



VILLA D'ESTE STYLE ONE LAKE, ONE CAR

6 JUNE 2026

Villa d'Este and Lake Como celebrate the legendary Alfa Romeo 6C 2500 SS Villa d'Este at an exclusive event now in its 15th edition.

Every year, Villa d'Este dedicates an entire day to this unique and special car model, which proudly bears its name: the Alfa Romeo 6C 2500 SS Coupé Villa d'Este.



VILLA D'ESTE
LAGO DI COMO



VILLA D'ESTE

Villa d'Este, the historic residence overlooking Lake Como and a emblem of international hospitality, is a place where tradition, elegance and innovation meet naturally.



VILLA D'ESTE
LAGO DI COMO



HONORING A LEGEND, YEAR AFTER YEAR

It all began back in 1949, when at the Concorso d'Eleganza Villa d'Este, the Alfa Romeo 6C 2500 SS 3rd Series Coupé by Touring captivated everyone with its charm - an allure that remains undeniable to this day.

Between 1949 and 1952, Alfa Romeo and Carrozzeria Touring built an additional 31 units in Milan, all of which were named "Coupé Villa d'Este."

Today, fewer than 20 of them are known to still exist.



VILLA D'ESTE
CONCORSO D'ELEGANZA

UNIQUE MODELS IN AN EXCLUSIVE LOCATION

The stunning backdrop of Villa d'Este in Cernobbio will host some of the legendary Alfa Romeo cars that share its name, alongside a carefully curated selection of luxury and sports cars from the same era.

The event is a journey into the legend of Alfa Romeo - and beyond.

At its core, the program aims to promote the culture of beauty, authenticity, and elegance, values that Villa d'Este embodies both in Italy and around the world.



1950s ATMOSPHERE

In addition to the Alfa Romeo 6C 2500 SS Villa d'Este, other prestigious automobiles from the same era will be present, recreating the ambiance of Villa d'Este in the 1950s - when guests would arrive in style, driving these iconic cars to Cernobbio.

The selection will not be limited to Alfa Romeo models; luxury and high-end sports cars from the late 1940s to the 1950s will also be carefully chosen to take part in the event.



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PARTICIPATION

EVENT PROGRAM

SATURDAY, 6 JUNE 2026

10:30am: Arrival of the event participants at Villa d'Este and arrangement of the cars on the Platani Terrace

11:30am:

- Welcome speech and toast
- Presentation of the new book 'Villa d'Este Style: Automotive Art on the Lake'

1pm: Lunch at the Grill Restaurant of Villa d'Este, at the friendship tables

Ore 3pm: Event conclusion

The event will be primarily held in Italian, with dedicated opportunities for international guests to interact with owners and collectors in English.

For the entire day, the cars will be displayed in the evocative setting of the Platani Terrace, offering guests the opportunity to admire them up close in an atmosphere of refined elegance.

The program is indicative and may be modified based on weather conditions.



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PARTICIPATION FEE

The cost to take part in the event is **€ 180 per person**, which includes an aperitif and lunch at the Grill restaurant of Villa d'Este.



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