

CLASSIC DRIVER



Jan B. Lühn opens pop-up showroom in Miami

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Marking his recent expansion to the United States, Classic Driver dealer Jan B. Lühn has opened a pop-up store for classic and competition cars at the Rudolf Budja Gallery in Miami Beach...



Back in 2015, the classic and competition car specialist Jan B. Lühn opened an innovative gallery-style pop-up showroom in Munich, helping him to connect more with collectors in southern Germany, Switzerland, and Austria. Now, having recently partnered up with the Florida-based specialist Bennett Logan in order to capitalise on the growing global market for collectable cars, he's taken the same concept to Miami Beach, setting up temporary shop at the gallery of the renowned Austrian art collector and dealer Rudolf Budja. It's no coincidence that Budja happens to be a serious car enthusiast and collector.



"I always try to do things a little differently and look to other fields for inspiration," comments Lühn. "The art market has always impressed me with its fresh concepts and ideas, and given the fact that cars are now being offered at art auctions for the first time, to open a pop-up showroom in cooperation with one of the most famous galleries in Miami made perfect sense to Bennett and me!"

In recent years, Lühn - who cut his teeth at Christie's auction house before establishing his own eponymous dealership in 2006 - has forged a particular reputation for trading modern-era endurance racing cars, particularly former Works-backed Ferrari GT cars built by Michelotto. It's of no surprise, then, that the opening party featured a Porsche 993 racecar and a Ferrari 348 GTC.

We thought the pop-up concept was novel in 2015 and our opinion has certainly not changed - we wish Lühn and Logan all the very best in bringing the ultra-significant historic cars for which the company is known to collectors across the pond.

Photos courtesy of Jan B. Lühn © 2019

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