



Press Release

PHYGITAL WORLDS IN AUTOMOTIVE: A DISCUSSION AMONG EXPERTS, PROFESSIONALS AND COMPANIES ON THE CONVERGENCE OF PHYSICAL AND DIGITAL DESIGN

On Monday 4 April at 10.00 am the appointment is with the live streaming webinar organized by the ANFIA Car Design & Engineering Group to encourage the debate on the future of the sector among companies and with the institutional representatives

#PhygitalWorldsAutomotive22

Turin, March 28th 2022 - Aiming to interpret the transformation that is affecting the automotive production chain the ANFIA Car Design & Engineering Group - which brings together around thirty companies based in Italy and active in concept design, modelling, engineering, testing as well as the design and production of special vehicles - organizes on Monday, April 4 at 10.00 am the live streaming webinar "Phygital worlds in automotive - The convergence of physical and digital design".

After the "welcome speech" by **Silvio Angori**, President of the ANFIA Car Design & Engineering Group in order to further encourage the discussion and the interaction on the future of the sector among companies and with the institutional representatives **Quattroruote** magazine Director **Gian Luca Pellegrini** will moderate a round table, with the participation of **Thomas Fellger** - Founding Partner and Managing Director of **Icon Group**; **Flavio Manzoni** - Ferrari Chief Design Officer, **Alessandra Todde** - Vice Minister of the Economic Development and **Harry West** - Industrial Design Professor of Columbia University - Past CEO Frog Inc.

"Car design is now going through radical changes leading to a convergence between physical and digital layer - underlines Silvio Angori, President of ANFIA Car Design & Engineering Group. New technologies are flanking traditional ones. Therefore, we decided to create an opportunity for interaction among all the actors that directly and indirectly are an integral part of this radical transformation with a directive role. This also introduces a new approach to the associative life - our Group has celebrated in 2021, 110 years of history renewing its own brand identity, with a new naming and a new logo - which must become the extended home for all those who work in the world of design and of engineering, a home from which to look to the future with great positivity".

Associazione Nazionale Filiera Industria Automobilistica

Sedi: 10128 Torino - Corso Galileo Ferraris, 61 - Telefono +39 011 5546511 - E-mail: anfia@anfia.it -
00144 Roma - Viale Pasteur, 10 - Telefono +39 06 54221493 (4) - E-mail: anfia.roma@anfia.it
C.F. 80084590019
www.anfia.it



For more information: ANFIA Press Office
Miriam Gangi - m.gangi@anfia.it
Ph. +39 011 5546502
Mob. +39 338 7303167

ANFIA - Italian Association of the Automotive Industry - is one of the leading Italian Trade Associations. 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 and 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.

www.anfia.it/it/

twitter.com/ANFIA_it

www.linkedin.com/company/anfia-it/

The Automotive Production Chain in Italy

5,156 companies

268,300 employees (direct and indirect), more than 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

Associazione Nazionale Filiera Industria Automobilistica

Sedi: 10128 Torino - Corso Galileo Ferraris, 61 - Telefono +39 011 5546511 - E-mail: anfia@anfia.it -

00144 Roma - Viale Pasteur, 10 - Telefono +39 06 54221493 (4) - E-mail: anfia.roma@anfia.it

C.F. 80084590019

www.anfia.it