



Giorgio Mezzitelli



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WELCOME

I hope you are going
you enjoy to browsing
through some of my major
design works

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STEAMPUNK PROJECT

LIVE PROJECT

MINOR PROJECT

MICHELIN CHALLENGE

ALFA ROMEO VEEMENZA

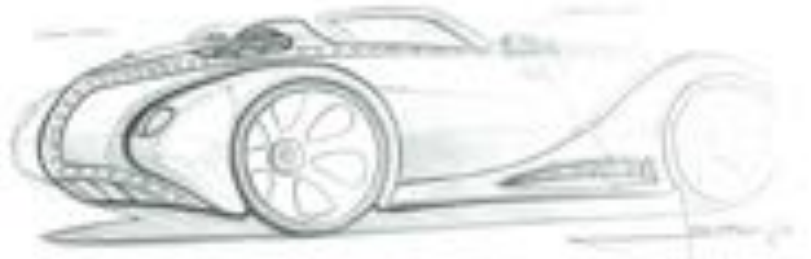
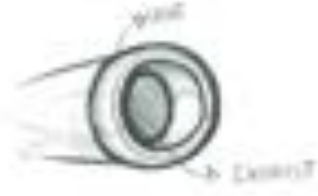
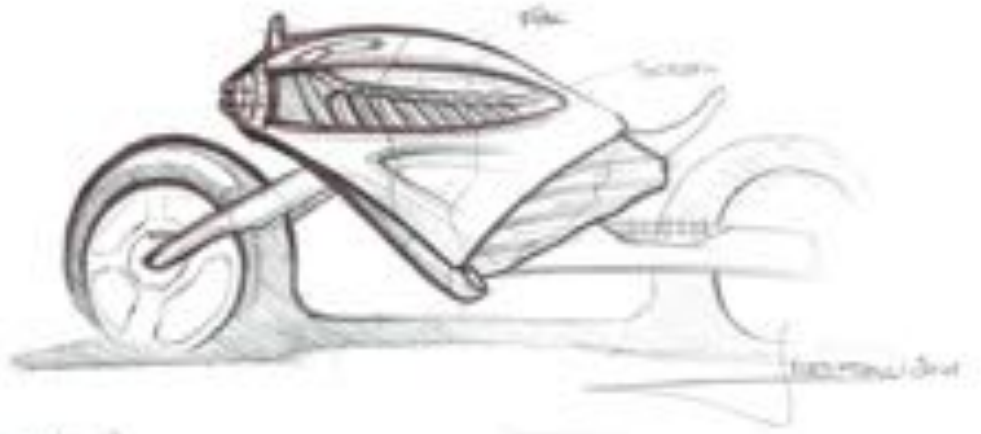
OTHER WORKS

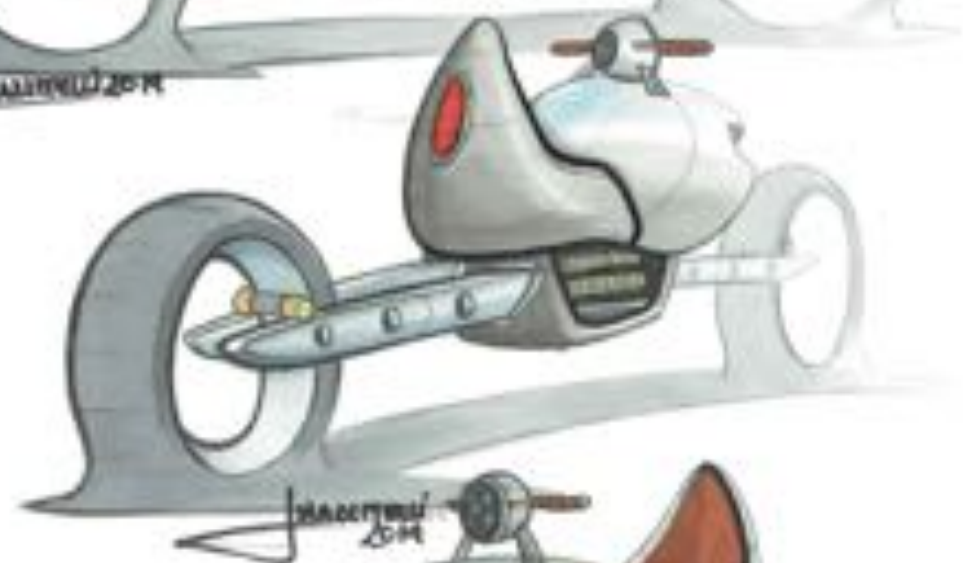
STEAMPUNK PROJECT

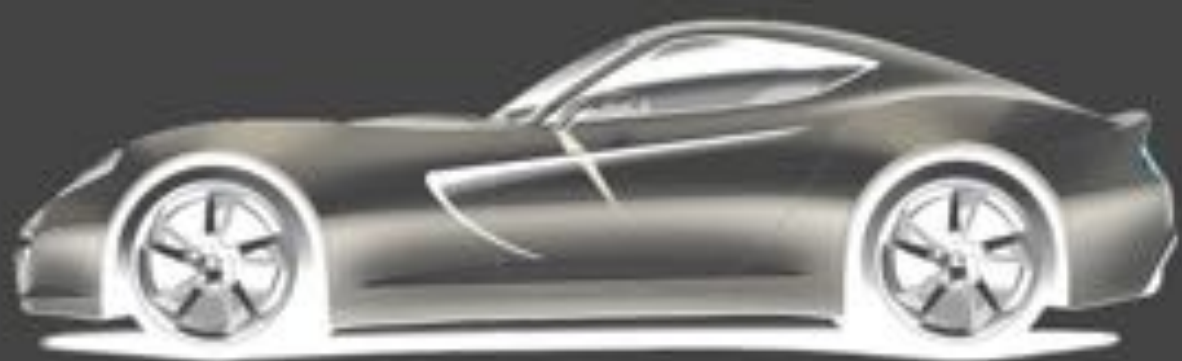


Design a vehicle which aesthetic must be inspired by Steampunk trend/culture









LIVE PROJECT



AGGRESSIVE BEAUTY



PREDATOR



MINIMAL DESIGN



ERGONOMICS



HIGH PERFORMANCE



During my second year I worked on a design group project for an english automotive brand (covered by Non-disclosure agreement)



