

SSC Gala comes to Shanghai with a luxurious fleet of classic cars and stunning art exhibition



London, Dec 10, 2018 (IssueWire.com) - Shanghai Super Classic (SSC), the first international car culture and art exhibition in Asia, will be held from 15th May to 16th June on the North Bund – Shanghai Port International Cruise Terminal.

The inaugural SSC will feature over 30 classic cars valued at more than \$US30 million along with stunning works from renowned local and international artists.

With the spectacular river-view location, the SSC promises to be one of the highlights of the Shanghai major events calendar.

A century of automobiles – and a glimpse of the future

The first SSC will feature an array of automobiles from 100-year-old antique cars, pre-war and post-war classic cars, limited edition models, Formula One racing cars as well as the New China period of sentiment cars, contemporary classic models and concept cars representing a glimpse of the future.

SSC is a journey down memory lane for automobile lovers. It is also a history lesson in social

development and human civilization which appreciates the beauty of classical cars in many dimensions and explores the diversified development of art, fashion, science and technology and people's lifestyle across borders.

As part of the exhibition, visitors can marvel at the Cadillac Fleetwood from Elvis Presley's 1955 collection, but also the 1931 Lincoln Model K Sport from President Franklin D. Roosevelt and the classic Aston Martin DB5 from the James Bond 007 movie series. The exhibition will also feature the first presidential car owned by the U.S. government, the award-winning Rolls-Royce Silver Soul, Mercedes-Benz 380K and HONGQI CA72 from the Oscars of the automotive industry – the Pebble Beach Concours d'Elegance. The La Ferrari hybrid supercar, meanwhile, will represent the latest in modern automotive technology, style, and performance.

The exclusive automotive display will be complimented by high-value art collections. Additionally, the film scene immersion theme of the exhibition will engage visitors with a penchant for style and elegance.

There is something for everyone, from fiery Italian passion, the classic style of British automotive excellence, the glitz of Hollywood, the memory of China in the 1980s, the bourgeoisie of Shikumen in Shanghai, in a perfect cocktail of contemporary art and famous cars.

Elegant Shanghai, Classic heritage

The long history of automobile culture originated in Europe and the United States. The world most famous Pebble Beach Concours d'Elegance is a sacred place for car worshippers the world over, while Britain's Goodwood Revival is a celebrated carnival of cars attended by young and old in period costume. Shanghai, the international metropolis, is now ready to take its place among those revered automotive events with SSC.

The theme of the first SSC Super Festival in 2019 is "Shen" – the epitome of elegant and classical heritage. The SSC will ooze class in keeping with the status of Shanghai as a world-class destination of style for global brands.

Recently, a 1970 Shanghai brand SH-760 classic car and street snaps of star guests from the Shanghai Automobile Museum opened the prelude of SSC. In 1975, Shanghai Automobile Manufacturing Factory formed the capacity to produce 5,000 cars per year, making the SH-760 the first large-scale car in China. It has become an icon as a forerunner to today's Chinese-produced automobiles.

The landmark Bund, the heart of urban life

SSC has entered into a co-operation with Shanghai Port to stage the event in 2019 at the international cruise terminal in the North Bund.

The exhibition hall facing the Huangpu River is across the river from the landmark of Shanghai city, the Oriental Pearl TV Tower and the Lujiazui Center in Pudong. It is also adjacent to the Bund World Architecture Complex in Puxi, forming the "golden triangle" of the incredible River view.

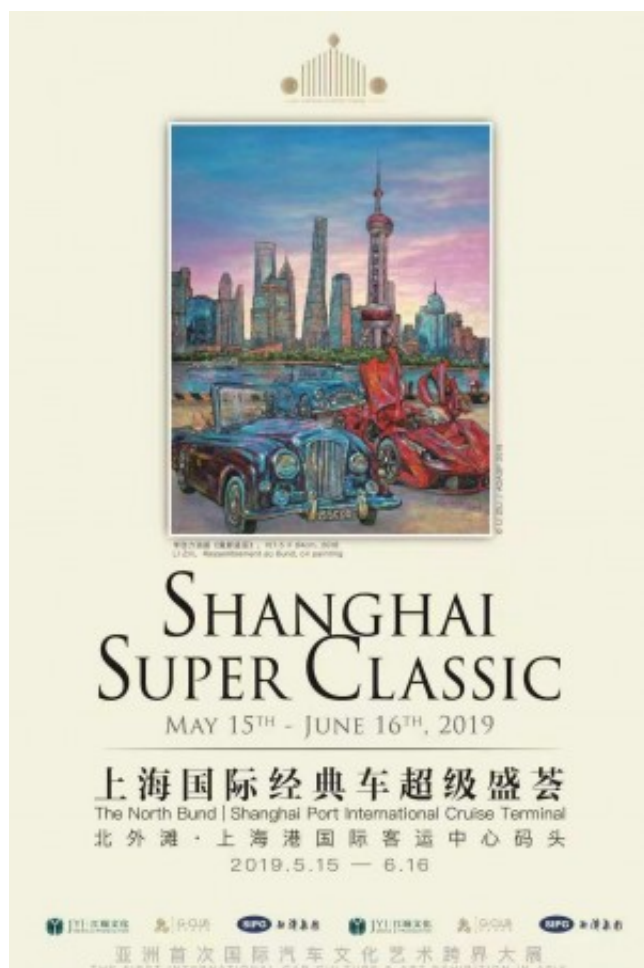
From May to June next year, SSC will be held for 32 days, spanning spring and summer. It is expected that 200,000 visitors will be able to enjoy not only the classic car artworks at the 5,000 square-meter indoor exhibitions, but also the beautiful scenery on both sides of the Huangpu River, day and night.

In addition to the eye-catching static exhibition, the music plaza, open green space and multi-function

exhibition hall attached to the exhibition will feature live performances, parties, and forums with different themes each week.

There will be a raft of month-long activities from June 1 which will embrace Children's Day, Dragon Boat Festival holiday and Father's Day.

Tickets are available from the official Wechat platform of G CLUB Club. Tickets are limited, so visitors are urged to purchase now to avoid disappointment. <https://www.247tickets.com/t/shanghai-super-classic>



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