

**RANGE ROVER UNVEILS MILAN DESIGN WEEK LANDMARK INSTALLATION IN  
COLLABORATION WITH NUOVA GROUP**

**Milan, Italy – Monday 7 April 2025:** Leading luxury brand, Range Rover, has unveiled its first landmark installation at Milan Design Week: *Futurespective: Connected Worlds*, designed in collaboration with California-based innovation design studio NUOVA, who create immersive spatial performances.

Presented at the 18th century Palazzo Belgioioso, *Futurespective: Connected Worlds* is a dynamic experience that transports visitors between two time portals. Together with Range Rover's in-house creative team, NUOVA visually narrates Range Rover's design lineage and enduring influence on modern luxury through a cinematic journey across the two distinct eras, from 1970 to 2025. A multisensory experience, the interiors include bespoke furniture and soundscapes alongside custom scents by Aeir, NUOVA's carbon negative luxury fragrance brand, all designed exclusively for Range Rover.

**Prof. Gerry McGovern OBE, Chief Creative Officer, JLR, said:** *"We are excited to be showcasing Range Rover's enduring creative legacy at Milan Design Week. 'Futurespective: Connected Worlds', immerses guests in our founding year and juxtaposes this with our vision for today, in collaboration with NUOVA. Today, Range Rover still exemplifies modernity, and we continue to evolve its distinctive silhouette, peerless design and brand ecosystem, enhancing its desirability and timelessness. Our time travel experience illustrates how we recognise our past, whilst not being harnessed by it."*

The historic Piazza Belgioioso becomes the stage for time travel with a 25 metre monolith in the centre of the Piazza, adorned with a gold Range Rover brand motif that signals the entrance for time travel. Transporting visitors back to the moment of the inaugural vehicle production, the first capsule takes inspiration from an original 1970s car dealership. At its centre, a particularly significant Classic Range Rover: the very first of the marque's pre-production vehicles built ahead of its launch in 1970, 'YVB 151H' sits within a nostalgic seventies interior. A celebration of the earliest Range Rover and the brand's roots in luxury design, the two-door pre-production car in its original Olive Green colour is staged within a wooden paneled room with rich colours and tactile textures. NUOVA has designed custom furniture pieces for the space, including an oxblood red sofa, a circular version of their Enzo table in white Carrara marble and bespoke desk chairs. Retro details—such as a fish tank, archival artifacts, and original sketches—enhance the era's ambiance. The space is bathed in a warm light from



44 bespoke beam ceiling lights, accentuating the iconic silhouettes and luxurious colours within the interior.

A multi-dimensional experience, the time spent in the first portal is an orchestrated musical performance which play through Dorothy, their chrome plated speaker in the space and is filled with Grand Rose, an incense-like fragrance that evokes the scents of the seventies with notes of old dollar bills and leather. NUOVA has created bespoke artifacts for time travel for Range Rover, alongside custom-designed furniture, outfits for the 'time travel' concierge have been designed in collaboration with LA based luxury garment atelier L'Equip, inspired by 1970s workwear and British fashion.

From here, visitors journey into the next timeframe. Representing Range Rover's contemporary vision, the second capsule is a future-looking ethereal space with a prismatic light box interior lined with vertical mirror pillars, acting as symbols for strings of time. In the centre of the space, flooded by light, is the latest fifth-generation Range Rover Autobiography, an emblem of modern luxury travel. Crafted with a Bespoke metallic green exterior finish – a tribute to its Classic predecessor – the interplay between the two cars and spaces is a symbol of the brand's informed evolution and identity. This capsule offers a moment of reflection, with ambient sounds and a custom cool scent Wet Stone filling the space.

Throughout the time travel experience, guests will be guided by hosts who embody their respective era. **Enrico Pietra and Rodrigo Caula, founders of NUOVA, said:** *"Range Rover has long been a companion to generations, seamlessly evolving through time while remaining anchored in its unmistakable identity. Our exploration of time travel isn't merely nostalgic or speculative—it's a lens through which we examine how design, innovation, and craftsmanship weave together across eras. Partnering with a brand so deeply rooted in heritage, yet constantly driven by evolution and reinvention, feels like a natural alignment."*

The installation will be open to the public from 8th - 11th April 2025 at Palazzo Belgioioso, 2, 20121 Milano.

**ENDS**



## Notes to Editors

### About Range Rover

Every Range Rover is curated to elevate our clients' lives with modernist design, connected, refined interiors and electrified performance driving unrivalled luxury. Inspired by exemplary design since 1970.

The brand encompasses Range Rover, Range Rover Sport, Range Rover Velar and Range Rover Evoque and is underpinned by Land Rover – a mark of trust built on 75 years of expertise in technology, vehicle architecture and world-leading off-road capability.

As part of our vision of modern luxury by design, every Range Rover is available as an electric hybrid.

Range Rover is one of the world's leading British luxury brands, sold in 121 countries. It belongs to the JLR house of brands together with Defender, Discovery and Jaguar.

### Important notice

Jaguar Land Rover is constantly seeking ways to improve the specification, design and production of its vehicles, parts and accessories and alterations take place continually. Whilst every effort is made to produce up-to-date literature, this document should not be regarded as an infallible guide to current specifications or availability, nor does it constitute an offer for the sale of any particular vehicle, part or accessory. All figures are manufacturer's estimates

### About NUOVA

NUOVA (acronym for New Understanding of Various Artifacts) is a research and innovation-based luxury design venture, tailoring the future with time travel. Based in Venice Beach, California — the office of NUOVA develops immersive 360-degree spatial brand experiences through material and craftsmanship-led performances within the field of industrial design. Leveraging more than a decade of experience working closely with fortune luxury brands, NUOVA is the solution for brands seeking service and expertise in industrial and interior design, creative direction, advanced material innovation, sustainability strategy, packaging and product development. In 2020, NUOVA launched Aeir, the world's first bioengineered fragrance company, winning various awards and selling out in its first year.

[NUOVA.us](https://nuova.us) | [@NUOVAGroup](https://twitter.com/NUOVAGroup)

## Further Information

### Visiting the installation:

**Address:** Palazzo Belgioioso 2, 20121, Milano

### Opening Times:

**Press Preview:** Monday 7th April, 10:00 - 15:00

**Public Opening:** Tuesday 8th April - Friday 11th April, 10:00 - 18:00

**Press Enquiries:** CAMRON | [rangerover@camronglobal.com](mailto:rangerover@camronglobal.com)

**Media website:** [www.media.landrover.com](https://www.media.landrover.com)

### Social Channels:



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