



Press Release

PHYGITAL WORLDS IN AUTOMOTIVE: DIGITAL WORLDS AND USER EXPERIENCE INTO THE CORE OF THE RADICAL CHANGE THAT IS CROSSING CAR DESIGN

During the live streaming webinar organized by the ANFIA Car Design & Engineering Group it was discussed how the new technologies that are running through the world of mobility represent important incentives thanks to which to make design can become a re-launch vehicle for the entire automotive industry

#PhygitalWorldsAutomotive22

Torino, April 5th 2022 - "Phygital worlds in automotive - The convergence of physical and digital design" the live webinar organized by the ANFIA Car Design & Engineering Group was held yesterday morning at the Pininfarina headquarters in Cambiano (TO). It aimed at witnessing the radical paradigm shift that is affecting the automotive industry and, consequently, also the world of car design.

Silvio Angori, President of the Car Design & Engineering Group opened the webinar:

"Physical design will continue to exist, but the transition we are talking about is digital, and more and more digital will be the world we will be living in, which will influence the way cars as products will be conceived. Car design companies are not indifferent to this change: today they have to imagine the future more than ever, also as a matter of social survival: decisions that are taken now will determine their future.

In this moment we have a historic opportunity. Italian design must abandon any kind of localist behavior in order to create a system and share competences, because transitions are also the equivalent of job creation and growth. For this reason, it would be appropriate to create, within the government, a common house of Made in Italy and Italian design, which also brings together different experiences, promoting diversity as an engine for the future. Besides breaking down the bureaucratic barriers that still exist, it is important to attract in Italy global design and engineering talents to offer something distinctive, involving in the Made in Italy the whole world".

A round table, moderated by the Editor-in-Chief of Quattroruote Gian Luca Pellegrini, followed, with the participation of Alessandra Todde - Deputy Minister of the Economic Development, who emphasized the distinctive factor of Made in Italy, which includes design, for which we are recognized worldwide, and our primacy as innovators. The new technologies that run through the world of mobility - from the digital twin to the metaverse - offer important ideas thanks to which our design can become a vehicle for relaunching the entire automotive industry. The Deputy Minister invited us to think about the radical change of approaching mobility that we are experiencing in terms of opportunities, in order to be able to look to the future in a positive way, despite the many challenges to be faced. Sustainability is becoming a capitalist issue and

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globalization is also transforming. This impacts the way we live and produce, the way the economic fabric develops. Opportunities for value creation are arising and we cannot leave them on the ground. Change becomes a stimulus to lead our country in directions in which it can be competitive. The Ministry is offering support to companies that want to convert their business model and is equally supporting the transformation of skills no longer required, with upskilling interventions.

Flavio Manzoni brought his experience as **Chief Design Officer of Ferrari**, where they always try to work in perspective and opened to the world outside, but without forgetting the Italian DNA and culture, since in our country there is a particular approach to car design, which is carried on in continuity with the past, in a coherent manner, even if with different tools. According to Manzoni, the future will not be reduced to a car "commoditization": an emotional factor will survive and will connect the man to the vehicle, as well as a desire for the fun to drive.

According to **Harry West, Professor of Industrial Design at Columbia University - former CEO of Frog Inc.**, the future will be above all made up of shared cars, therefore with a design that from time to time will have to adapt to new users. Perhaps it will no longer be so much a question of selling cars, but of selling an experience, a brand: in this sense the design of the car will give way to the search of a unique experience, which will be more digital than physical. The dominant role of the car has changed: we still need it for transportation, but the concept of the car as an identity icon is disappearing. This doesn't mean that cars will disappear, but that their role and therefore their design will change: we will transfer our identities into the cars we will use, even if only for short periods, thus focusing our experience no longer on the object but on the user.

Thomas Fellger - Founding Partner and Managing Director of Icon Group pointed out how the traditional car manufacturers need to understand that now the core of the brand is the user experience and how this, in the future, will count more and more than the car itself as a product. The design of the car is less important for the younger generations compared to the experience, in all its complexity. This latter is also based on what the brand is able to communicate and it invites us to reflect on a change in leadership, bringing to the top of companies people who are used to understanding it. The invitation is to imagine a future in which, also thanks to the competences and experience of the past, we will be able to satisfy new conditions and needs dictated by digital technology and by the new experience it determines. We can make a perfect car, but if it cannot be shaped according to the experience demand and is not future-oriented, it will not be successful.



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ANFIA - Italian Association of the Automotive Industry

Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries 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 sector. The Association is structured in three product-based Groups, each one chaired by a President. Components: motor vehicle parts and components manufacturers; Car Design & Engineering: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; Motor vehicles: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport.

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Car Design & Engineering Group

The Group includes around thirty companies, the majority of which are based in the Northwest of Italy and are active in concept design, modelling, engineering, testing as well as the design and production of special vehicles. Italian car design has always had strong roots in the North-West of the country and is a unique example of territorial concentration of the different forms of know-how that belong to the world of motor vehicles. This is a large area that has been able to invest, well before others, in the planning of systemic activities - the design of a vehicle from the blank sheet to production - thus becoming a global reference point. The group's ethos is based on the enhancement of its diversity and the complementary skills and specializations of its member companies.

The Italian automotive production chain

5,156 companies

268,300 employees (direct and indirect), 7% of the employees in the Italian manufacturing sector

92.7 billion Euros of turnover, which means 9.3% of the Italian manufacturing sector turnover and of 5.2% of the Italian GDP

76.3 billion Euros of tax levy of motorization

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