WHEEL DESIGN MODEL

A

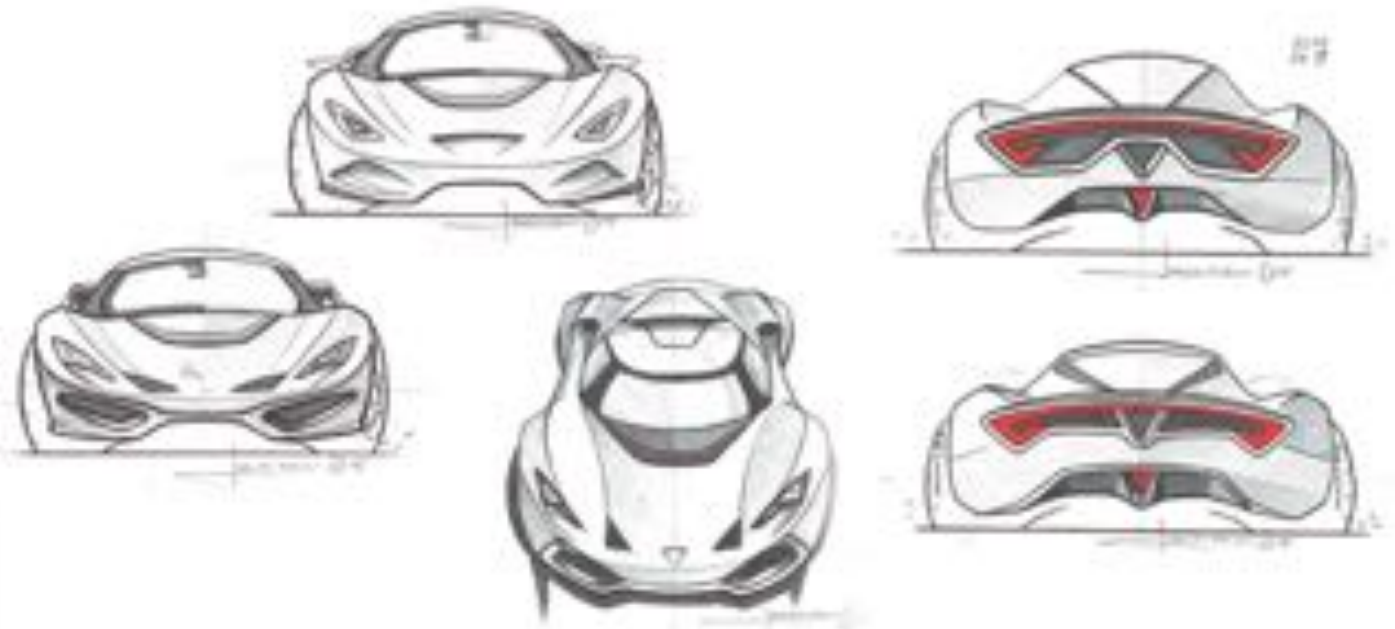
CLASSES

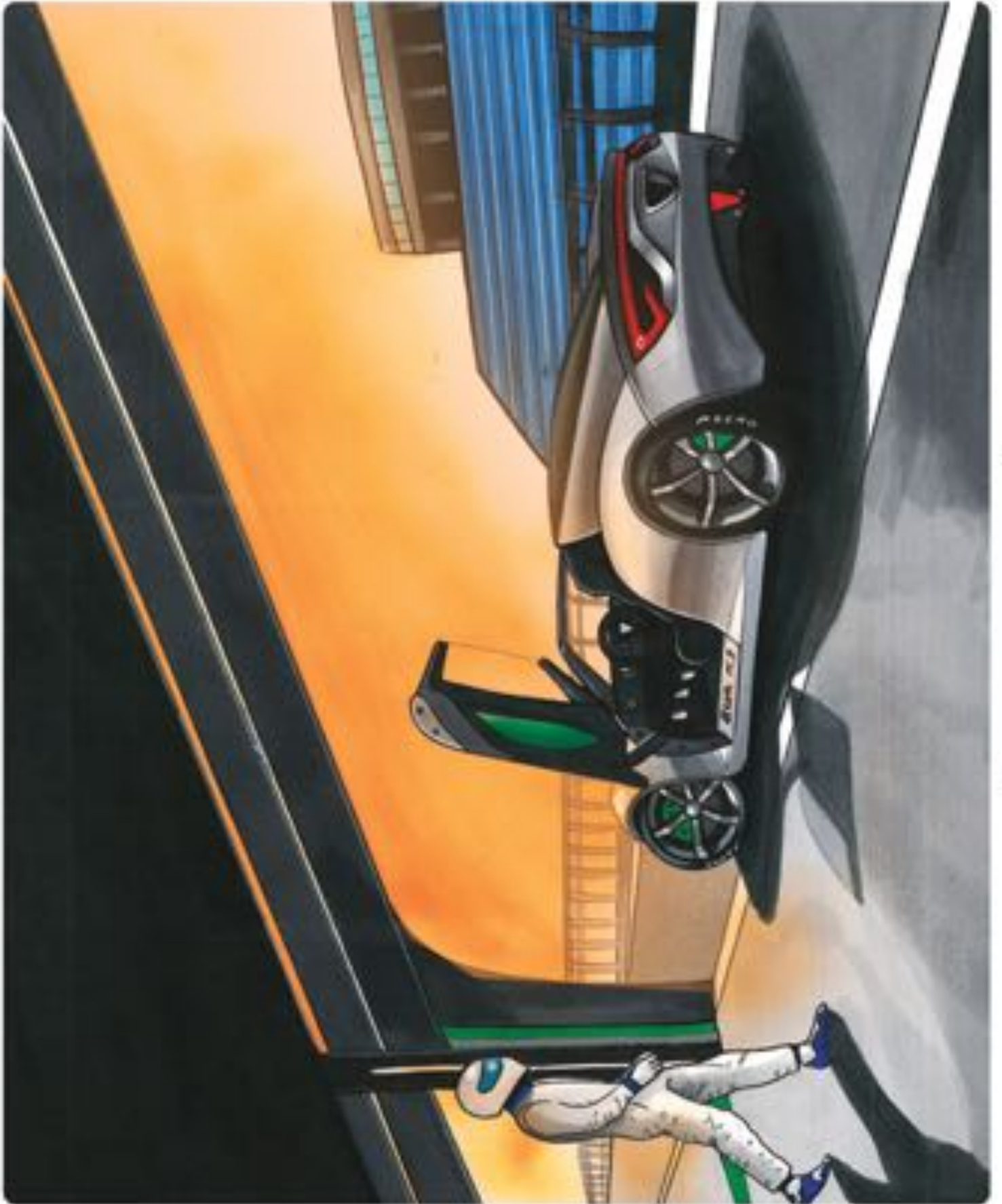




LIVE PROJECT

V6 MID-ENGINE







MINOR PROJECT

YOUNG DESIGNER AWARD



SMART TEXTILES

SHAPE MEMORY AND OLED INTO TEXTILE



3D PRINTED CHASSIS

EXTENSIBLE AND TRADITIONAL CHASSIS



3D PRINTED BODY PANELS

PLASTIC-WOOD-FIBERGLASS-ALUMINIUM



SELF-DRIVING VEHICLE

LUXURY COMFORT AMBIENCE



FUTURE TECHNOLOGIES AND MATERIALS

OLED AND GRAPHENE

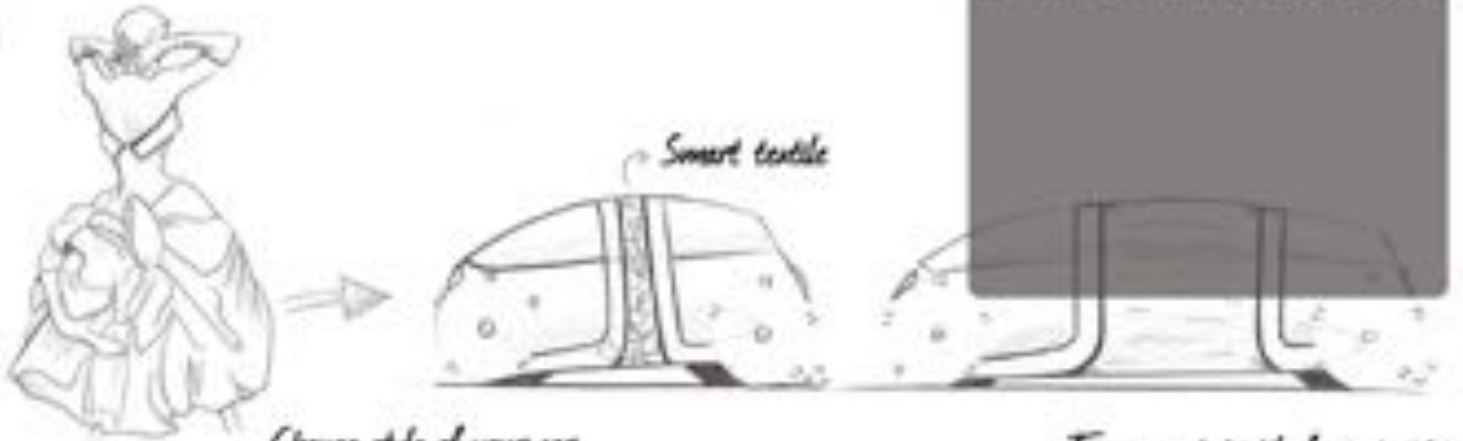




THE BRIEF

Design modern cars, even in the upper range, in a « fashion » way of seeing things would be closer to ready-made clothing than Haute Couture. Global growth of very high end and luxury markets could open new opportunities to extreme personalization of car bodies, far beyond simply a color choice.

INITIAL KEY SKETCH



Change style of your car



Stretch car



Red carpet elegant exit

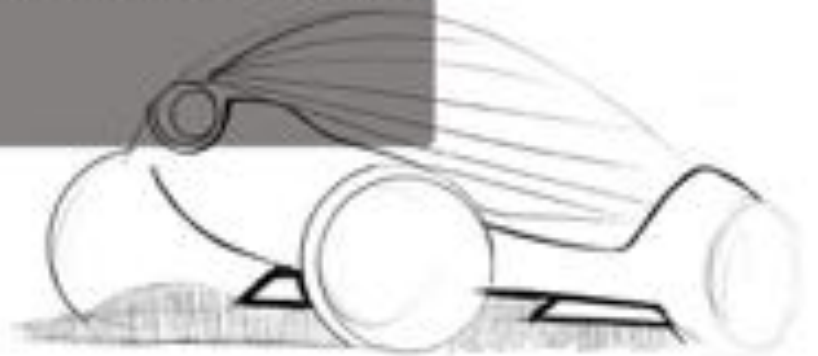
Fabric car body part



Rotate to open



TEXTILE SHELL CAR



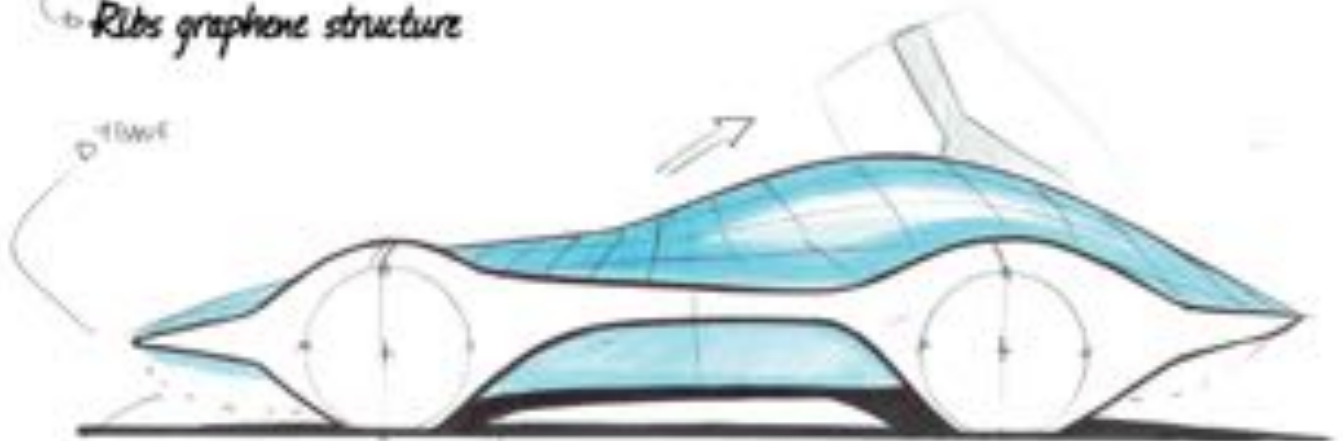
Light and turn system incorporate



TEXTILE TOTAL BODY KEY SKETCH



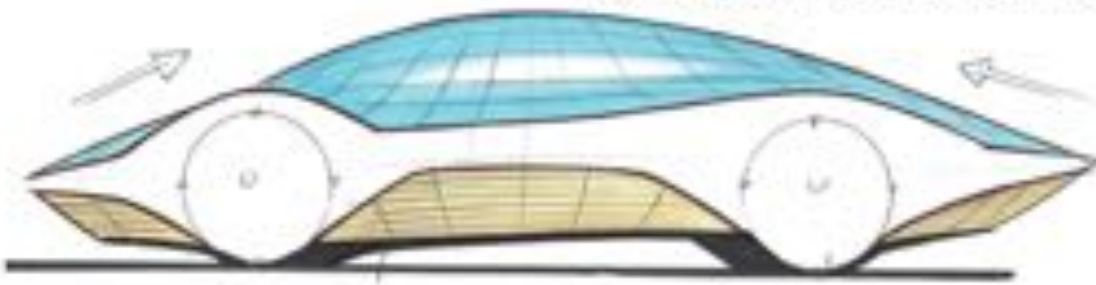
Ribs graphene structure



Velero side?
apply your style

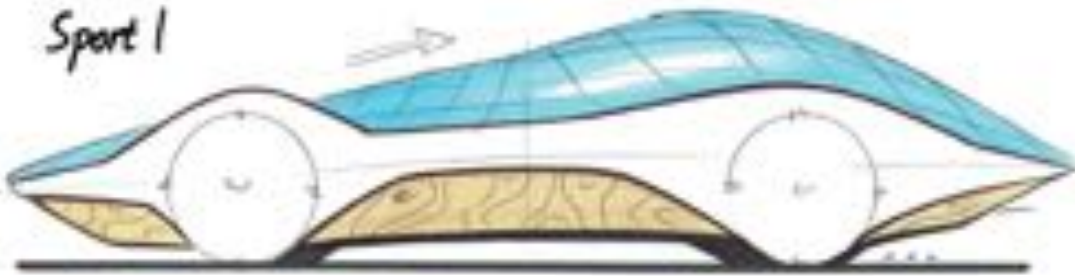
Soloon

EXCHANGEABLE BODY STRUCTURE



Haute
couture
inspiration
WOOD, STEEL, BRICK

Sport 1



Sport 2

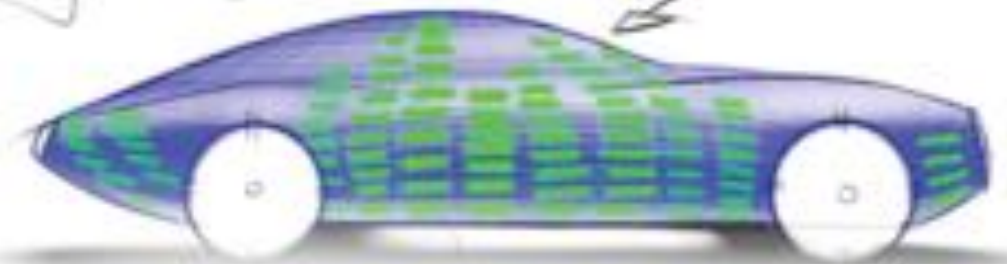


OLED + TEXTILE BODY



TURN ON:
CHOOSE YOUR GRAPHIC!

