

12 JULY -

**DESIGNING
DREAMS:**

25 AUGUST 2019

**FERRARI
DESIGN
TEAM**



reddot design museum



Flvio Manzone (with sunglasses) and the Ferrari Design Team with the Ferrari Monza SP1

Red Dot: Design Team of the Year

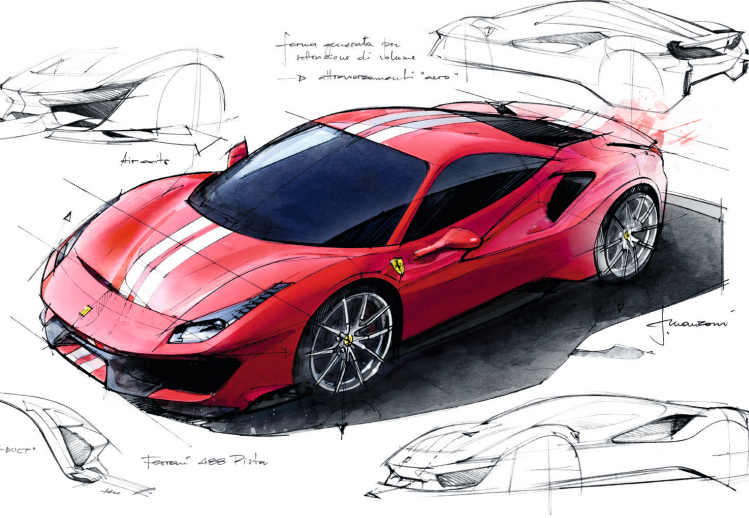
Every year since 1988, the "Red Dot: Design Team of the Year" award has been presented to a design team that has attracted attention for its outstanding overall design performance. This recognition is unique in the world and enjoys the highest reputation beyond the design scene. This year the honorary title went to Flvio Manzone and the Ferrari Design Team.



Designing Dreams: Flvio Manzone and the Ferrari Design Team

Flvio Manzone, chief designer at Ferrari, had already worked for Lancia and Seat and redefined the aesthetics of the Škoda, Bentley, Bugatti and Volkswagen brands for the VW group when he joined Ferrari in 2010. He found a small team of just five people lacking structure, tools and, above all, visions of what the future of the Ferrari brand might look like.

Until he joined the company, the vehicles were designed by external partners such as the Italian design company Pininfarina. Manzone became the first chief designer since Ferrari was founded in 1947 to build a successful in-house design team. The secret of his success?



Each Ferrari is designed to combine the latest sports car technology with an aesthetic design language and driving passion.

"The future is in the hands of those who foresee it."

This is Flavio Manzoni's credo. And with his work for Ferrari, Manzoni has repeatedly demonstrated this farsightedness. Today, he is the head of a team of over 100 designers who do not simply design cars at the design centre in Maranello, but objects of desire.

The design process takes place in close collaboration between the Ferrari Design Team and the technical and development department, because in addition to visions, technical know-how is also required: "You can only design a Ferrari if you know what's going on beneath the surface," says Manzoni, describing the interplay between technical complexity and aesthetic design.



The chief designer and his team work at times like artists on the model – the clay modelling was brought by Manzoni from Germany in 2010.

Taking matters in one's own hands

In addition to the latest technology, however, craftsmanship is still in demand. In addition to sketches and computer models, Manzoni attaches great importance to model making, the clay modelling, where scale models and full-scale models are created by digitally controlled milling machines and formed by a team of experienced artists before the finish is carefully carried out by hand.

The head of design and his team work like artists on the model in order to connect surfaces with each other, to be able to judge shapes and proportions better and to develop the models step by step.



Ferrari Monza SP2 and Ferrari Monza SP1

The Ferrari DNA

Furthermore, Ferrari does not follow the strategy of other carmakers by cultivating the brand affiliation of the models according to the ideal of family resemblance. Even if there are connecting lines to tradition, these are never drawn for stylistic reasons. When asked what makes Ferrari so special, Manzoni answers: "The Ferrari brand is based on three elements: innovation, driving thrill and beauty. They are essential for understanding. If one of these three factors is missing, it is not a Ferrari."

Each new Ferrari is supposed to express the innovation and emotion, values and philosophy of Ferrari as a matter of course. It must be a sculpture in motion that combines science and art, technology and design into something new and carries the Ferrari myth into the future.



A detailed report on the work of the design team including an interview with Flavio Manzoni can be found in the current Red Dot Design Yearbook 2019/2020.



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Opening hours

Tuesdays – Sundays & Public Holiday: 11 a.m. – 6 p.m.

Last admission: 5 p.m.

Mondays: closed (except for public holidays and during school holidays in North Rhine-Westphalia)

Fridays: pay what you want

Individual tour booking by phone

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