

INNOVATION AS A DESIGN STRATEGY

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Italian Design and STILE BERTONE is one of the few places in the world where it is still possible to develop a new vehicle, from the blank piece of paper to production, sitting round a table and putting together the services offered from fertile ground. These are services which every major European, American, Japanese or Korean automobile manufacturer can find at home, but often they come to STILE BERTONE: to find alternatives to the creativity of internal design centres, or because the development of the certain engineering phase or the construction of a certain prototype by using the services of STILE BERTONE can offer advantages in terms of both time and money, when compared to similar activities supplied by internal departments.

From all these elements emerges in its most profound meaning the extension of the roles of the Italian design houses in recent times.

What was once the delivery of stylistic proposals has become the offer of a complete service which goes from the blank piece of paper to the production of prototypes, to the supply of a complete engineering development.

In a word, the Italian design houses are becoming more “problem solving companies” than makers of sketches.

And a problem could be the complete development of a new car (Alfa GT Coupè) where Bertone did everything but production; or a construction of a concept car based on the Client's design (Hummer H3T), or a design proposal for mass production which, while searching for the right balance, it is necessary to be sensitive to the real needs of the Client who will try to reduce the Time to Market as much as possible and optimize the ratio between costs and benefit, both in the engineering as well as in the production phase.

Innovation should remain the target and strength of Italian design.

Up to now all cars have been strongly linked to the myth of speed.

And I believe that design for the future we need more:

- flexibility;
- communication;
- freedom.

The car becomes a living space very similar to that of a home.

The home becomes a car, integrating in its walled frame all the technological equipment necessary to improve the well being of the inhabitants.

Authenticity is going to become the new trend in consuming. A new consumer sensibility.

As we said, cars are related too much to the myth of speed and we have to discover how to create emotions based on other myths.

Form is extremely important in communicating new ideas and concepts.

For example in the VILLA (our most recent concept car, unveiled at the Geneva Motor Show), we focused on the architecture and on access to the interior. We thought about what happens in big hotels. You enter through very wide, sliding glass doors that open effortlessly to reveal the foyer inside.

In the end, design is the biggest added value to contemporary products, all the other prerequisites (like performance, quality, etc) are already present in all products today.

Design should touch all our senses, not only the sight: for our intimate pleasure.