Giorgio Mazzitelli 2015





Exchangeable body part: wood, plastic, aluminum

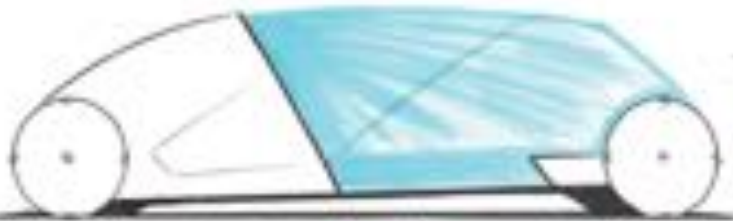
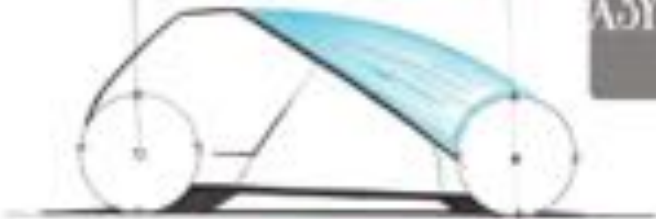


Different insert inside windows: material & texture

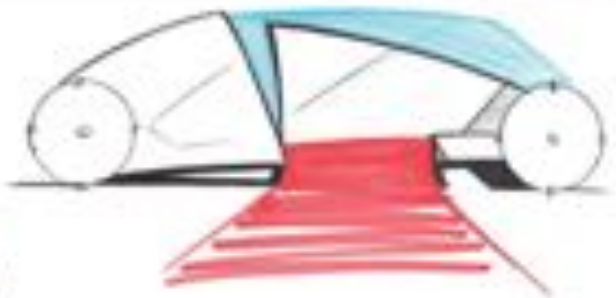


Asymmetric simplicity

ASYMMETRIC TENSION



Side panels sculpted by reflection of the other side



Stretch textile wheel arch cover

Transparent plastic panels



EXTENSIVE CAR



alternative panels with wheel arch cover



Self Drive system



3 LAYER



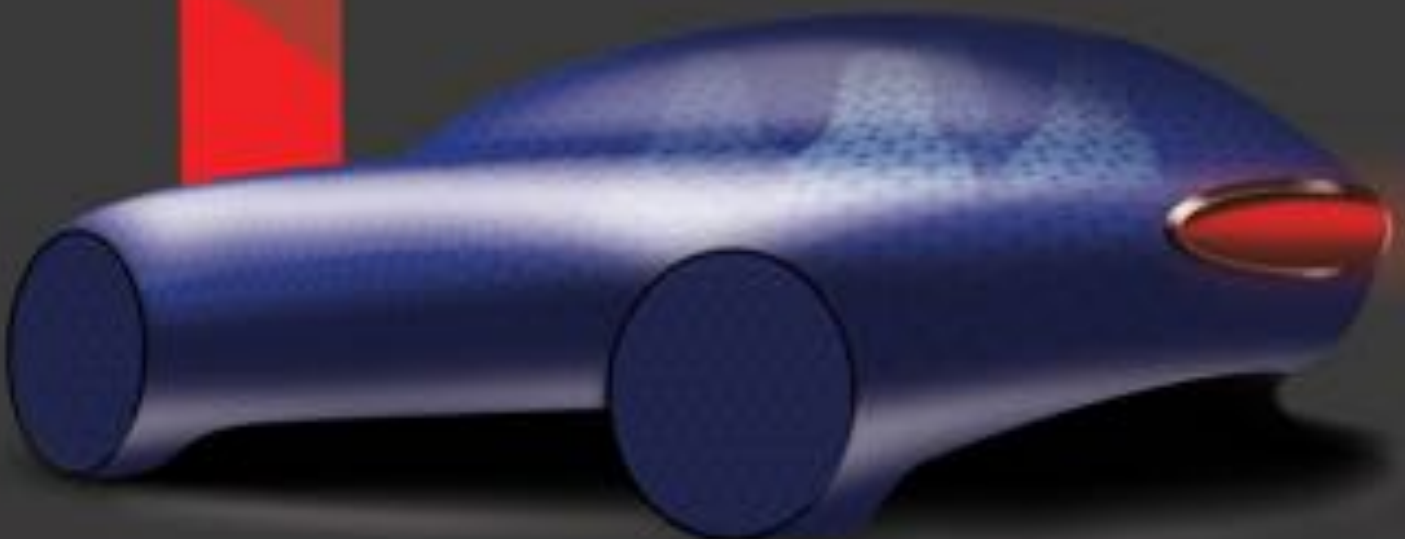
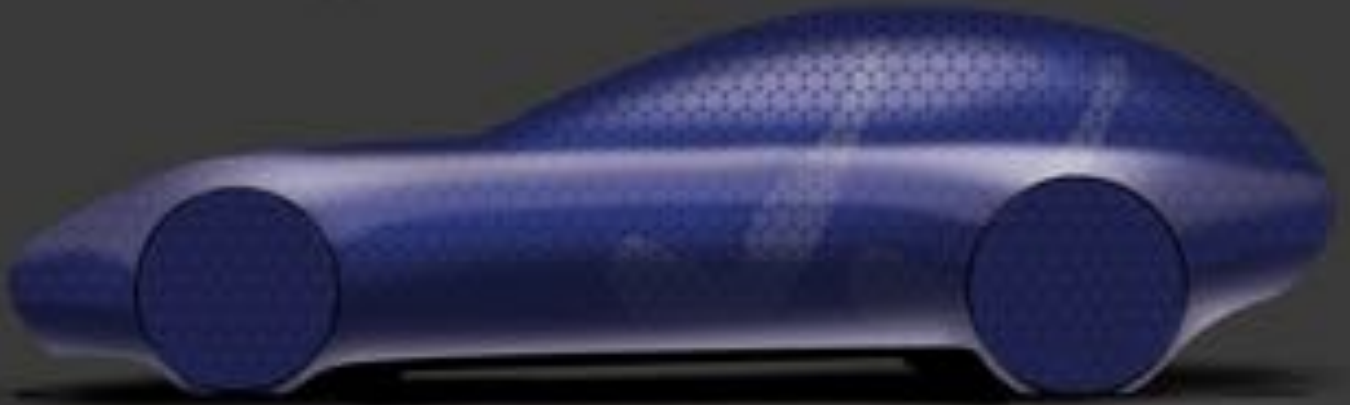
FELT



