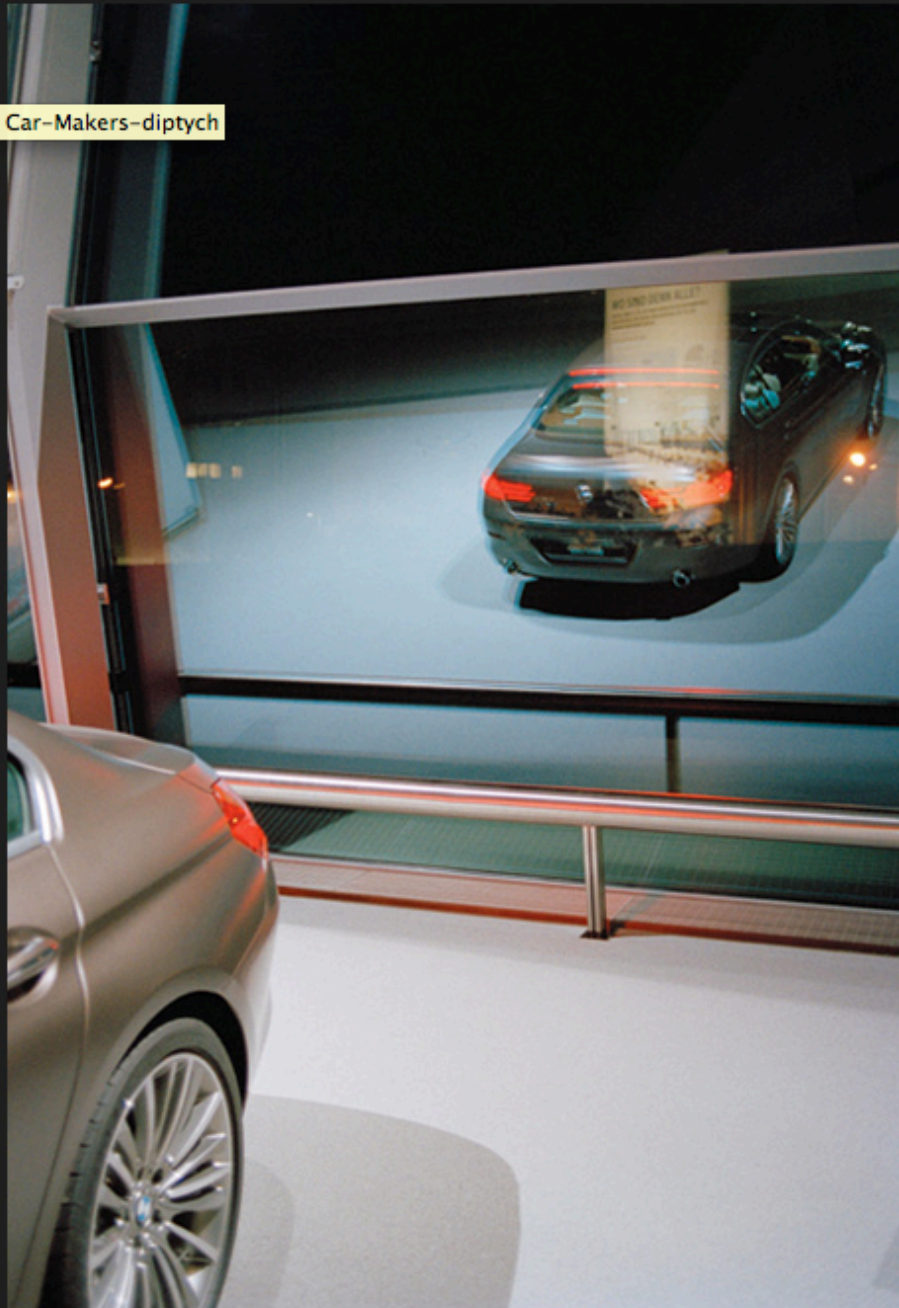
