

# Duetto



# Intro

The following project is the result of a process involving many hours of investigation and development with the aim of presenting a product that could be not only considered a good competitor in this scholarship contest, but also an expression of an ability to give all and dedicate a part of my soul to my work with the purpose of keep learning more in this journey. **This Project is divided in three sections, each one made to attend the brief from the Instituto Europeo di Design 2016 contest.**

The Brief: *“Choose a car company and analyze its evolution from 60’s to nowadays. Select a car from 1966 and redesign it according to needs and technologies in 2016, taking into consideration customer demands and contemporary trends. Present your project using moodboards, sketches, 3D models or the technique you like the most.”*



Introduction to the Company.  
Evolution.  
Selection of a Car from 1966.



Development of the Train of Thought.  
Sketches.  
Contemporary trends.



The Concept.  
Characteristics.  
Conclusion.

*“Art is discovery, and art is discovering yourself through your art.” C.B.*



# Alfa Romeo

*A brand based in emotions*

The *Anonymous Lombard Automobile Factory* founded more than 100 years ago has been always known for making not only cars which can be considered incredibly good looking works of art, showing what Italian styling is all about, but also they are known for their successful racing history that comes from Formula 1, DTM, BTCC to SuperTurismo and more, making victory a tradition with its own legacy started by Sivocci's *quadrifoglio verde* and his team.

Although Alfa Romeo has produced many different cars along history, with an essence that can't be quantified by simple words, they all share some distinctive signs that had evolved from 1910 to today's models and give their cars their unique identity.

- The ***Escudetto*** and ***Trilobo***, is what gives Alfa Romeo their characteristic front look.
- Their car's body styles are made to inspire ***Attraction, desire, Temptation, Passion, Romance, love.***
- Skin & Frame*** is a principle that comes from their logo (the snake and shield) and means duality, contrast, but also complement from opposite things, *skin* refers to the body as *frame* makes reference to the car's mechanics.
- Tradition*** made from the race spirit, represented by the *Quadrifoglio verde* badge in their cars.

Today, Alfa Romeo is a world loved brand that evokes a particular way of living and experiencing new things that can get hearts inspired through passion, so they could be the fuel of people's imagination. A proof to this can be found in some of their cars that had been icons in automotive industry, like the Type 33 Stradale, Giulia, Montreal, Bertone's Carabo, Zagato's Giulietta, and Touring's Disco Volante for example. In fact, there are even some of these legends that had been brought back to life once again nowadays. [\(Feel free to click on this text to see some of the most iconic cars from Alfa Romeo\)](#)



# Classic Biposto *An Italian icon*

One of these legendary cars from Alfa Romeo was the **1966 Spider Duetto** later known as *osso di seppia* (cuttlefish bone) due to its shape. This small two seater roadster designed by Pininfarina was a world wide loved car, specially in the United States becoming a high value Italian classic among car collectors.



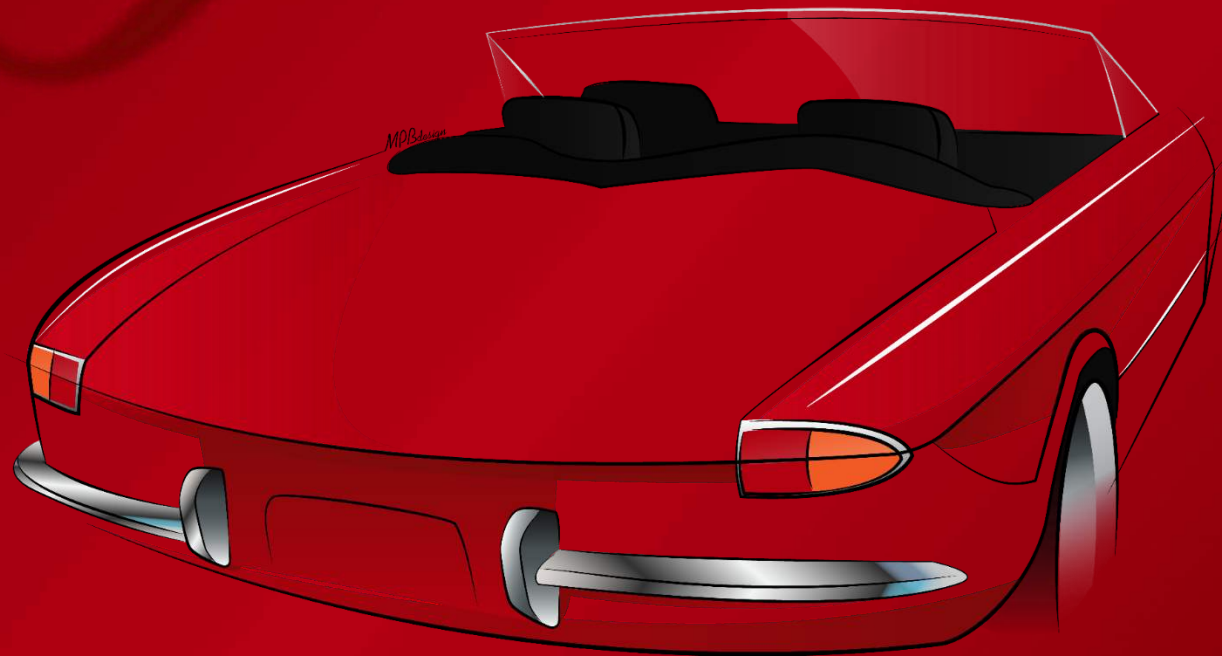




# Pininfarina *Designers of timeless beauty*

Pininfarina was responsible for creating some of the most beautiful designs for companies all over the world, including Ferrari, BMW, Maserati, Chery, Peugeot and Alfa Romeo, and with this last brand they created one small car that would transcend history.