OLED

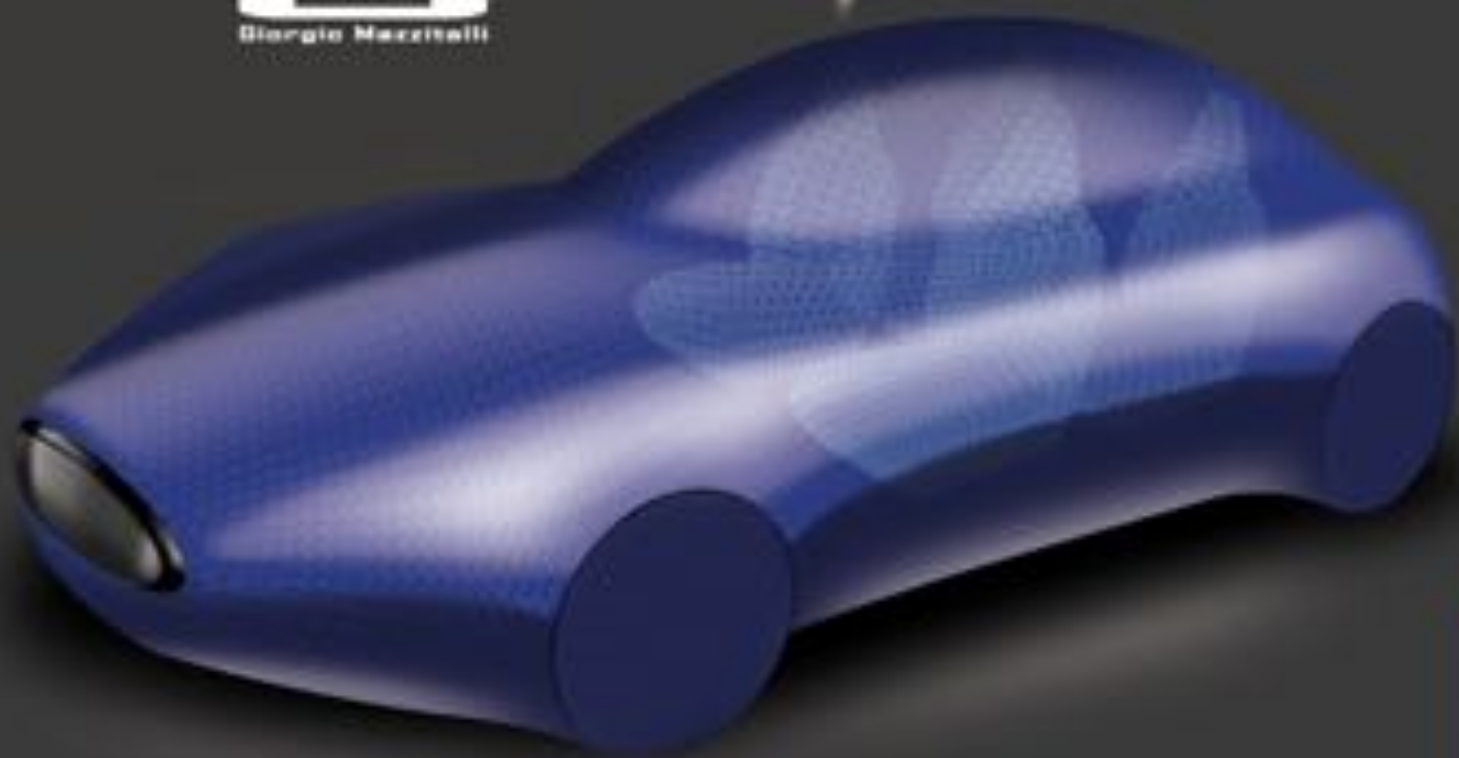


GRAPHENE

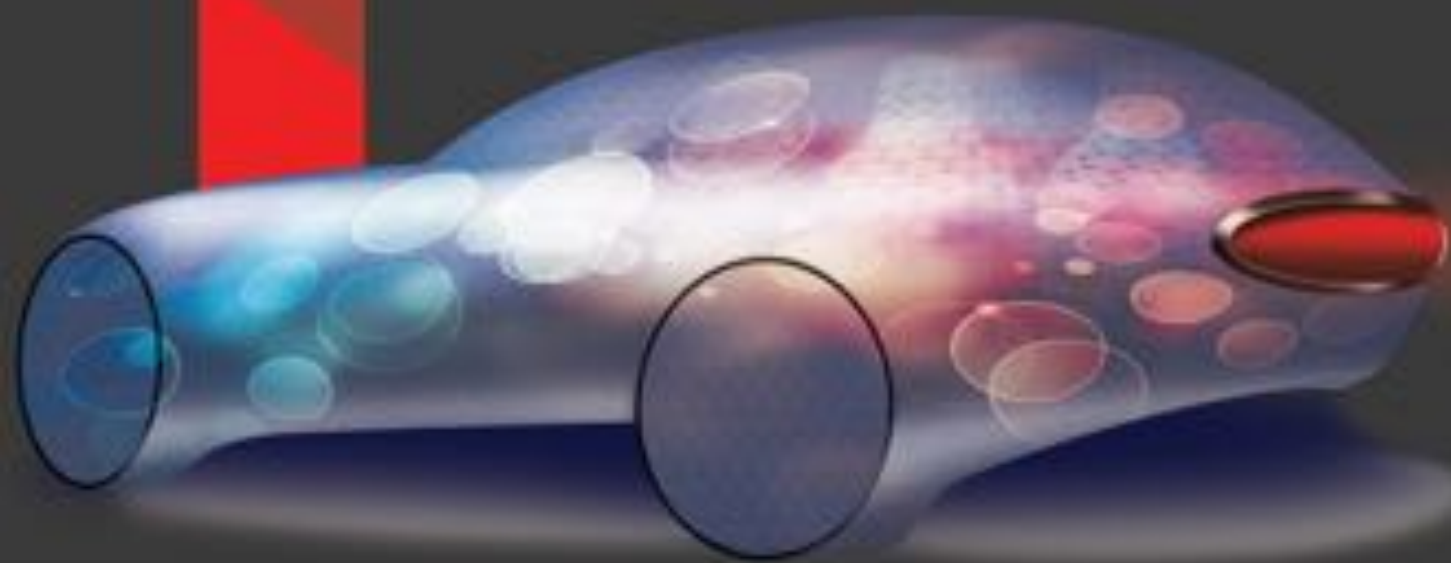


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TRASPARENT



ON





24
LE MANS

2030



MICHELIN DESIGN CHALLENGE



La meccanica delle emozioni



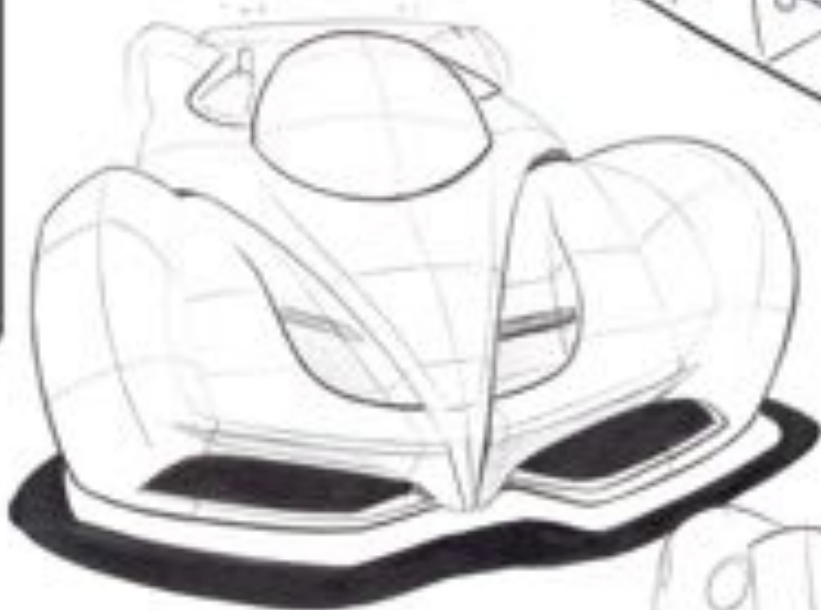


MICHELIN DESIGN CHALLENGE

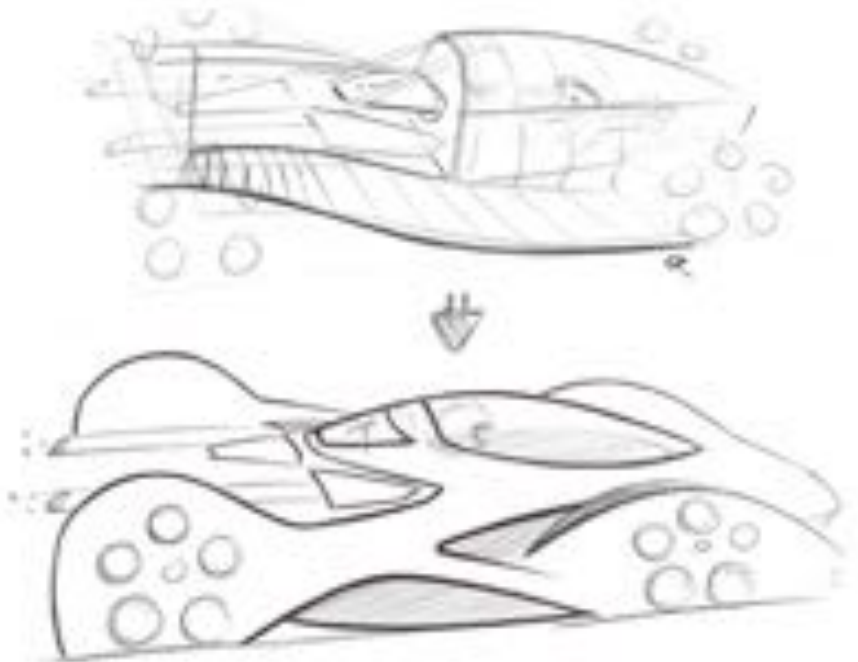
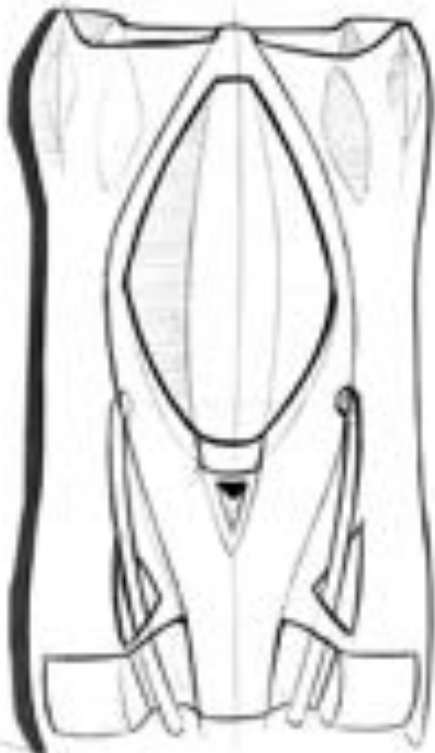
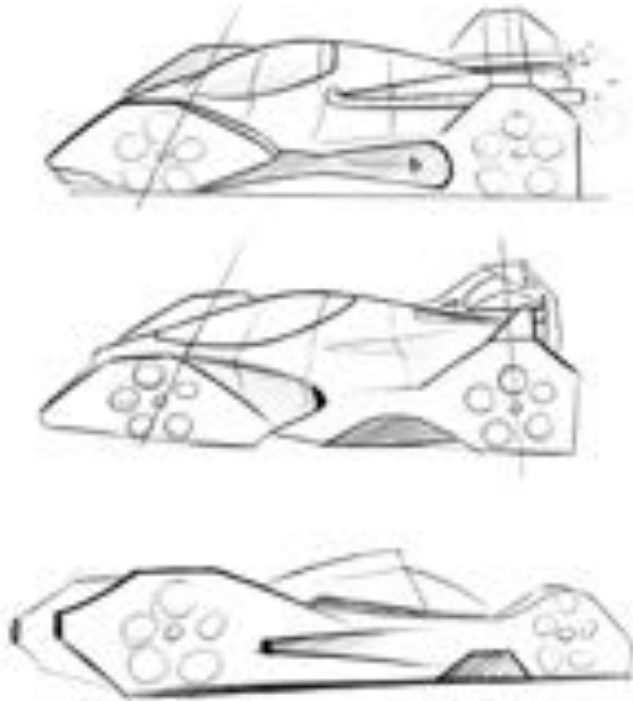
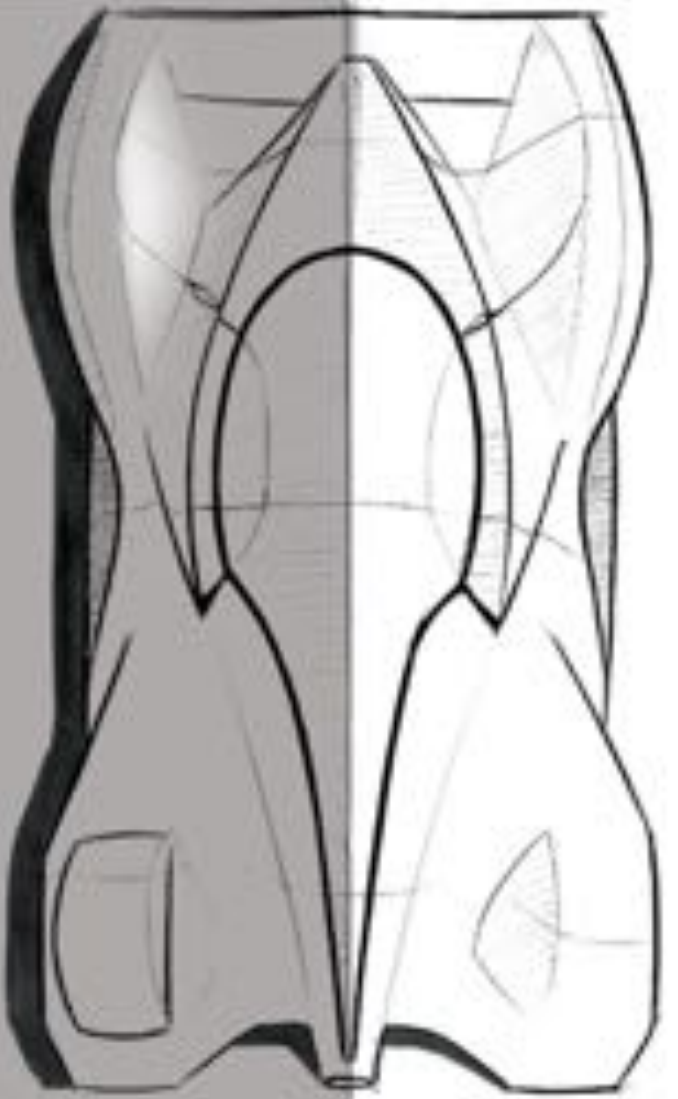
Le Mans 2030: Design for the Win - invites you to create a breakthrough race car to win the Le Mans 24 Hours in the year 2030. Entrants are encouraged to utilize future-looking technologies, innovations, and pioneering problem solving skills to design a car that reinforces the premium brand image of a company that is either famous for its historical successes, or ready to elevate its brand through a Le Mans 24 Hours win.