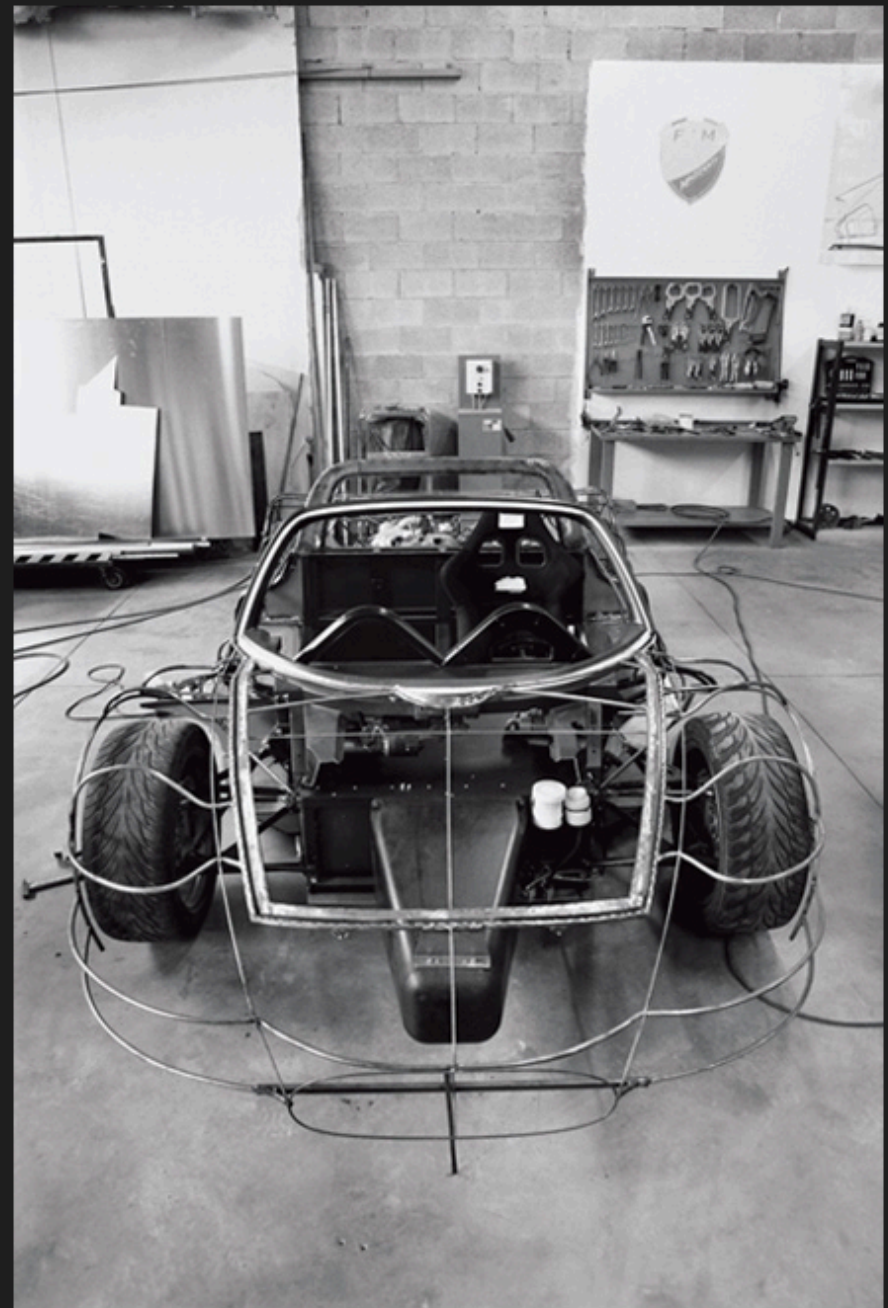


