

ITALDESIGN @MILAN DESIGN WEEK WITH A WORLD PREMIERE:  
THE MODEL OF ASSO DI PICCHE IN MOVIMENTO

- MILAN DESIGN WEEK: April 16-21, 2024, Italdesign Showroom inside the Opificio 31 - Via Tortona 31 - WORLD DEBUT of the full-scale model of the coupé ASSO DI PICCHE IN MOVIMENTO

On the occasion of its 56th anniversary, Italdesign renews its participation in Milan Design Week and joins thousands of innovators, designers, and design enthusiasts by giving them a world premiere that follows the principles of the company's new design philosophy.

Asso di Picche in Movimento from digital turns physical and becomes a full-scale model to represent the fulcrum of the Italdesign showroom set up inside the Opificio 31 - via Tortona 31. A space straddling past and future, suitable to reflect Italdesign's commitment to the world of design, in a story of the evolution of over fifty years of creativity and society.

A concept celebrating the fiftieth anniversary of Italdesign's Asso di Picche prototype, presented at the Frankfurt Motor Show back in 1973, Asso di Picche in Movimento pursues its own contemporary stylistic independence.

It is an electric 2+2 coupé, 3 doors, without a central pillar, built on a next-generation platform, featuring a monolithic and seamless aerodynamic whole, able to give passengers an extremely relaxing and pleasant experience, especially at the front, where it is possible to enjoy lounge seats designed for comfort but with a technical allure.

The front and rear car lights are given the task of announcing the vehicle's design identity, via fresh interpretations of the Italdesign logo. On the front, the letter "D" from the Italdesign pictogram duplicates, splits

and flips horizontally to embrace a rectangular center module. On the rear, it is the 13 progressively distant bars of the logo, referring to the day of the company's foundation, to provide inspiration for the graphical arrangement of the taillights.

A concept of sustainable and conscious mobility, also expressed through the simplification of the technology on board the vehicle for a more 'human-centric' experience, and the choice of environmentally sustainable materials capable of evoking the pleasurable sensations of comfort and warmth.

*"This is a very important, creative and dynamic year for us – comments Joaquin Garcia, Head of Design at Italdesign – Milan Design Week is one of the most prestigious design events in the world. A unique occasion to launch a concept that is the first expression of our new design philosophy. Asso di Picche in Movimento represents our vision for many of the present-day contents discussed in the automotive and non-automotive sectors and its architecture is a narrative of the evolution of a form, that of the car, and of a company, ours, which are in continuous motion". And he concludes: "Exercises like this allow us to celebrate all our years of research and innovation and to project our heritage into the future".*

**See you in Milan, Italdesign Showroom. - Opificio 31 - April 16 - 21, 2024**

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