



Press release

**STILE ITALIANO GIOVANI 2010:
ANFIA WITH NEW CAR DESIGN TALENTS IN GENEVA
From 2nd to 14th March on display at the 80th International Geneva Motor Show
the first 20 unpublished projects of young car designers
selected by the Jury of the competition**

Geneva, 2nd March 2010 – Today, at twelve noon, the official conference press opening **Stile Italiano Giovani 2010** took place – a biennial show-event promoted and organized by ANFIA with a first intervention made by ANFIA President Eugenio Razelli, to whom followed Leonardo Fioravanti speech, ANFIA Car Coachbuilders Group Chairman. The conference press was immediately followed by the ceremony of Prize Awards for the winners of the homonymous competition.

This year, the exhibition has been hosted by the **80th International Geneva Motor Show** – where ANFIA has its own stand that will exhibit **until 14th March** the 20 best unpublished projects made by young car designers coming from all over the world, selected by the Jury of the contest. Within the programme of promotional activities organized to enhance the car design in the world, also the Piemonte Region and the Torino Chamber of Commerce have offered their sustain to the initiative.

The Prize Awards event was concluded by Leonardo Fioravanti, Chairman of ANFIA Car Coachbuilders Group and Chairman of the Jury nominated for the competition, who said what follows: *“Creative imagination, innovation, interpreting skill, love for beauty... these are all values that the young designers are able to express through the freshness and quickness of their works that Stile Italiano Giovani has always noticed and awarded. This year decision to organize the exhibition within the frame of the Geneva Motor Show, the most international exhibition existing and also most prestigious one at worldwide, has been motivated by the willingness of presenting them to an experts’ public, a reason that - this year more than ever – really belongs to the spirit of the initiative. And this enormously favors all competitors, who will benefit from this extraordinary showcase to present their own talent and ambitions”.*

Born in 1998 from the initiative of ANFIA Car Coachbuilders Group, the competition has attained this year its 7th edition and once again it has met the young non professional talents’ wish to take this opportunity with the “Italian style” of conceiving and engineering a car. By enhancing creativity, insight of these young car designers and give them some good occasion of visibility and confrontation with internationally recognized design names and labels is the very objective of the initiative. Competitors, aged 16 to 28, have been asked to freely develop whatever solutions of exterior and/or interiors of cars, under no limitation of pre-defined schemes, and chose among different makes, models and brands. This formula allows young personalities to naturally express, within any professional context or under no market obligations.

Associazione Nazionale Filiera Industria Automobilistica

The numerous projects assessed during the current edition – that has received this year the support of the President of the Italian Republic, a more distinguished award if compared to the official high patronage received as from 2004 – come from 14 different countries and 40 per cent of these works are from out of Italy (20 per cent from Russia and Eastern Europe), and this confirms the “international” vocation of the event. Born in a domestic context, Stile Italiano Giovani has progressively acquired a European dimension to arrive, in 2002, at a world level, accounting in all – from 1998 up to this date – for nearly 900 participants, a constantly growing number of young foreign designers.

The 20 short-listed projects, selected by the Jury, includes in addition to the first three works, awarded in money, two special prizes, offered respectively by the Italian specialized car magazine *Auto & Design* awarding the youngest competitor selected, and by ADI (Italian Association for Design), awarding the best project for car interiors. Lastly, as from 2006 another section has been introduced and awarded, that is the “Illustrators” category, awarding the expression skills, applied beyond the true contents of the styling proposal made; also for this section, the three most meaningful projects have been selected.

*Fore more information: ANFIA Press Office
Miriam Gangi (Ms) - m.gangi@anfia.it
telephone: +39 011 5546502
mobile phone: 338 7303167*

ANFIA

With more than 280 companies, for a total of around 130,000 workers and a turnover of around €60 billion/year, ANFIA – Italian Association of the Automotive Industry – is one of the leading Italian Trade Associations, members of CONFINDUSTRIA. ANFIA mission is to ensure effective communication between the Italian motor vehicle industry on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive universe and the vehicle traffic.