DRAMMATIC PROPORTION

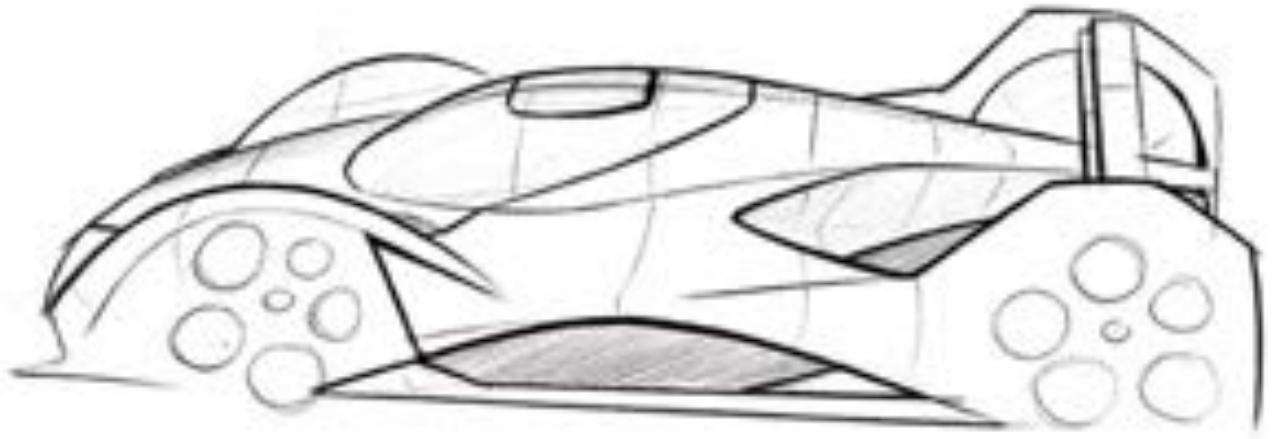


STUDY A NATURAL "SKIN" FOR THE CHASSIS

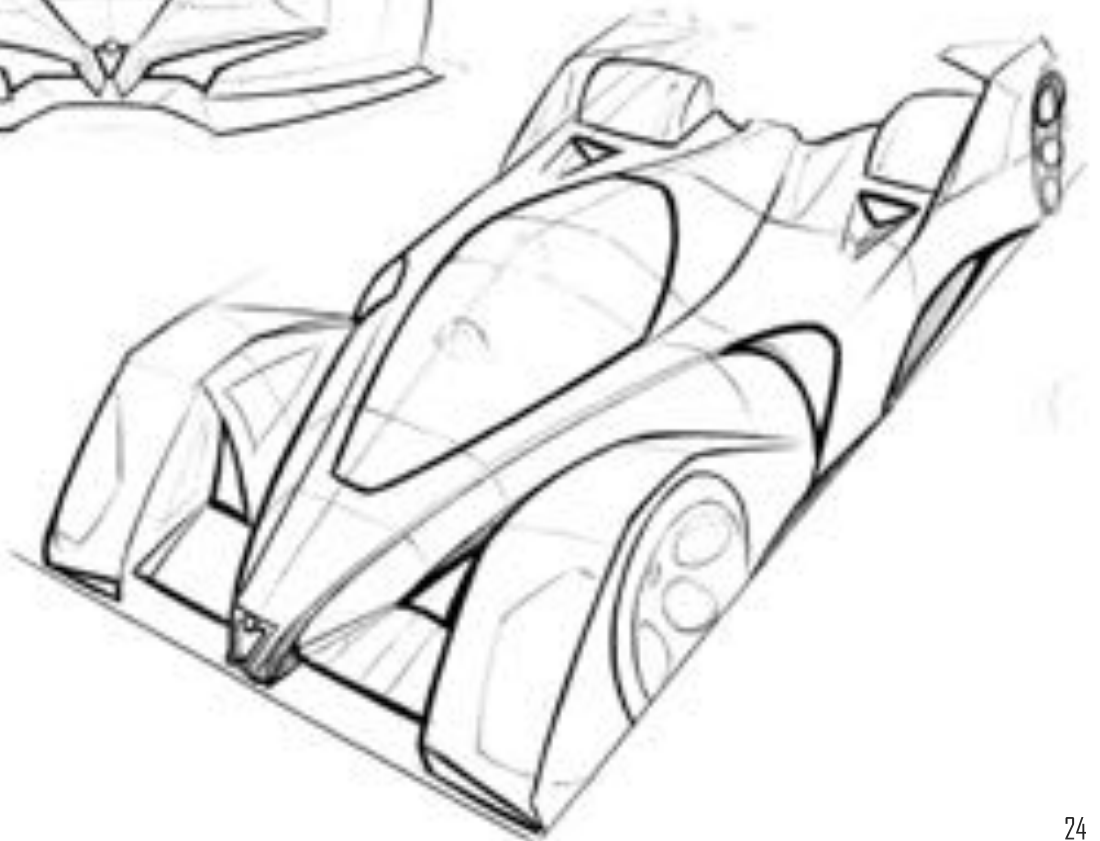


ENGINE COVER DESIGN

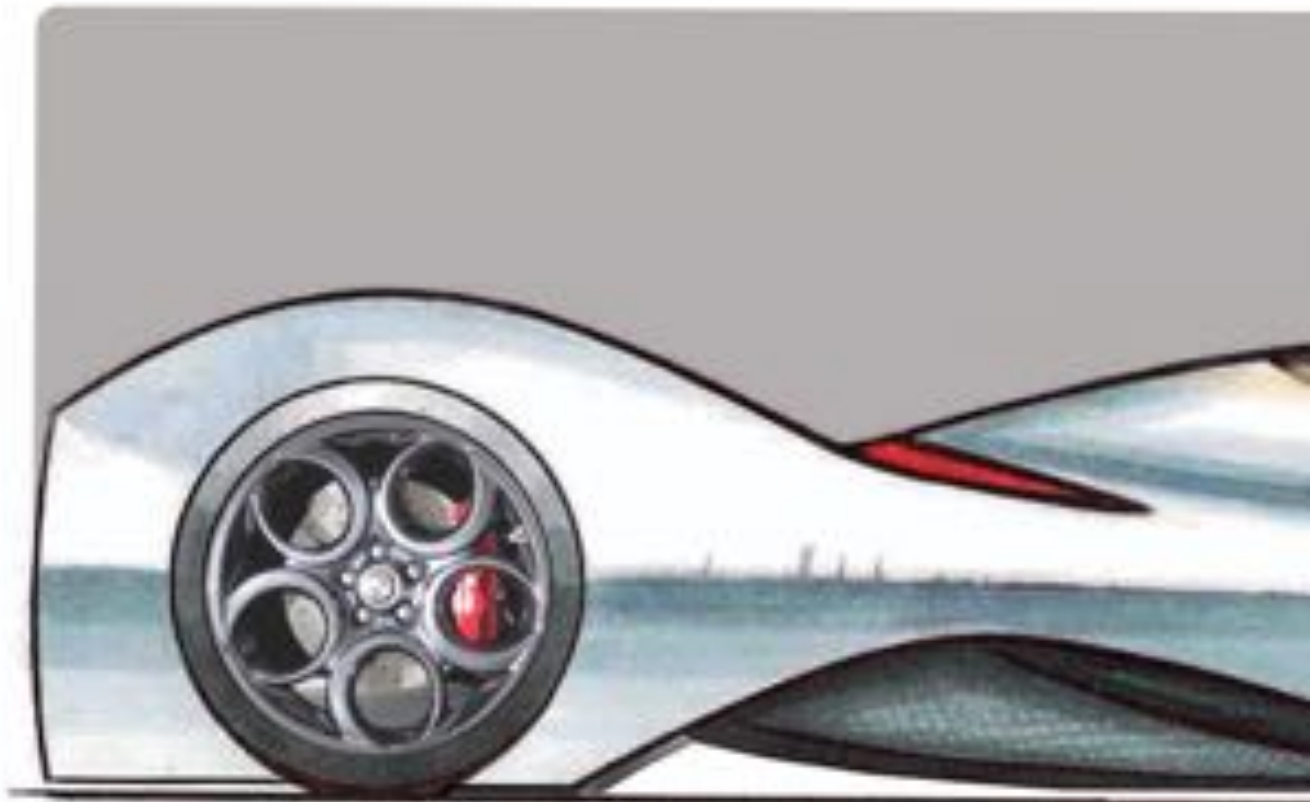




TENSION



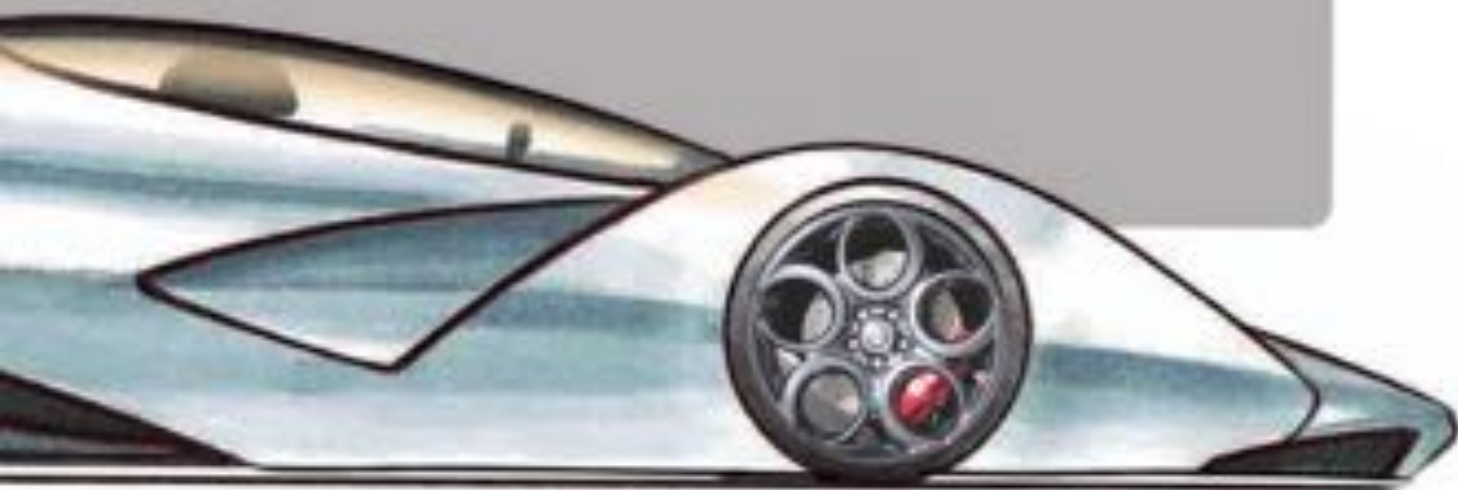
FIRST STAGE - LMP1



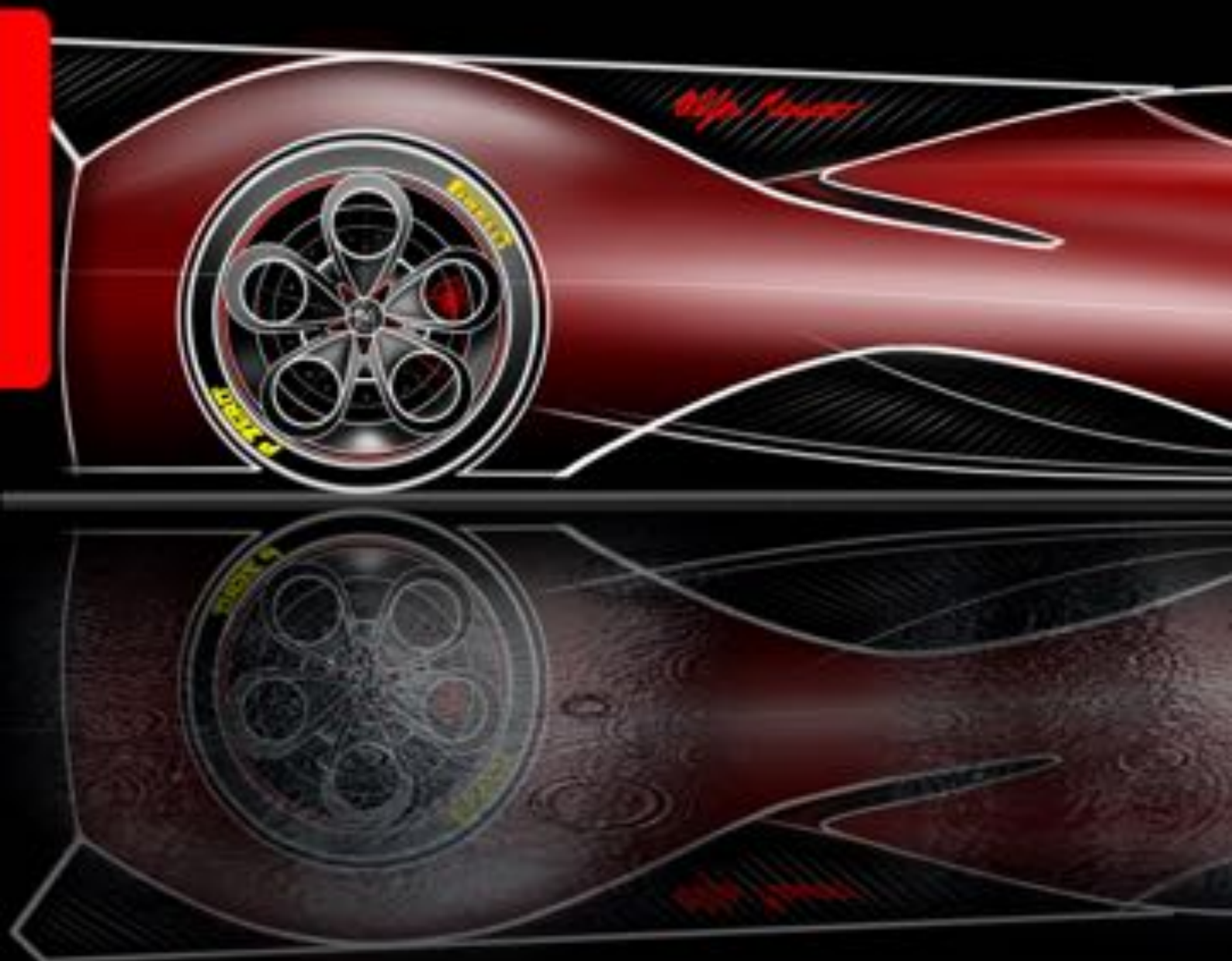
CONCEPT RENDERING



DRAMA



COMING SOON...



Ludovica

Ludovica is an Italian Woman name of Germanic origin and frank tradition. It derives from medieval forms Clodovicus and Clovis. It is made up of the Germanic roots "bloda", glory, and "wig", battle.

Indeed the name symbolize the Alfa Romeo desire to return into the le mans 24 hour stronger than ever