Car-Makers-diptych

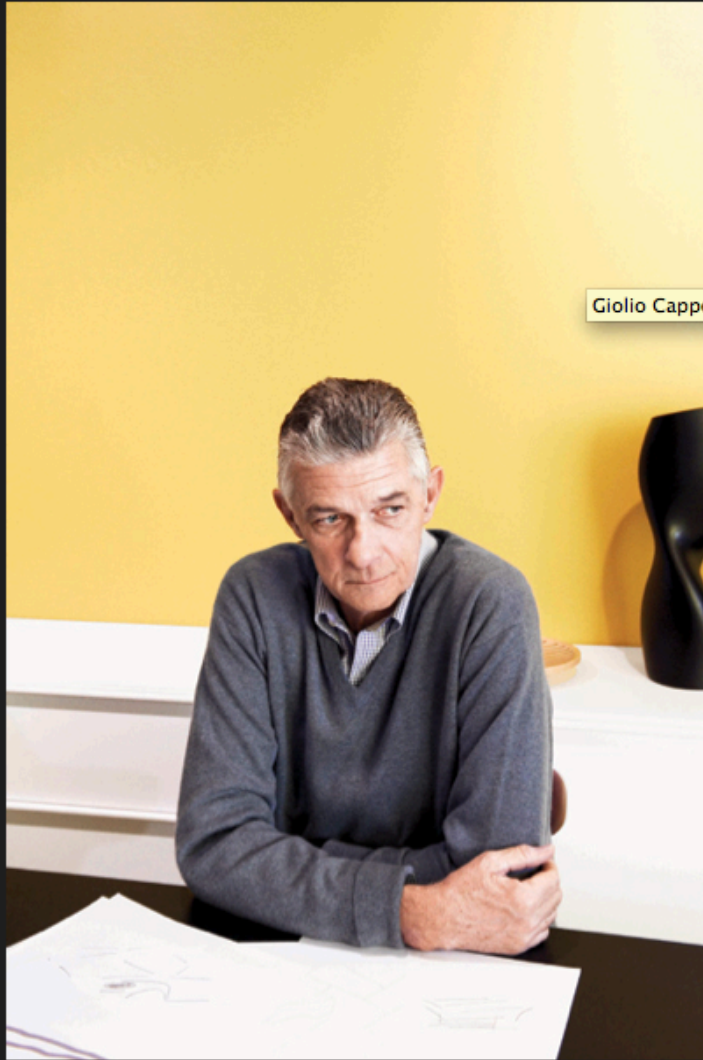


Above left: Photographed by Bettina Koller at BMW Welt in Munich



Above right: Photographed by Danilo Scarpati at Cappellini in Milan

## Talk the Torque: The Men Who Make Motors



Giulio Cappellini photographed by Danilo Scarpati

Ermini Automobili / Cappellini  
GIULIO CAPPELLINI  
Head of Design / Art Director

I graduated as an architect from the Politecnico di Milano and spent the early part of my career assisting the architect and designer Gio Ponti before I entered the Cappellini company. As art director, I am responsible for the product strategy and the identity, as well as designing some of the products in the Cappellini collection.

I love cars: for me they are very interesting from a technical point of view, and as objects of beauty. The processes involved in designing a car and a piece of furniture are similar in some regards, but very different in others. It is similar because I have to try to create a beautiful and useful object while making sure that the technology does not kill the beauty. The main difference is that there are many technical details and restrictions to follow, so getting a good result is a long process.

The Ermini 686 is the first car I have designed, and it is a big challenge. The brief was to create a contemporary sports car that respects the history of the Ermini brand, that is very modern and technically perfect – and one that also includes beautiful and interesting details. It is a unique car, with handmade components in precious materials like aluminium and carbon fibre; and it also has a special colour, the historic Ermini Red.

Today, a lot of good cars lack personality.

The design of the Ermini 686 has a strong personality and is a contemporary interpretation of Ermini's heritage, without being a replica or a retro car. The greatest challenge in this project was to achieve the perfect balance between speed and beauty. I enjoyed being involved throughout the whole process and seeing it grow step by step. Drawings and renderings are only a small part of the process: the interesting thing is meeting the fantastic artisans who really love their jobs and work with passion. This is the real quality of a project that is 100 percent "Made in Italy."

Giulio photographed by **Danilo Scarpati** at the Cappellini showroom in Milan