The Association is structured in nine product-based Groups, chaired by a President and governed by a Board of directors: *Motor Vehicles, Sports and Special Cars, Car Coachbuilders, Buses, Motor Caravan Manufacturers, Commercial Vehicles Coachbuilders, Components, Trailers, Tires.*

Car Coachbuilders

President: Leonardo Fiorovanti

The Group was founded in 1927. Its size, structure and importance, as well as its objectives within the bodywork/outfit sector, has progressively grown in parallel with the development of the automobile industry. The group is made of three sections, according to their major manufacturing activity:

Style & Engineering: style consulting, production of models and show-cars, engineering and model masters.

Production: complete vehicles, coachworks, assembly's parts and means of production.

Transformation: engineering and production of special light commercial vehicles, civil and military vehicles, ambulances. and armored vehicles of every type.



STILE ITALIANO GIOVANI

2010

Composition of the Jury:

President of the Jury and President of ANFIA Car Coachbuilders Group: Leonardo Fioravanti

Vice President of ANFIA Car Coachbuilders Group: Pierfranco Gavina

Auto & Design, Director: Fulvio Cinti

ADI (Delegazione Piemonte): Marco Miscioscia

I.DE.A Institute: Duilio Romano

Pininfarina: Luca Borgogno

Bertone: Daniele Cornil

The projects received come from 14 different countries: Argentina, Germany, Great Britain, India, Italy, Mexico, Czech Republic, Russia, Serbia, Slovakia, Spain, USA, Switzerland, Ukraine.

Winners:

First prize: MÖBIUS from Konstantin TARANOV, 25, Russia

Second prize: BMW Z4 CSL from Ivan SHMATOV, 21, Russia

Third prize: LANCIA ANTEA from Alessandro Daniele CAPRIOTTI, 23, Italy (Brazilian of birth)

Special prizes

AUTO & DESIGN plaque: GTe from Giovanni SAPIO, 19, Italy

ADI plaque: RENAULT AQUA from Alberto GAIANI, 27, Italy

The 20 selected Projects

In addition to the above, the following 12 projects have been selected:

<i>PROJECT</i>	<i>NAME</i>	<i>SURNAME</i>	<i>COUNTRY</i>	<i>AGE</i>
Sunny SUV	Antonio	Paglia	Italy	26
iCar	Franco	Grassi	Italy	24
Brave – Sector	Giuseppe	Bagnardi	Italy	23
Alfa Romeo Montreal	Davide	Varenna	Italy	20
B.E. (Breath energy)	Andrea	Amato	Italy	20
BMW GTM	Filip	Major	Cetzch Republic	23
Fiat Mitro	William	De Vito	Italy	26
Audi Galan	Victor	Teran	Mexico	27
Mercedes S–Hydro	Francesco	Russo	Italy	21
Honda S 3K	Luca	Bertoldi	Italy	21
Ferrari 6810 Concept	Adriano	Stellino	Italy	22
Citröen CR	Nicolò	Vitto	Italy	24

Section “Illustrators” – 3 prizes:

<i>PROJECT</i>	<i>NAME</i>	<i>SURNAME</i>	<i>COUNTRY</i>	<i>AGE</i>
Lamborghini Diestro	Alexander	Protsenko	United States (Ukraine of birth)	25
Bad Bee	Giuseppe	Campo	Italy	21
Lancia Florea	Stefano	Vezzoni	Italy	23



Motivations

1st Prize: Konstantin Taranov

A very paradigm of one of the best peculiarities of human imagination: to catch inner meanings hidden in the creativeness of another individual, far beyond the time.

A celebrated German mathematician and astronomer, Möbius, invented in the mid-nineteenth century the famous “strip” which greatly inspired Escher’s scale, in the very middle of the twentieth century.

