

DEEPLY EMOTIONAL

A REAL MOTORS DESIGN APPROACH

Presentation by Matteo Bassei at IAAD.,
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about REAL MOTORS

Real motors is an Automotive Design, Engineering and Manufacturing Collective.

We Bring Concept Electric Vehicles to the Market.



A CREATIVE PROCESS

Vehicle design is what sets Real Motors apart. Our "electric analogue" concept draws inspiration from the past. A truly timeless design does not follow the latest trends or try to be controversial. We don't predict what future looks like. We simply design a vehicle that stands the test of time.



ENGINEERING

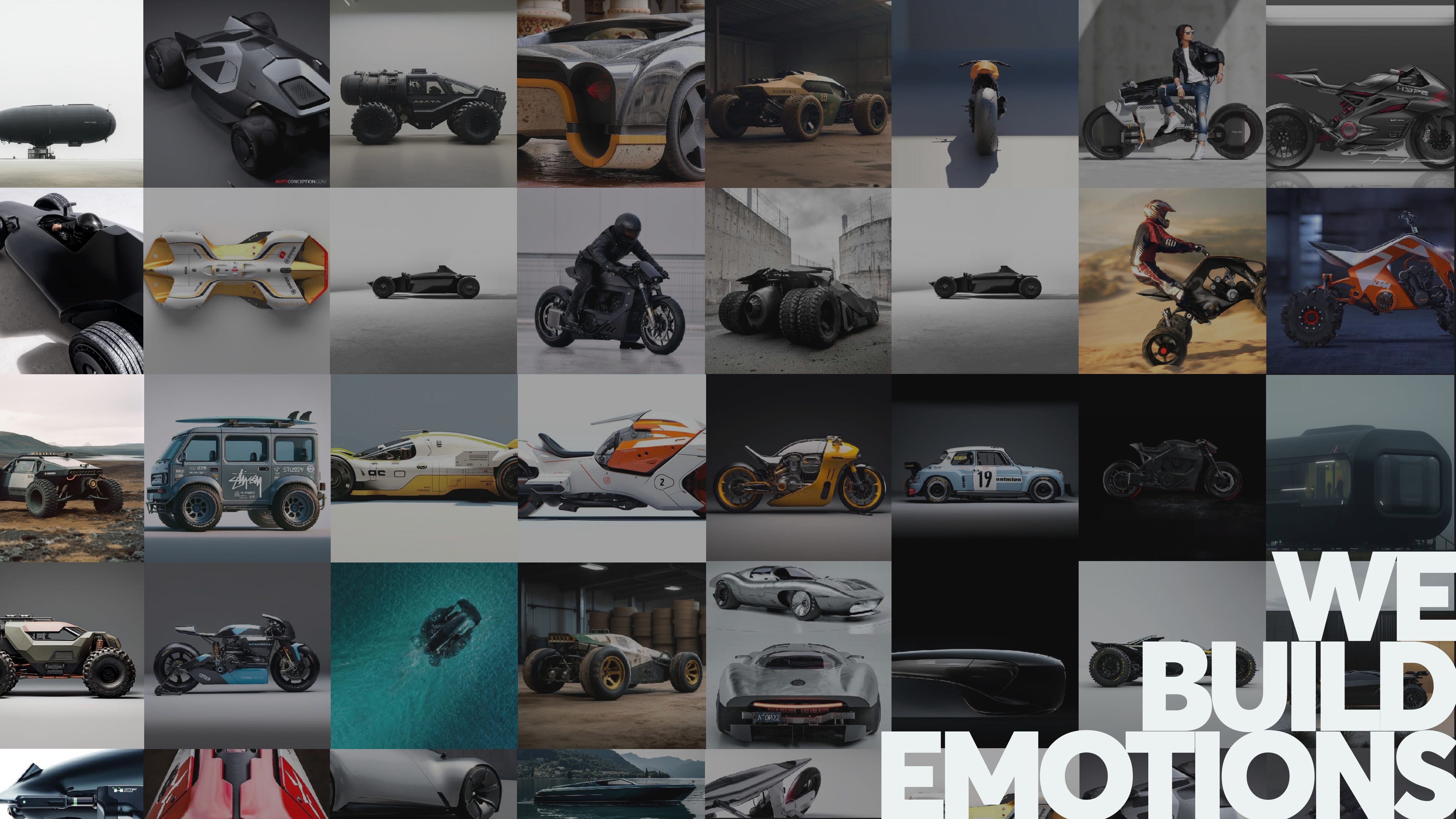
At Real Motors, engineers and designers are one. We believe technology and engineering are powerful together with transformative products that capture the imagination of our customers. We use design to enhance the engineering and we use tech to enable the magic. We do not have to make compromises.

As a result, we go through our engineering development process with a fraction of the time and cost (usually 1/10th of a comparable project). We pioneer the tried and true methodology of empowering individuals with creativity and decision making.

