

Top designers choose Leonardo Fioravanti for Lifetime Design Achievement award

February 2019, Detroit - A group of the world's top automotive designers has selected Leonardo Fioravanti as the winner of the 2019 Lifetime Design Achievement Award for his outstanding career in vehicle design.

The award, given annually by the Detroit Institute of Ophthalmology (DIO) is unique in that the selection is made by the previous winners of the award.

This group includes Chris Bangle, Nuccio Bertone, Wayne Cherry, Walter de'Silva, Willie G. Davidson, Tom Gale, Giorgetto Giugiaro, Chuck Jordan, Robert Lutz, Syd Mead, Shiro Nakamura, Patrick le Quement, Sergio Pininfarina, Stewart Reed, Peter Schreyer, Jack Telnack and Ed Welburn.

Fioravanti has been called one of the most revered men in Ferrari design, having styled many of the marque's classics in the 1970s and 1980s while he was employed at and led the Pininfarina studio.



Among the Ferraris to take shape from Fioravanti's talented right hand were the Dino, the P5 and P6 show cars, the 365 GTB4 "Daytona," the F40, the 512 Berlinetta Boxer, the 308 GTB and GTS and the 288 GTO, the Testarossa and the Mondial 8.

His ability was recognized early. At the age of 26, after studying mechanical engineering and specializing in aerodynamics and car body design at the Polytechnic University of Milan, Fioravanti was hired to work as a designer at Pininfarina, where he would enjoy a 24-year career.

In 1972, he became the managing director of research at Pininfarina, where along with Ferraris, he also designed cars for Lancia, Alfa Romeo, Peugeot, Honda and Cadillac.

From 1988 to 1991, he worked initially as deputy general manager of Ferrari for the Fiat group and later as head of Fiat's design center and the styling center for Alfa Romeo. In 2012, he became a design consultant to the Chinese auto company BAIC Group.

Besides styling some of the world's most beautiful cars, Fioravanti also holds more than 50 patents on vehicle features and production methods, such as the rotating hard top that was eventually seen on the Ferrari 575 Superamerica.

His own design house, founded in 1987 with his two sons, has done architectural projects and introduced several concept cars. Located just outside Turin, it shows his attention to detail with its preserved 14th Century façade overlooking a public square and housing a crisp, modern interior for his studio and offices.

The Lifetime Design Achievement Award will be presented to Fioravanti at a black-tie event on June 14, as part of the EyesOn Design activities which culminate in the annual automotive design show, held every Father's Day on the grounds of the Eleanor & Edsel Ford House in Grosse Pointe Shores, Michigan.

EyesOn Design is unique among auto shows in celebrating vehicle design, not rarity, restoration or celebrity ownership. As a benefit for the Detroit Institute of Ophthalmology, a not-for-profit 501(c)3 corporation, EyesOn Design is a major source of revenue for the DIO's research, education and support group programs for the visually impaired.

For more information, visit www.eyesondesigncarshow.com