



INTERNATIONAL EXHIBITION

AUTO BRAZIL

Design, Fashion & Classics

EVENT CONCEPT

A UNIQUE EXPERIENCE THAT CELEBRATES:

- Rare classics of global historical and aesthetic value
- Brazilian motorsport and its great idols — Ayrton Senna, Emerson Fittipaldi, Chico Landi, and others who left their mark on racetracks worldwide
- The connection between automobiles, fashion, and culture, with immersive scenography, runway shows, and references to different eras
- History, innovation, and sustainability united in an exhibition that spans generations, bridging the past and the future of mobility





AUTO BRAZIL

NOTE

As part of the celebrations for the Bicentennial of Brazil's Independence, the birth of Empress Teresa Cristina (wife of Emperor Dom Pedro II, born March 14, 1822), and also the Bicentennial of Dom Pedro II, this project may be presented in countries such as Italy, the United States, France, England, Portugal, and Austria.

It is worth noting that Empress Teresa Cristina was born in Naples and played an important role, alongside her husband Emperor Dom Pedro II, in strengthening diplomatic relations between Italy and Brazil. Launched in 2026, the project is designed to last two decades, with continuous annual presentations in Brazil and in countries with diplomatic ties.

MALCOLM FOREST

KEY AREAS



A. BRAZILIAN DESIGN — RARITIES AND PROTOTYPES

- VW SP1 and SP2
- Uirapuru (Brasinca Uirapuru) — an exclusive Brazilian sports coupé produced between 1964 and 1966, only 77 units made, powered by a Chevrolet I6 engine, hand-crafted steel bodywork, and pioneering aerodynamic testing
- Puma
- Interlagos (Willys / Alpine)
- Hofstetter
- Monarca and other limited-run prototypes
- Tucker Carioca — replica of the prototype designed by Preston Tucker himself

B. INTERNATIONAL CLASSICS — UNIQUE PIECES

- Gräf & Stift — unique example, possibly linked to Santos Dumont
- Peugeot No. 3 of Santos Dumont — the first car brought to Brazil, in 1891
- Isotta Fraschini SpiderSport SS — once owned by Italian soprano Gabriela Besanzoni
- Isotta Fraschini 8A — Australian coachwork, to be exhibited in two versions: hybrid (biodiesel/alcohol + electric)
- Isotta Fraschini Le Mans sports car — special guest of the exhibition

BRAZILIAN DESIGN



FNM Onça



Puma GT 1500



Willys Interlagos



L'Automobile Ventura



Farus ML 929



Hofstetter



Miura Saga



Monarca



Gurgel Itaipu Electric



IMMERSIVE EXPERIENCE

Fashion & Lifestyle

- Runway shows in every edition, blending local and Brazilian culture
- Highlights: Brazilian vintage & contemporary design; Italian elegance; Parisian flair; American style; British tradition

Scenography & Atmosphere

- Retro-inspired sets with period décor, scenic installations, and immersive multimedia projections
- Thematic environments connecting each era of mobility

Heritage & Innovation

- Historical milestones: Brasília's foundation (1960), Brazil's first car races, ethanol as pioneering fuel (1930s), and the Isotta Fraschini legacy with FNM trucks
- Future vision: live demonstrations of hybrid and alternative engine technologies



CULTURE & MUSIC



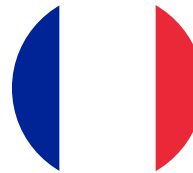
- Bossa Nova, recognized as Intangible Cultural Heritage of Humanity, as the event's soundtrack
- Live performances of Brazilian music, from the Imperial period to the creative peak of the 1960s, highlighting Brasília, Rio de Janeiro, São Paulo, and Belo Horizonte as cultural and historical hubs
- Connection with the celebrations of Dom Pedro II's Bicentennial

INTERNATIONAL EDITIONS



Italy:

- Integration of Brazilian auto design with the great Italian tradition
- Emblematic models from the 1950s and 1960s, including Alfa Romeo, Lamborghini, Lancia, and Ferrari
- Italian and Brazilian fashion shows



France:

- Inclusion of French classics with striking design
- Parisian and Brazilian fashion shows



United States:

- Integration of Brazilian auto design with American automotive tradition
- Iconic classics such as Cadillac, Ford Mustang, Chevrolet Corvette, and others
- American and Brazilian fashion shows



United Kingdom

- Integration of Brazilian auto design with British automotive tradition
- Models such as Jaguar, Aston Martin, Rolls-Royce, and Bentley
- British and Brazilian fashion shows



World Tour:

- Continuous expansion to other countries, always combining automobiles and fashion highlights of each culture, with Brazil as the narrative core

INTERNATIONAL PROJECTION & PARTNERSHIPS

Supporting institutions:



FIVA

Fédération Internationale des Véhicules Anciens



FBVA

Brazilian Federation of Historic Vehicles



AMAR

World Association of Friends of the Biosphere
Reserves (emphasis on environmental protection)

AUTO BRAZIL

[2025]

MALCOLM FOREST

SPIN-OFFS & LEGACY

- Official documentary of the exhibition
- Strong media and social media structure
- Book “*Auto Brasil Design*” by **Gautam Sen** — an international publication dedicated to Brazilian automotive design, created in partnership with the event and highlighting Brazil’s creative contribution to global car culture

Planned developments for future editions:

- Completion of the Tucker Carioca project
- Completion of the hybrid Isotta Fraschini
- Annual or biennial events, honoring Brazilian automotive design, history, and innovation

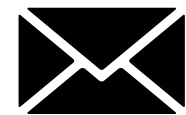


CREATED BY MALCOLM FOREST

Malcolm Forest is a Brazilian-American artist, filmmaker, musician, and automotive historian recognized for bridging culture, design, and technology. A pioneer in South America's classic-car movement, he founded the continent's first vintage-car magazine and coined the terms 'antigomobilista' [historic car enthusiast] and 'antigomobilismo' [the historic-car movement].

He serves on the Jury and Honor Council of the **FIVA Heritage Hall of Fame**, promoting the automobile as an artistic and cultural heritage icon. Founder of **AMAR – World Association of Friends of the Biosphere Reserves** (UNESCO-affiliated), and author of acclaimed symphonic and cinematic works, Forest blends innovation, history, and environmental vision in everything he creates.

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