



Press Release

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## Italdesign for Piemonte meets China – Torino Automotive Design Award

### The concepts behind the Logo and the Trophy

Moncalieri, July 16, 2025

At the heart of the collaboration between Piedmont's manufacturing tradition and the Chinese automotive industry lies the **international award *Piemonte meets China – Torino Automotive Design Award***, a project that celebrates the value of automotive design as a tool for intercultural dialogue. The initiative is promoted by the China Design Center (CDC Milan), an institution dedicated to fostering collaboration and cultural exchange between China and Italy in the field of design.

**Piedmont, with its historic Vehicle Valley**, is a global reference point for its design and manufacturing capabilities in the automotive sector. This expertise makes Turin the ideal location to host an award that places creativity, innovation, and cultural cross-pollination at the center of automotive design.

"The logo and trophy of the award," comments **Massimo Borrelli, Senior Industrial Designer at Italdesign**, "are the result of a reflection on three key elements: the Piedmont region, China, and the language of automotive design." He continues: "The logo is conceived as a closed form, inscribed

within a precise geometry, with taut curves and radii that strongly evoke automotive aesthetics, also reminiscent of a test track, suggesting movement, precision, and innovation. It is a defined shape yet crossed by two continuous lines representing the synergy between two worlds: Piedmont's car-making expertise and China's growing centrality in the global landscape, with its technologically advanced and increasingly design-focused products."

While subtly suggesting the initials "P" for Piemonte and "C" for China, the logo has no fixed orientation. "It can be rotated, read as an embrace, a gesture of openness and circularity; it is a symbol that unites, encompasses, and tells a story of shared vision," Borrelli adds.

The trophy is born as an extrusion of the logo, its three-dimensional projection. It is a vertical construction designed to be held, with a tapered shape that facilitates grip and introduces ergonomic thinking, making it come alive in the act of awarding. The widened base ensures stability, suggests a sense of grounding, and gives it a strong stage presence, "as if a beam of light were illuminating it from above, expanding its luminous cone downward," Borrelli concludes.

The placement of the award name along the body of the trophy was a collective decision shared among the project partners: to avoid an additional base that would interrupt the verticality and sleekness of the design. The metal nameplate, intended for engraving the award category, is slightly detached from the main body, becoming an integral part of the object, adding depth as well as formal rigor and clarity.

The chosen materials tell an intriguing story of contrasting harmonies: carbon fiber, a symbol of technology and performance, is combined with cinnabar lacquer, evoking Chinese artisanal tradition and giving the trophy an aura of preciousness and solemnity.

This combination expresses the meeting of innovation and tradition, craftsmanship and avant-garde.

The result? More than a prize. A symbol.

The award ceremony will take place on **September 26** and will be part of the **Torino Auto Show**, scheduled from **September 26 to 28, 2025**.

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