

**THE DOCUFILM "GIUGIARO. DISEGNANDO IL FUTURO"
AT THE ADI DESIGN MUSEUM COMPASSO D'ORO IN MILAN**

“GIUGIARO. Disegnando il futuro” is the title of the docufilm dedicated to Giorgetto Giugiaro that was premiered at the ADI Design Museum Compasso d'Oro in Milan on Wednesday, October 18.

The event, realized thanks to the support of ADI Piemonte/Valle D'Aosta, featured a screening of the documentary in the presence of Giugiaro himself, authors and producers, and the top management of RAI Documentary Department, which co-produced the audiovisual, with director Fabrizio Zappi.

The 56-minute work is written by Riccardo Mazza and directed by Marco Speroni, authors with many years of experience in television and film, and produced by Silvio Ricci for SIRI Video.

“Giugiaro. Disegnando il futuro” is a journey around the nature and method of a designer who set the standard because he did not shut himself up in an ivory tower, but set out to travel the world feeding on art and life. The authors interviewed family, friends, critics and journalists who told the story of who Giugiaro is, even beyond his professional achievements.

You will also hear Giorgetto himself tell his story and describe the cars he is most fond of: from Panda and Golf to cars now considered icons of motoring such as the Chevrolet Corvaire Testudo, the DeLorean DMC-12, the Alfa Romeo GT Junior or the more recent GFG Sibylla.

He can be seen painting a triptych of three 5-by-4-meter canvases for the church in his hometown of Garessio, or climbing his mountains riding a trial motorcycle, to provoke that pinch of adrenaline that helps keep you young and active.

And if there is one person, at 85 years of age, who can say he is still young, curious and above all active that is Giorgetto Giugiaro, who together with his son Fabrizio continues to experiment with innovative aesthetic and technological solutions in different areas of design: from architectural planning and industrial design with **Giugiaro Architettura**, to the automotive commitment of the advanced style center **GFG Style**, to the rail transport sector with **GFG Rail**.

The first official airing is scheduled for **Friday, November 3, at 4 p.m. on RAI Tre**. The documentary will then be viewable on the **RAI Play** platform and abroad through **RAI Italia**.

GFG Style

GFG Style is a styling consultancy established in 2015 from the extraordinary creative experience in the field of car design of Giorgetto Giugiaro, known and celebrated as one of the most successful designers in the history of the automobile, and his son Fabrizio, who has been active in the field of automotive design and architecture for more than 30 years. Together they have designed and developed more than 200 prototypes and more than 300 models that have gone into production for numerous automakers.

Giugiaro Architettura

Giugiaro Architettura has been involved in architectural and urban design, interior design, boat design and product design since 2003. Collaboration with leading national and international firms underlines Giugiaro Architettura's ambition to develop projects all over the world. This natural vocation has led the firm to confront the most significant issues of the contemporary scenario and to work with the aim of conquering new frontiers of design, thanks to Fabrizio and Giorgetto Giugiaro's experience and familiarity with industrial production processes.

GFG Rail

A brand of Giugiaro Architettura, GFG Rail is a company totally dedicated to design services within the rolling stock industry. Based on the experience and expertise of its founders and creative leaders, Giorgetto and Fabrizio Giugiaro, GFG Rail takes part in major public mobility projects worldwide, being able to follow the development of new vehicles from the preliminary research stage to the realization of full-size physical models.

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