That particular though very simple form essentially communicated a sensation of move: this is the expressive message grasped by Taranov.

A fluid movement, continuous, with no jerk or sudden slowdown or brusque accelerations.

This movement is made by an electrical engine, of which the running easiness matched with a sort of strip, working like traction or a brake. Steering is assured by the strip elasticity and also by the deformation of contact surfaces on the ground... The front door evokes the famous “Isetta”...

From a formal point of view, as rightly said the author, the external recalls both aerodynamics and stylish features of Pininfarina of the 70s (The Body Shape of Minimum Drag). On the other hand, interiors have something aesthetically and functionally in common with both seats and central control unit of “Fioravanti Sensiva” of the 90s.

Beyond all quotations made, the originality of the concept presented, its formal simplicity as well as its highly aesthetical traits, innovative for current stylish elements, make Konstantin’s dream the natural winner of Stile Italiano Giovani 2010, going hand in hand with the typical Italian characters: Creative Imagination above all.

2nd Prize: Ivan Shmatov

In such a period with a predominant use of the most wide-ranging electronic means, it is greatly interesting to notice that manual skill in design still owns a great expressive power at high quality level.



The general system is original, though slightly aesthetically complex and quite sculptured.

The fresh graphic sign and the geometric precision of perspectives are very beautiful. The stylistic study takes on value above all in proposing solutions different from the usual ones, for example in defining the well-known BMW “reinen”, strongly three-dimensional and matching various functions like air leak, exhaust system, lights and lighting devices of the back of the vehicle.

The vehicle interiors propose ergonomically correct solutions, with all characteristic meanings of the brand. Out of the habitual schemes, a hot air layer coming out of the bonnet, perhaps like something replacing the windscreen: a truly innovative element.

3rd Prize: Alessandro Daniele Capriotti

The project is focused on a really bold choice, greatly close to audacity. Today, in fact, the contents of this glorious brand seem very far from the aesthetical common sense used in car design. Some concepts like class, style and simplicity are not largely explored or appreciated, despite they own intrinsic and timeless values.

The electric motorization of the vehicle allows to imagine a “grille” like a pure sculptural element of graphic definition.

Some years ago, Lancia NEA proposed a solution with this kind of approach. In reality, last LANCIA models, motorized by an endothermic engine, own the traditional grille that is, however, nothing but a pure graphic decoration: as they are not permeable to the air, this latter is consequently sucked by proper openings situated in proximity of bumpers.

We can observe simplicity in the nicely shaped and quite meaningful front, whereas the smart lights typical of recent models of LANCIA are embedded in a natural and fluid way in the back of the vehicle: all these elements immediately suggest the most strong and valuable distinctive features of this brand.

Interiors too are particularly innovative but simple, extremely fashionable and present naturally ergonomic characteristics. The various converging and crossing surfaces create new original spaces suitable for air-conditioning, handles and handholds.



AUTO & DESIGN Prize: Giovanni Sapio

The project presented by Giovanni Sapio wants to boldly propose a “New ALFA ROMEO Family Feeling”, keeping his eyes on future, though respecting the traditional stylish elements.

The freely shaped interpretation of the front trilobo is very original, with a nicely attractive shield in which the traditional chrome bars have been replaced by a luminous diode strip evoking the famous “snake” of ALFA ROMEO logo.

ADI Prize: Alberto Gaiani

Alberto GAIANI was more capable than any other one to match, with great care and coherence, the interior design to both image and style, all elements that characterize the whole vehicle: fluid, light, comfortable and innovative in design choices made.

The vehicle interiors, with their distinguishing details of those ergonomic solutions adopted for seats, with an articulated and skilful use of different materials, and an intangible frontier between vehicle interiors and exterior, made the project harmonic and organic in its different parts.

Illustrators: Giuseppe Campo – Alexander Protsenko – Stefano Vezzoni

We wish to mention these projects for the expressive skill shown beyond the contents of the stylistic proposal.