



Press Release

Italdesign joins the key players at Salone Auto Torino and Festival Car:

Exploring the past, interpreting the present, and anticipating
the future of mobility.

- “The future is shaped like what we have learnt from our past. That, before being past, it was also future. It’s a continuous and generative motion which takes time to be understood.” *Italdesign's Manifesto*

Moncalieri, September 22, 2025

Torino and Revigliasco are ready to welcome Italdesign and its exhibition project:

a fluid and consistent narrative, a space-time continuum where the past is not nostalgia but foundation, and the future is not utopia but a concrete project.

The exhibition brings together historic models and advanced concepts, city cars and pop icons, contemporary visions and evolving ideas in a dialogue that follows a continuous design line begun in 1968.

-Fiat Panda 4x4 Strip, Daewoo Matiz D'arts, and Up! Azzurra Sailing Team express a vision of urban mobility that combines compactness, functional design, and sustainable thinking.

-Lotus Esprit Turbo JPS and DMC 12 DeLorean are two vehicles that have shaped the collective imagination and the history of automotive design, helping to consolidate Italdesign's reputation on the international stage.

-Vad.HO, Bugatti 18/3 Chiron, and Quintessenza embody the company's futuristic vision and the evolution of its design philosophy, offering radical solutions, paying homage to tradition, and anticipating trends and innovations.

-WheeM-i and Avathor One tell the story of a concept that has evolved into a valuable reality with strong social impact, opening a new chapter in sustainable and inclusive mobility.

-Italdesign Automobili Speciali Zerouno is an icon of exclusivity and customization, blending craftsmanship, performance, and Italdesign's industrial vision. It stands as a manifesto of the company's technical and stylistic expertise; a meeting point between hypercar aesthetics and road homologation.

-Rapida, a project born from the collaboration between students of the IED Master in Transportation Design and Italdesign, is a generational manifesto whose essence lies in the desire for "accessible sportiness."

"For us at Italdesign, the past is living material to be transformed. In every project, we seek out open-ended challenges and carry them forward, with respect, with careful attention to the context we live in, which is increasingly global, integrated, and intercultural, but also with a strong drive toward what does not yet exist," comments Joaquin Garcia, Head of Design at Italdesign.

Joaquin Garcia, after serving as a jury member for the *Piemonte Meets China – Turin Automotive Design Award (TADA)*, for which Italdesign designed the logo and trophy, will also be part of the jury for the *Concours d'Elegance Festival Car* in Revigliasco, dedicated to classic cars, a celebration of the historical heritage of the automobile and its aesthetic expression.

Italdesign's exhibition space at the Turin Auto Show will be located in the Giardini Reali, while in Revigliasco it will be set up in Piazza Amerigo Sagna.

Images available at <https://www.italdesign.it/en/media-center/>

Italdesign
Press Office
pr@italdesign.it



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Italdesign Giugiaro S.p.A.

Registered office

via San Quintino, 28 Torino, Italy

Headquarters

Via Achille Grandi, 21/25 Moncalieri (TO), Italy