
1992 - 2022 Italdesign Barcelona celebrating thirty + next years of commitment

Moncalieri, Dec. 20, 2022

Diseño Industrial Italdesign SA, renamed Italdesign Barcelona in April 2010, was set up in Barcelona, Spain, in 1992 with a small number of professionals to daily interact and collaborate real time with SEAT for the provision of a wide range of services. They were concentrated on engineering development at first, and over the years gradually widened to include the construction of models and prototypes, as well as feasibility studies and some creative programs.

After thirty years, Italdesign Barcelona keeps being an agile, flexible and efficient reality of more than 100 professionals working in a plant of 4.000 m2. It maintains its key role in supporting all its established customers in their current and future projects, but the company's commitment is **to push the boundaries of innovation, to further improve the quality of its output and to extend its service portfolio beyond the automotive and rolling stock industries, working in new fields such as UX/HMI, and new mobility solutions. Its main aim is to continue being a valuable asset for the brands and players** that have entrusted it with important projects, and for the new customers ready to check the company's capabilities.

Italdesign Barcelona's team has built a solid reputation year after year, by defining its distinctive and strong customer-oriented approach with competitive advantages, **on the basis of a highly valuable heritage, the application of innovative technologies and the constant expansion of the offer to customers.**

*"Looking at the past, I personally feel very proud – states **Daniel Agullo, Italdesign Barcelona General Manager** – My eyes do light up when I am talking about what we have done, but light up even more when I talk about the present and the future. To stay competitive, make the best use of our resources and think out of the box, we have made the decision to invest on the setting up of a Virtual Reality Center inhouse. By combining together virtual reality, augmented reality and very simple, 1:1 physical mock-ups, we can generate a strong sense of reality and offer our customers virtual validation activities. At the same time, we can give them the possibility to enjoy a really drastic reduction of their projects' development times and costs, since we can change the model directly in the virtual environment before moving on to production. And this contributes towards environmental sustainability too. Our company keeps growing in terms of capital, people, technology, clients and also in terms of projects we are asked to develop. I am thinking about the much-needed development of a mindset for sustainability and tomorrow's smart mobility: I believe our expertise and experience can play a role in future scenarios".*

The years of Seat Ibiza, Toledo, Cordoba and Cordoba SX Coupé production models represent the past, but **Italdesign Spanish subsidiary keeps ensuring continuity and works even more effectively with SEAT.** A collaboration for which the Spanish house had conferred in 1999 the "Formel Q Suppliers Award" to acknowledge Italdesign Barcelona as the best supplier in terms of

price, quality, services and innovation, confirming its excellent creative and technical skills, and for the contribution to the design development accomplished over the years.

CAF, Spanish company dealing with the construction of rolling stock for railways and urban transport systems in many European countries, as well as in USA, Africa and Asia, was and still is another of the company's established clients. Twenty years ago, the metropolitan line of Roma Capital was the first result of this highly valuable collaboration. The work done by Italdesign Barcelona regarded in particular the styling of the interiors of the metro units. **Today, thanks to the Virtual Reality Center available at the company's plant, a flexible validation and developing tool for train driver desks and passenger's areas can be provided, as well as train access from stations.**

Early 2000s, the **Chinese market offered interesting opportunities of business growth, and the company worked on a considerable number of projects in terms of feasibility studies, styling proposals, engineering development and construction of models.** Among others, the FAW Jiefang J7 truck. The experience with Chinese customers has been treasured and today can be taken advantage of as in September this year a new subsidiary was opened in Shanghai, Italdesign China. **José Navarro, who has been steering the Design Department of Italdesign Barcelona for the last twenty years, has been named Head of Design of the Chinese subsidiary to coordinate a local design team and close follow up the Chinese design projects of Italdesign. Synergies and future actions will be activated.**

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