V
eeemenza

SENSUALITY



TENSION



ELEGANCE



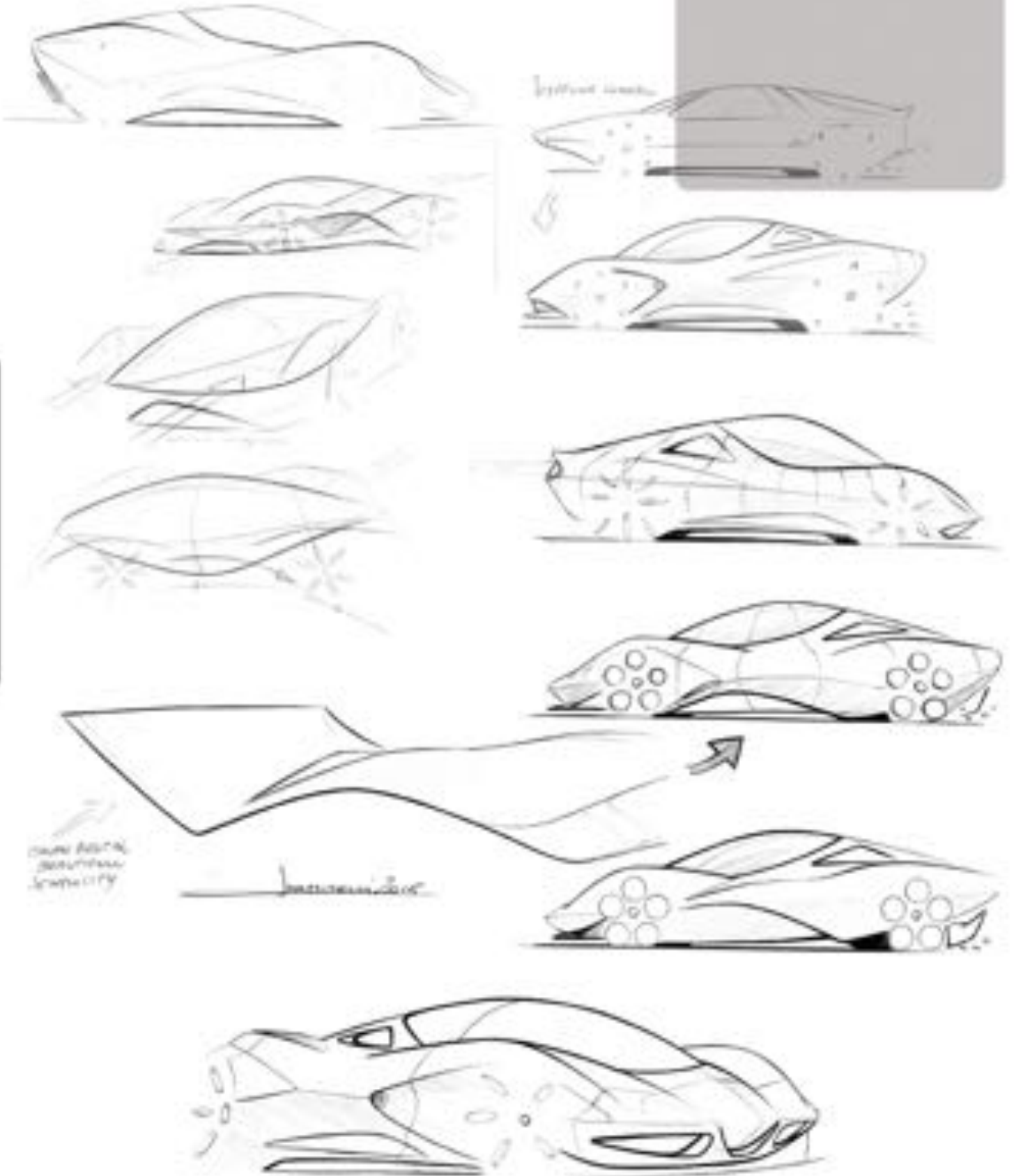
PASSION

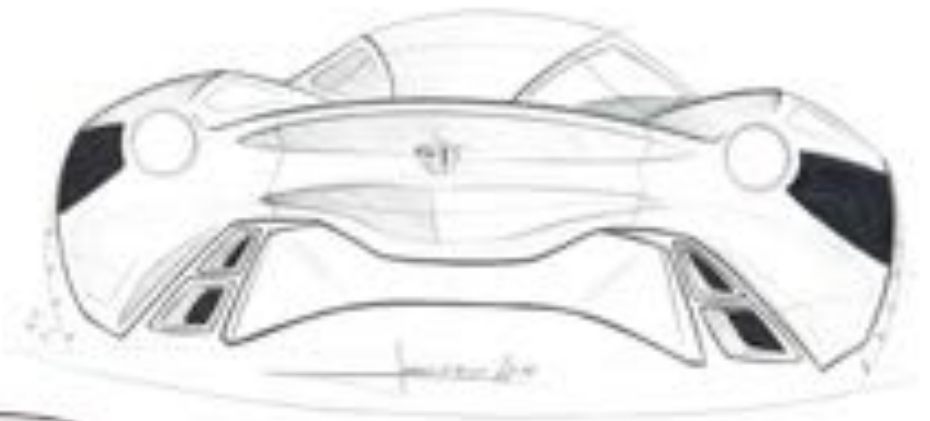


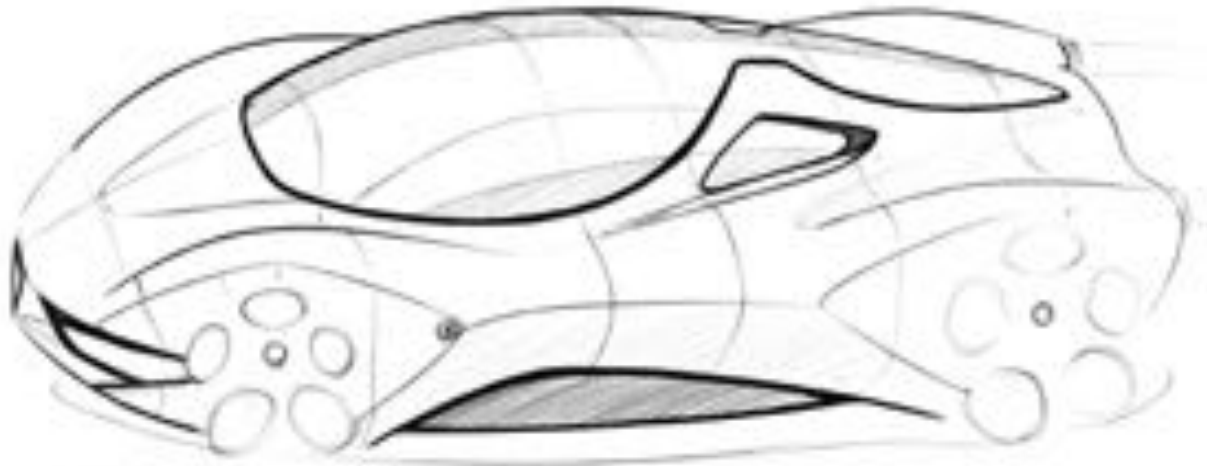
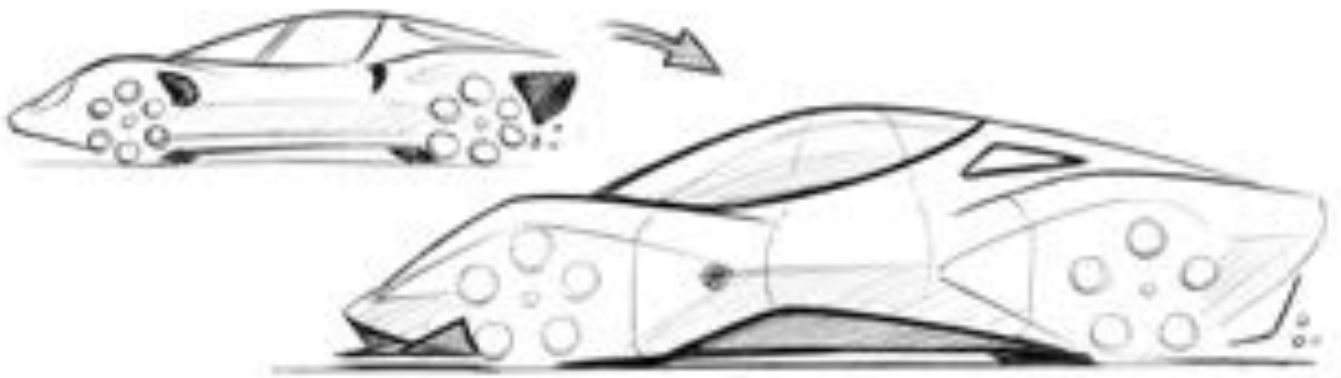
Veemenza

