



NATIONALES
AUTOMUSEUM
THE LOH COLLECTION

BUGATTI

PAST – PRESENT – FUTURE

AN EXCLUSIVE BUGATTI SEMINAR
AT THE NATIONAL AUTOMUSEUM
8TH AND 9TH OF NOVEMBER 2024

2 day Bugatti seminar

Limited to 16 participants

Date

8th and 9th of November 2024

Location

„Salle Bugatti“ at the National Automuseum
Dietzhöhlztal-Ewersbach (VIP entry only)

Some of the highlights

VIP parking and access to the Salle Bugatti,
exclusive Bugatti tour, entrance to the Bugatti
models of the “Loh Collection” that are not
open to the public. Unique insights and back-
ground information about the “Bugatti” brand
and the new Bugatti hybrid model. Exclusive
Bugatti present, champagne aperitif etc.

Fee per participant

2.750 Euro* incl. food and beverages, seminar
folder and a Certificate of Participation

Hotel recommendation with special
conditions for the participants at the
Leica Hotel Wetzlar

* including taxes



BUGATTI



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LOCATION

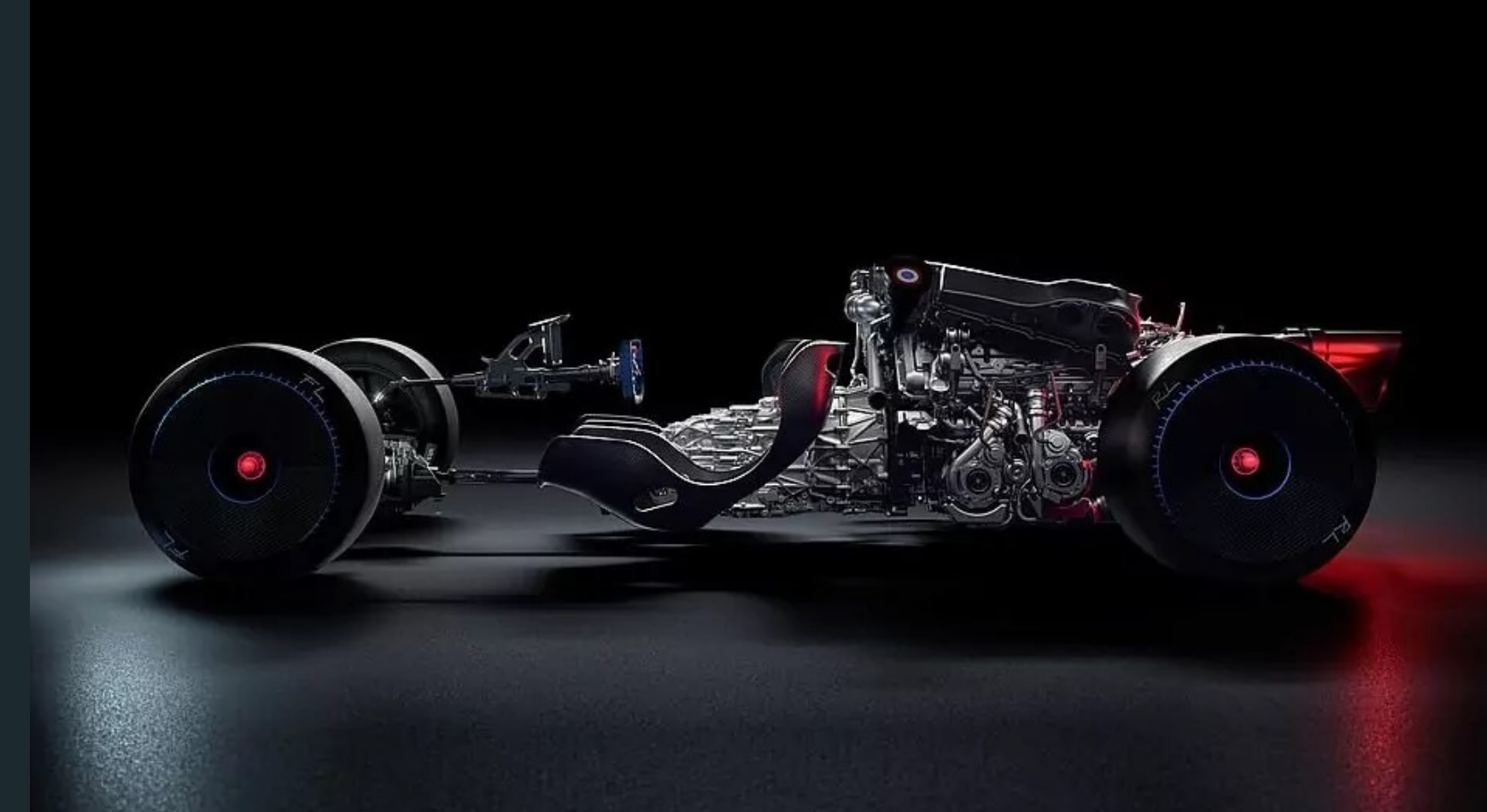


CONNAISSANCES

**LES PUR SANG
DES AUTOMOBILES**



THE PROGRAM



FRIDAY , 08.11.2024

DAY 1

Arivée

VIP parking in the Bugatti parking lot

VIP access to the “Salle Bugatti”

