
Italdesign 2024
Two world premieres between Milan and Beijing
following the footsteps of Marco Polo:
Asso di Picche in Movimento and Quintessenza®

- **MILANO DESIGN WEEK 2024: world debut of the physical model of the ASSO DI PICCHE IN MOVIMENTO coupé (Ace of Spades in Motion). April 15-21, 2024, Italdesign Showroom inside the Opificio 31 at Via Tortona 31 in Milan**
- **AUTO CHINA 2024 NCIEC: world debut of the show car Quintessenza®. April 25 – May 4, 2024, Area: W1-W, booth W1-W05**

Moncalieri, February 26, 2024

In the year of its **56th anniversary**, **Italdesign is presenting two world premieres**, ready to be revealed at two prestigious events that are exceptional platforms for sharing with international audiences.

Through a process of creativity and development and with the company's deep commitment in terms of innovation, research and resources, this Italdesign exhibition project is divided into **two important and symbolic stages that, in this year that marks the 700th anniversary of the death of Marco Polo and 770 years from his birth, take us back to the very depth of the relationship between East and West and to one of the most famous journeys in history.**

The Italdesign team will join thousands of innovators, designers and design enthusiasts attending **Milan Design Week**. The **Italdesign showroom, located inside the Opificio 31 complex at Via Tortona 31**, in Milan, will be a **space** that bridges past and future, **a fitting place for reflecting on the company's commitment to the world of design in a narrative of the evolution of 50 years of creativity and society.**

Asso di Picche in Movimento will be the fulcrum of the exhibition because, having left behind its digital guise, **the concept car will don the physicality of a full-scale model**, treating attendees to a world premiere.

See you in Milan, from April 15 to 21, 2024, Opificio 31, Italdesign Showroom.

Italdesign's journey will continue with its second stop in the heart of China. In Beijing, during **AUTO CHINA 2024** held at the **NCIEC from April 25 to May 4**, the **Italdesign stand W1-W05 in the Area W1-W**, will host the world debut of **Quintessenza®** (meaning Quintessence), a high-end concept, with an eye-catching design, great functionality, and state-of-the-art features.

“This is a very important creative and dynamic year for us, a year for building. The effort required for the launch of these two projects has been considerable,”** remarked **Joaquin Garcia, Head of Design at Italdesign.** “After *Climb-E*, which was a resounding success at the CES in Las Vegas and on the world tour that took place in 2023, **we focused on strictly automotive projects that follow the principles of our new design philosophy. For Milan Design Week**, which is one of the most prestigious design events worldwide,” Garcia continued, **“we wanted to give physical form to the Asso di Picche in Movimento concept that originated only in digital form. To us, its architecture becomes a narrative of the evolution of a form in motion, the motion of the automobile, but which is also that of our own organization, which is constantly transforming. On the other hand, for the Beijing Auto China**, one of the most important motor shows in the world, in the year of the Dragon, **we drew inspiration from the four elements of Matter, Earth, Water, Air and Fire, and the fifth constituent element that to us is the Human Being: Quintessenza means to be precisely the fusion of all five elements, and it is sure to captivate the media and everyone attending the event.”

See you in Beijing, from April 25 to May 4, 2024, New China International Exhibition Center Tianzhu, Beijing (New CIEC) Area: W1-W, Italdesign stand W1-W05

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