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## **Press Release.**

Beretta, a major protagonist in the world of premium guns, is proud today to present the new “486 by Marc Newson” and the original short movie "Human Technology" by Ancarani Studio. One event tonight, in the heart of London, will unveil and celebrate these two extraordinary collaborations, driven by the constant pursuit of innovation and backed by five hundred years of manufacturing excellence.

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## **486 by Marc Newson.**

What happens when the oldest firearms company in the world offers the design of the most traditional and elegant shotgun – the side by side – to Marc Newson? A masterpiece is created.

The new 486 by Marc Newson is a respectful re-interpretation of the traditional side by side with an innovative technological solution: the wood-bridge. Thanks to this original design, the safety catch is no longer a remote mechanism on the end of the receiver, but is now seamlessly set into the high-grade walnut, almost like a bridge, creating a beautiful element of distinction.

The time honoured concept of the “rounded action” is perfectly expressed in the edgeless receiver, while the statement top lever has a unique identity created by its bold design. The engraving, made through a special high-technology laser, is a homage to Asia: the homeland of the world's most traditional game bird, the pheasant.

The 486 by Marc Newson embodies the essential characteristics of a luxury Beretta shotgun: the constant pursuit of innovation combined with five hundred years of manufacturing excellence.

To learn more: <http://486bymarcnewson.beretta.com>



## **“Human Technology” by Ancarani Studio.**

Human Technology is an artistic short movie celebrating the uniqueness and the distinction of every Beretta premium gun. This movie by Ancarani Studio, under the creative direction of Paola Manfrin, reveals through the minutia of the manufacturing process the genesis of a luxury Beretta shotgun. A poetic journey through sterile robotic rooms is blended with five centuries of Beretta’s history, culminating in the final assembly by the gunsmith, ever the wise guardian of the art of manufacturing.

A strong and emotional short film, utilising the soundtrack of Bartolomeo Sailer, who starting with the beat of the factory, creates an intense atmosphere, the music building to a climax, when the shotgun is symbolically passed into the hands of the customer.

Human Technology is a singular and symbolic movie, its cast entirely made up of Beretta workmen, thus illustrating the perfect synthesis between craftsmanship and technology.

To learn more: <http://humantechnology.beretta.com>