Reception

Bien Venue with coffee and croissants

Welcome by Prof. Friedhelm Loh

Le début

Bugatti myth (1900-1930)

1900-1930

Genius Ettore Bugatti - with unique Bugatti vehicles

Type 35, 43a, 50LM, Baby Bugatti, 56

Exclusive lunch

VIP suite of the “NewYork NewYork” restaurant

1930-1960

Stylist Jean Bugatti with exclusive vehicles from the Loh collection including Type 57SC, 57 Atalante, 59 etc.

Tragedy of the brand implosion

Apéro

Get together Salle Bugatti

Transfer

Shuttle to the Leica Hotel Wetzlar

Dîner

Dinner together at the Leica Hotel Wetzlar

SATURDAY, 09.11.2024

DAY 2

Retour

Shuttle to the National Auto Museum

1960-1990

The era of the brothers Schlumpf and Romano Artioli

1998

The new patriarch “Ferdinand K. Piëch”

Exclusive lunch

VIP suite of the “NewYork NewYork” restaurant

2005 - 2023

The W16 Era – Veyron, Chiron, Divo, Bolide etc.

2024

Exclusive background information on the new hybridized V16 Chiron successor Tourbillon

2025+

A look into the future – Bugatti lifestyle, AI and NFT

Au revoir

Participation certificates and exclusive Bugatti present

Optional

Exclusive tour into the National Automuseum



ACHIM ANSCHEIDT

Bugatti - chief designer

As Director of Design, Achim Anscheidt was responsible for all design directions for the Bugatti brand from 2004-2023.

From the derivatives of the Veyron to Chiron, Pur Sport, Supersport, Divo, La Voiture Noire, Centodieci, Bolide, Profilée, Mistral... up to the completion of the hybridized Chiron successor Tourbillon, which was presented to the public in June 2024.

Anscheidt is an essential part of the evolution of today's Molsheim reputation and guardian of the grail brand core message "If comparable - it no longer is Bugatti"



JULIUS KRUTA

Bugatti - guru

Julius Kruta is a freelance historian and automotive consultant. While still studying, he worked as a consultant for Volkswagen AG.

In 2000 he began his career at Bugatti Automobiles S.A.S in the marketing department. In 2003 he became "Head of Tradition" at Bugatti Automobiles S.A.S. Julius is a regular juror at major competitions in Europe and the USA. He was co-author of several publications on the Bugatti brand, including "Bugatti Type 50 Le Mans" with Mark Morris. In 2022 he published the book "EB110 and the last Bugatti racing cars".



