed designer Marco Morisini's powerful conceptual style brought to life for LA Auto Show - and beyond.**

The Los Angeles International Auto Show is the first major auto show of the model year in the U.S. Everyone wants to make a big splash. Concept cars steal a lot of the design thunder. To stand out in the crowd, Ferrari and Maserati took over an entire room and featured a bold, dramatic use of color and form.

Our job was to take the powerful conceptual design of famed Italian designer Marco Morisini and bring it to vibrant, commanding life - working with principals on both sides of the Atlantic - and then manage its appearance at major US auto shows for the rest of the model year.

Client: Ferrari and Maserati  
Project: Auto Show Exhibit  
Location: Los Angeles, CA / Various  
Design: Marco Morisini  
Total Floor Space: 6,000 sq. ft.

Photo attachment on page 2

Dimensional Communications Inc. creates visitor experiences - trade shows, retail displays, museum exhibits, corporate interiors - that help our clients connect more productively with their customers.

These are high-impact moments that can only happen in immersive environments. With our full-service process, we make memorable customer experiences while making the client experience unexpectedly satisfying and cost-effective.



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