

BAKU CITY CIRCUIT OPERATIONS COMPANY REVEALS TROPHY FOR FORMULA 1 QATAR AIRWAYS AZERBAIJAN GRAND PRIX 2024



Baku, Azerbaijan, September 20, 2024 – Baku City Circuit Operations Company chose **Pininfarina**, Italian design firm, to make the official trophy for **Azerbaijan Gran Prix 2024**, capturing the essence of Azerbaijan's rich history and dynamic spirit. The trophy represents **a fusion of innovation and traditional craftsmanship**, drawing inspiration from the nation's cultural and natural heritage.

Azerbaijan, renowned as the "Land of Fire," has inspired the trophy's striking design. **The fluid shape** of the trophy and its dynamism are **a tribute to the iconic flame**, a symbol deeply rooted in Azerbaijani culture. The trophy structure is made of **two elements of different heights** that represent the continuous **dialogue between the old and the new heritage**, symbolically connecting **past and future**. The overall design features a sleek, modern style that reflects the vibrant energy of the sport and the country's legacy.

The Azerbaijan Grand Prix 2024 taking place in Baku is celebrated for its unique city circuit, which weaves through the historic old city and the vibrant new city. The trophy's design reflects this contrast with a sophisticated use of surface finishes. The central part of the trophy boasts a glossy finish, symbolizing the modern and innovative aspects of Baku's new city, while the exterior features a satin finish that pays homage to the historic charm of the old city.

The intricate pattern adorning the sides of the trophy is a clear nod to **Azerbaijan's rich cultural heritage and exceptional craftsmanship**. This pattern element used belongs to the patterns found in the samples of the "Khan Karabakh" carpets, symbolising sun, movement, eternity and magnificence and associated with motion and rotation. It showcases the country's deep-rooted expertise in decorative arts. ▶



This trophy integrates successfully cutting-edge technology and artisanal craftsmanship. Pininfarina, through Pininfarina Segno, its atelier dedicated to bespoke design creations, crafted the trophy using advanced 3D-printed aluminium. It is then meticulously hand-polished by skilled artisans, ensuring elegance and precision.

The new Azerbaijan Grand Prix trophy is more than just an award; it is a celebration of Azerbaijan's fiery spirit, cultural richness, and the thrilling the city's historic and modern elements. ▲

ABOUT AZERBAIJAN GRAND PRIX

Since its beginning, the Azerbaijan Grand Prix has brought a distinctive atmosphere and vibrant spirit to the world of Formula 1, making it far more than a city circuit. Situated in the heart of Baku, the historic capital, the Baku City Circuit has quickly captured the hearts of fans worldwide. It's not only the unique and challenging layout of the track—known for surprising even the most seasoned drivers and keeping spectators on the edge of their seats—that sets this Grand Prix apart. The true magic of the Azerbaijan GP lies in its breathtaking

surroundings. Framed by iconic ancient walls, stunning old-world architecture, and the gentle breeze of the Caspian Sea, Baku offers an experience that lingers long after the race is over. The city's colourful fusion of East and West, with its captivating contrast between tradition and modernity, creates an atmosphere unlike any other. For Formula 1 enthusiasts, the Azerbaijan Grand Prix is not only a race—it's a journey into the rich culture and timeless spirit of Baku, making it a must-see destination on the F1 calendar.

ABOUT PININFARINA

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, supreme expression of automotive styling and an established reality in industrial and experience design, architecture, nautical and mobility beyond

automotive. A group employing 600 people, offices in Italy, Germany, China and the United States and listed on the Stock Exchange since 1986. Over the course of nine decades Pininfarina has designed more than 1,300 automotive and mobility projects and more than 650 product and architecture projects, receiving more than 70 international design awards in past 10 year.

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