WOLFGANG HENSELER

Futurist and visionary

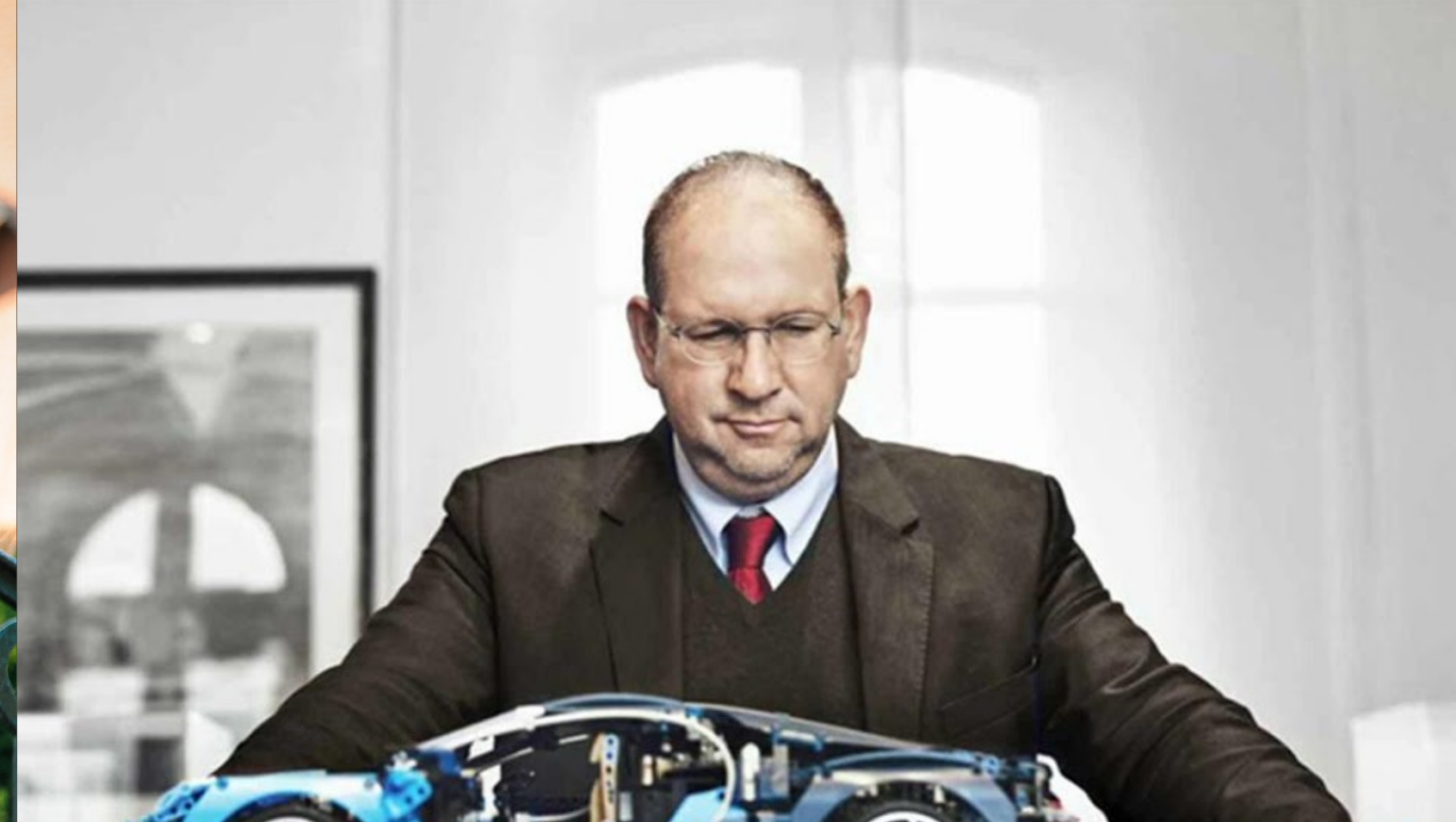
Professor of Digital Media at Pforzheim University - Faculty of Design and expert in user centered interface design and AI-based ecosystems. Henseler is the founder and managing director of SENSORY-MINDS, a design studio for innovative technologies and smart media based in Offenbach am Main. At the National Automuseum, Professor Henseler is responsible for the museum educational campus for which he developed and runs the overall didactic concept, including the unique course of "Certified Expert for Car Design" (CECD).



ACHIM ANSCHEIDT

Shares insights how Ettore Bugatti's lifelong mission statement: "If comparable - it no longer is a Bugatti" shaped the brand myth from Molsheim in the past and will continue to shape in the future.

The participants will enjoy a creative journey through time. From the automotive icons of Ettore and Jean Bugatti, to the EB 110's by Romano Artioli to the modern W16 era of F.K. Piëch right up to the V16 hybridization of future years. Using the example of the Chiron successor, Anscheidt clearly explains the modern premises under which Bugatti designers conceive, design and develop the ultimate HyperGT into a series product.



JULIUS KRUTA

Provides insights not only into the unique automotive background of the Bugatti brand, but also into the history and extraordinary artistic work of the Bugatti family and its protagonists. Bugatti builds cars like no one else - experience the technology, history, design development and fascination of Bugatti up close with the exhibits and artifacts of a Bugatti collection that is not open to the public and cannot be seen anywhere else in the world. The participants deep dive into an automotive world of Art Deco and receive insight stories about the brand that cannot be found anywhere else.



WOLFGANG HENSELER

Provides insights how digital transformation will impact Bugatti and how the brand will be orchestrated in the future using artificial intelligence and hyperpersonalization. Participants will receive exclusive insights of how Bugatti's are designed using an artificial intelligence driven design process, how Bugatti's brand DNA is digitally integrated into a Bugatti ecosystem to create an ultimate Bugatti user experience and how algorithms learn to understand the specific signature design elements of the brand and a vehicle to create future Bugatti's. Further on Professor Henseler will talk about tokenization of Bugatti assets, share Bugatti lifestyle elements in fashion, living, housing etc. and new areas where Bugatti will be heading in the future to stay successful.

REGISTRATION

www.nationalesautomuseum.de/en/events/bugatti-seminar







„If comparable, it is no longer Bugatti.“

Horé Bugatti