



Singen (Germany), April 21, 2023

The MAC Museum Art & Cars in Singen (Germany) dedicates an exhibition to the work and career of Giorgetto and Fabrizio Giugiaro.

GIORGETTO & FABRIZIO GIUGIARO – MASTERPIECES OF STYLE shows a selection of iconic products and cars, designed in the last sixty years by two of the most important Italian designers: a fruitful relationship that united father and son, an art workshop that became a family business and then a company and led to the birth of one of the most recognized brands in the world.

The automobile evokes impressions and meanings that go far beyond the everyday utility of a mechanical means of transport: from the very beginning it has been synonymous with mobility and speed. It thus embodies technology and progress, but also style and the profound originality of the culture that gave birth to it.

Similarly, industrial and product design applies the same basic principles to objects and architecture that people deal with on a daily basis, reasoning about the relationship between form, function and use, without ever neglecting the concept of style and beauty.

On display are some of the most representative models of Giorgetto and Fabrizio Giugiaro career, such as the 1963 Testudo, the 1966 De Tomaso Mangusta, the 1991 BMW Nazca M12 and the 2002 Alfa Romeo Brera, but ample space is also given to more recent production under the GFG Style brand, which has seen Giorgetto and Fabrizio very active in the creation of full-electric concept cars, Hyper SUVs, such as the Kangaroo and the Desert Raid, but also open cars such as the Dora, and finally luxury sedans such as the Sibylla.

Next to the cars objects of various kinds find space, which well tell the variety and richness of their creativity: the Logica 591 sewing machine produced by Necchi, the Elica armchair by Cinova, the Sony Wena 3 watch, the Phybra sideboard produced by Laura Meroni, the Spyder desk, to end with two very different objects that seal this multiplicity of interests and branches and that also tell the story of Giugiaro Architettura's actual role in shaping urban space and the way we use it. On the one hand we have the model of the bridge for the city of Garessio, Giorgetto Giugiaro's birthplace, and on the other the recently unveiled electric charging stations designed for the A2A company.



The exhibition, opened to the public on Saturday 22 April at the MAC Museum Art & Cars in Singen (Germany), in the presence of both Fabrizio and Giorgetto, "aims to pay tribute to two artists who never cease to challenge conventions and amaze the public," as the curator Emmanuel Bacquet puts it, who adds how "although modern production methods and industrialization, which arose after World War II, put an end to the season of individual designers, there is someone who has managed to impose his name discreetly but increasingly solidly and enduringly: Giugiaro."

But it was not only an opportunity to relive the past. Fabrizio Giugiaro wanted to anticipate the next steps: "Laffite Automobili turned to GFG Style to design and develop five new electric hypercars that will be presented at the Formula 1 Grand Prix in Miami, which will be held the first weekend in May".

GFG Style

GFG Style was born in 2015 from the extraordinary experience in the field of car design of its founders, Giorgetto and Fabrizio Giugiaro. Giorgetto is known all over the world as one of the most successful designers in automotive history. Fabrizio has been active in car design, industrial design and the planning and development of car interiors and exteriors for public and private clients for over 30 years. They have been directly responsible for creating over 300 standard production models and more than 200 research prototypes for numerous different manufacturers.

<https://www.gfgstyle.it/media.html>

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