"THE ULTIMATE EXPRESSION OF ITALIAN PASSION"
FIRST STAGE SKETCH DEVELOPMENT

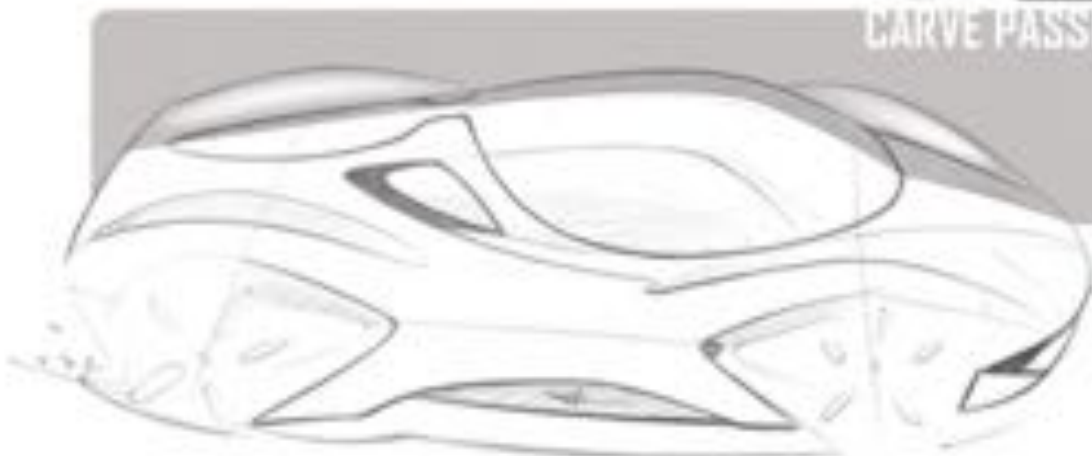
SUPERCAR KEY SKETCHES







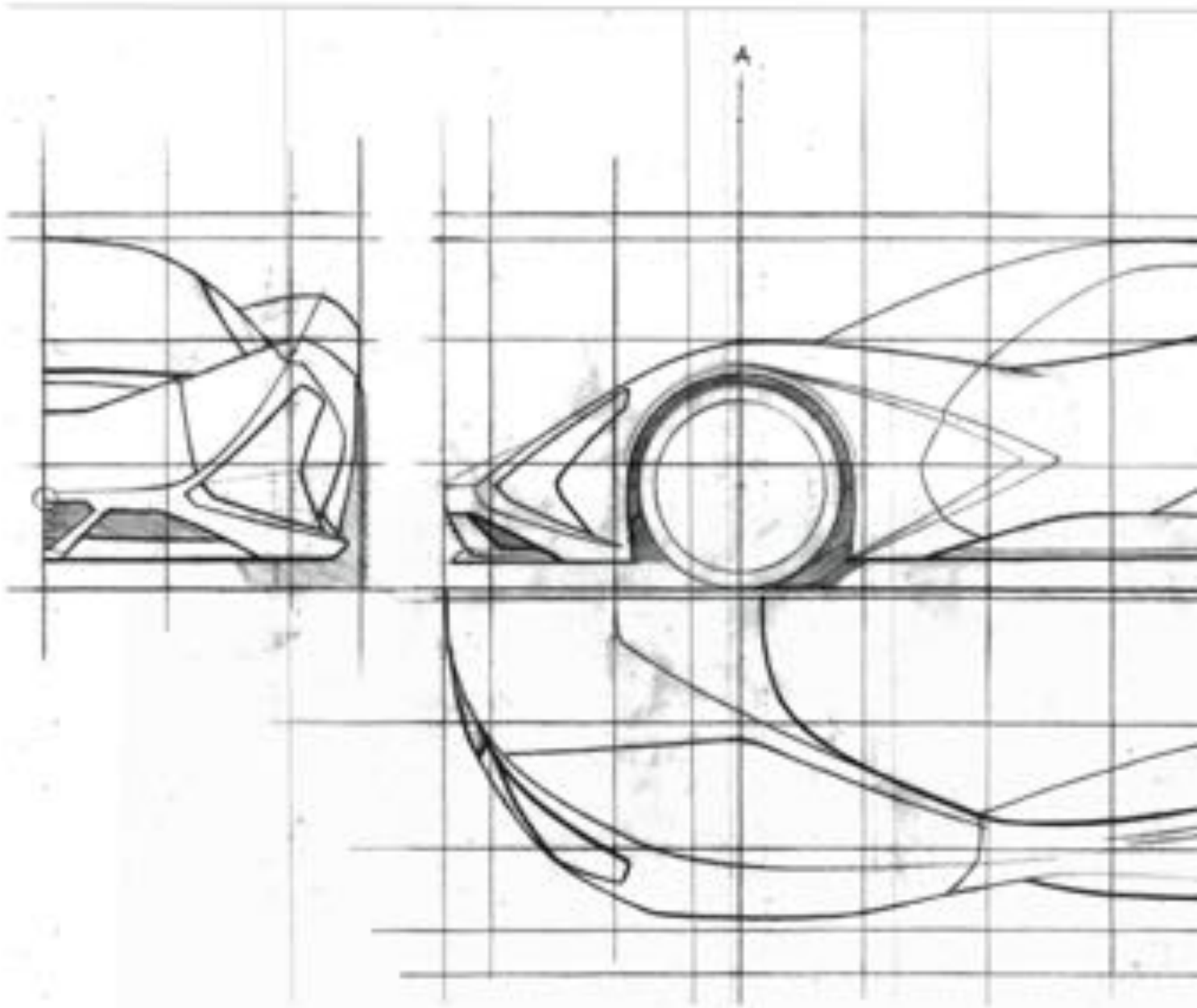
CARVE PASSION INTO A FORM

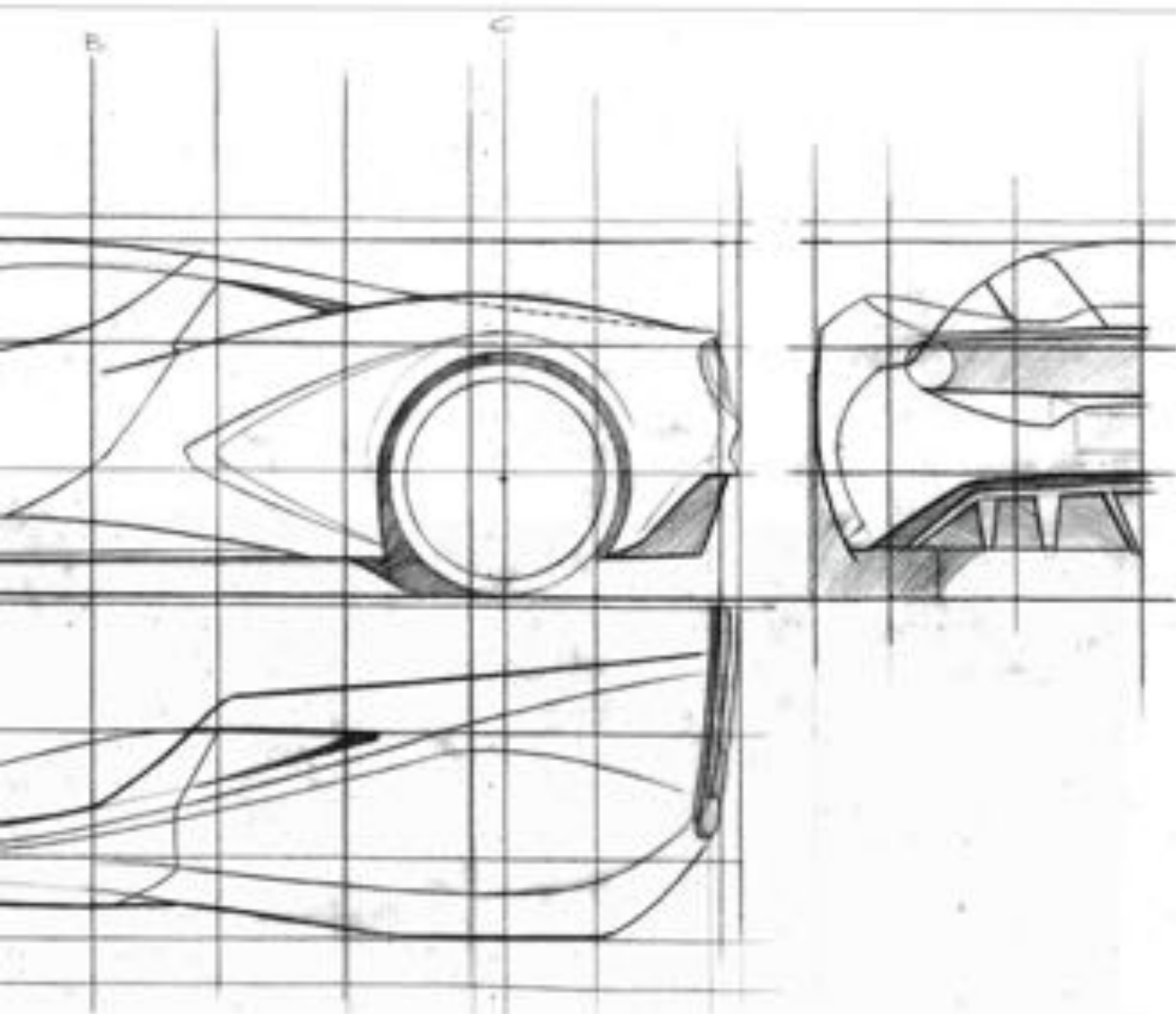




EAGLE AGGRESSIVENESS





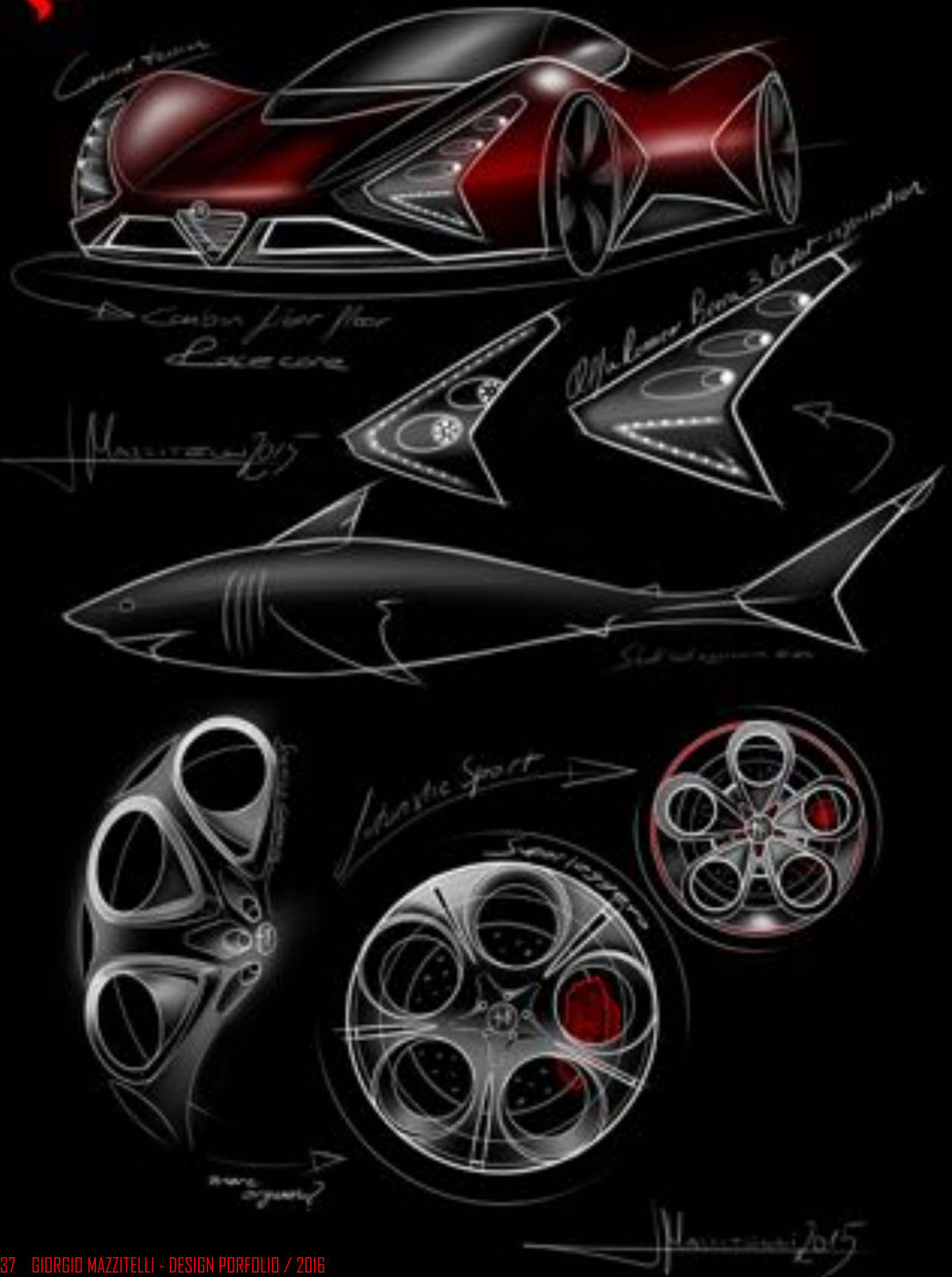


MAZZITELLI 2015



Veemenza

"THE ULTIMATE EXPRESSION OF ITALIAN PASSION"
SECOND STAGE DEVELOPMENT



March 2015



Carbon fiber wheel



Carbon fiber wheel



Spot minimal Carbon fiber LED light



Air plane tail base



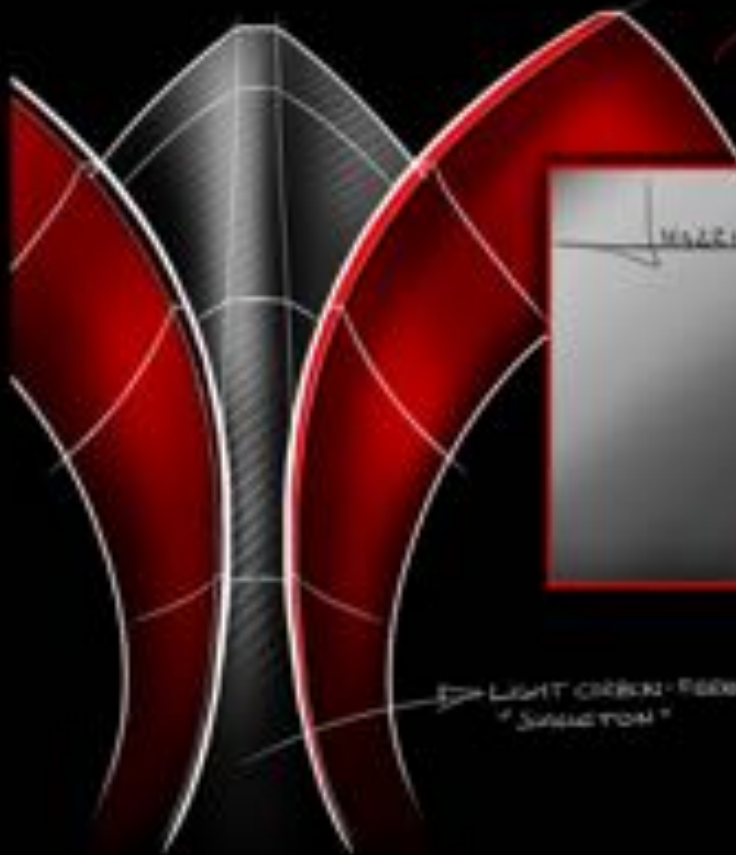
Carbon fiber sport exhaust

March 2015





Mazzitelli 2016



RED INSERT
ICONIC PARTS & ICONIC SHAPE



LIGHT ORIGIN - FERRARI
"SUSPENSION"





A CLASS

ALIAS 3D MODEL





G
Giorgio Mezzitelli

V *veemenza*



"Veemenza" in Italian means violence, overwhelming rush of passion, a powerful name that symbolizes the philosophy of this brand, which distinguish Alfa Romeo as symbol of the passionate Italian soul

Manzelli

La meccanica delle emozioni

Veemenza

"THE ULTIMATE EXPRESSION OF ITALIAN PASSION"
FIRST STAGE SKETCH DEVELOPMENT





FIBERGLASS
MODEL

Veemenza

"THE ULTIMATE EXPRESSION OF ITALIAN PASSION"
FINAL FIBERGLASS, DETAIL ASSEMBLING PROCESS





OTHER PHOTOSHOP WORKS



V. Huntley





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