We employ a robust engineering process. Our projects go through 3 major prototyping phases before entering product endurance testing and pilot production. The Gate system approach ensures project progress is on schedule and cost.

The underpinnings of our products as electric vehicles are our advance development of the electric powertrains. We are domain experts in the next generation tech that propels the mobility sector.

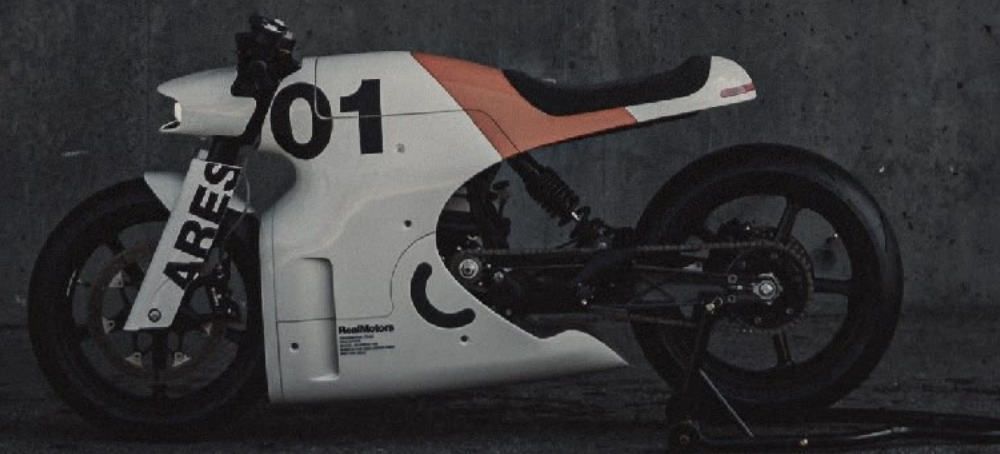




WE
BUILD
EMOTIONS

PROJECT : ARES

a case study



We created our first product, PROJECT : ARES, with the design philosophy



1. DESIGN THE EMOTION

At the heart of this design philosophy is the imperative to design the emotion—this is the **goal**. Emotion is the fundamental reason why anything matters to a human being. It's the spark that creates connection, the memory that lingers, the force that moves people to action. Before anything is built, shaped, or even imagined, this philosophy begins by asking: *What should this make someone feel?* By targeting emotion first, the design aspires to resonate deeply, becoming not just functional or beautiful, but meaningful.

2. DESIGN THE EXPERIENCE

Designing the experience is the **path**—how people journey through a space, story, or system. It is the choreography of time, interaction, and context. In this philosophy, the experience is the bridge between intangible feeling and tangible form. Every detail—pacing, flow, transition, tension and release—is crafted to evoke and sustain the emotional intention. The experience must be intentional, immersive, and coherent to successfully carry the user toward the designed emotional state.

3. DESIGN THE PRODUCT

The product is the **tool**—it is the final, material form that delivers the experience and channels the intended emotion. It's where emotion and experience become physical: a surface you can touch, a sound you can hear, a behavior you can anticipate. But in this framework, the product is not the destination—it is the means. A product is successful not because of what it is, but because of what it enables: a feeling, a journey, a human truth. Designing the product is essential, but it only has value when aligned with the emotional and experiential purpose behind it.



the CURIOSITY about the FUTURE.

The magnetic pull toward what lies ahead, unknown yet full of promise. It taps into our deepest emotional desire to explore, to question, to imagine, and to push beyond the ordinary. Rather than offering answers, Ares poses beautiful questions in motion—vehicles and objects that feel like glimpses of a tomorrow not yet arrived, yet strangely familiar.

Project: Ares draws people into a sense of collective wonder, inspiring them to move forward—not just physically, but philosophically—toward a world that doesn't yet exist, but could.



it is CONTEXTUAL.

It is not just a product, it's a statement.

Its meaning isn't fixed; it evolves with the user, the environment, and the culture around it. It's not about specs alone, but about the moments it enables—cutting through city noise at dawn, pulling up to a hidden café, sparking conversation in a quiet parking lot. The bike becomes a reflection of intention, personality, and place. It exists not in isolation, but in dialogue with its surroundings, amplifying the experience of motion and turning every ride into something more than transportation—into memory, connection, and self-expression.





LESS IS MORE.

Few people truly understand what it really means—what lies behind this principle. Rooted in the Bauhaus tradition, it's not about austerity or minimalism for its own sake, but about clarity, intention, and purpose. At REAL MOTORS, we believe it means removing the noise so that life can speak louder. We don't want people to experience the design—we want them to experience their life, their journey, the feeling that the product enables. It's about leaving space - space for interpretation, for emotion, for presence. The less we impose, the more it becomes theirs.

REAL MOTORS DESIGN s.r.l.
REAL MOTORS

