



## ITALDESIGN

### Form and content - Yesterday, today and tomorrow

The roots of Italdesign go back to 1968, when Giorgetto Giugiaro and his partner engineer Aldo Mantovani set up a design studio that represented an innovative formula for the car industry: a company able to provide creativity, engineering, modelling, construction of pre-series prototypes, production start-up assistance and all of the support required to put a new product into production.

Italdesign's HQs, today covering a total area of over 50,000 square meters, are located in Moncalieri, in the province of Turin, and are a true campus of design and engineering, a state of the art development center.

Since the Company's first brief, indeed its first complete project of major stature – the 1971 Alfa Romeo Alfasud car model – more than 200 designs have been created over the years for more than 60 million production vehicles launched onto the market by the world's leading car makers.

Since 2010, Italdesign is part of the Volkswagen/Audi Group, called to operate transversally for all of the brands of the Group, providing services in a full and reciprocal collaboration with the Group's management. Today the company counts up to 1,000 employees working in premises in Italy and abroad. Since September 2015 Jörg Astalosch is CEO of the Company.

In the mid-1970s, the activities widely expanded also in the Industrial & Transportation Design domains as well as in the Graphics Multimedia & Communication fields, translating quality design, engineering and research into transportation solutions whatever (trains, rolling stocks, aircraft interiors, sea crafts...), articles for medium and high volume production, packaging, corporate identity and graphics with the Giugiaro Design make. Officially established in 1981 by Giorgetto Giugiaro, Giugiaro Design has steadily grown over the years and has achieved a complete know-how co-operating with small and medium-sized enterprises and large corporations. Architecture, interior design and urban design were also investigated. The projects developed by Giugiaro Design are the expression of a functional design in line with international market's trends and expectations.

*For further information about Italdesign Giugiaro:*

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