Significant part of their success lies in a perfect equilibrium between some of the values they use in their design philosophy, such as Innovation, which is made out of Elegance and Purity, to create Exclusive Timeless Beauties.



*pininfarina*



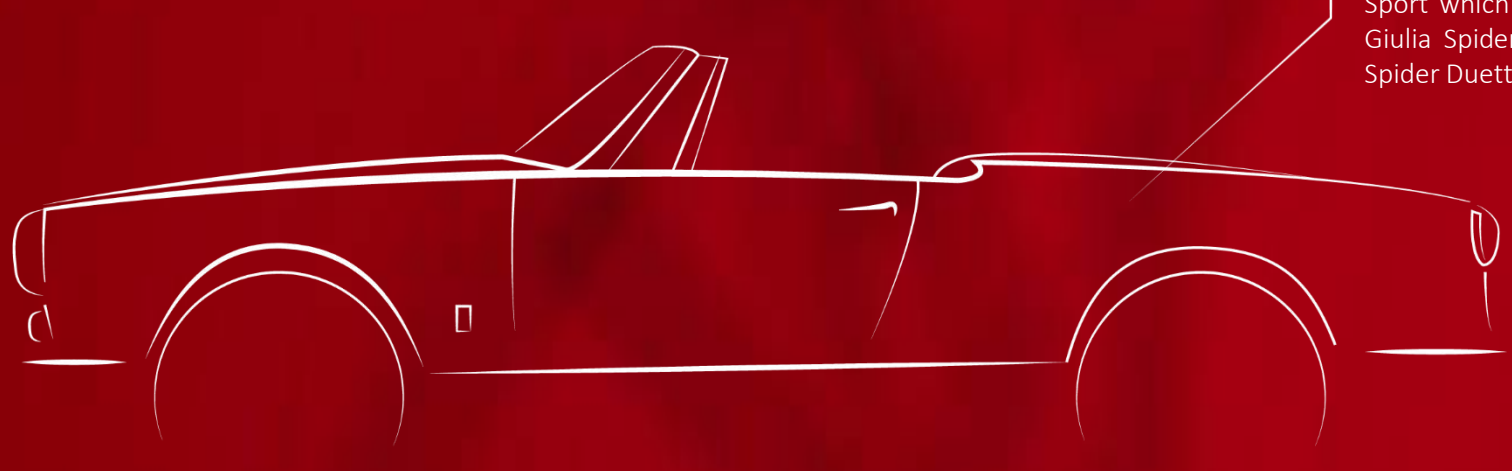
Alfa Romeo 1966 Duetto



# Evolution The cuttlebone was always in its dna

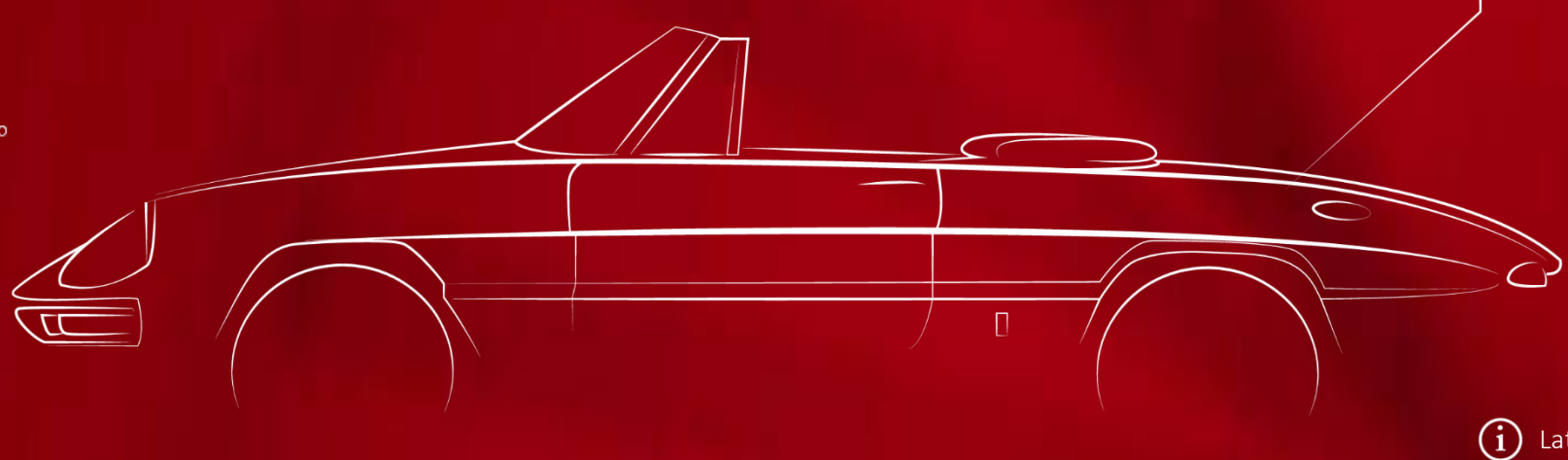


**i** The composed name from the Spider Duetto comes from *speeder*, a small roofless carriage made to be light for speed, and Duetto is used to represent it was a Two-seater car.



**i** Pininfarina was developing design studies of small roadster vehicles with Alfa Romeo in the late 50s and they presented models like the Giulietta SS Spider Aerodinamica, Superflow and Spider Super Sport which later concluded in the 60s with the Giulia Spider, Giulietta Spider and the mythical Spider Duetto in 1966.

Alfa Romeo 1966 Duetto



**i** The Original Spider Duetto from 1966 was also known for its round tail (*Coda Tonda*) and its *pointed nose* aspect.



Alfa Romeo 1970 Spider Veloce



**i** Later in the 70's its tail changed from being round to a *Coda Tronca* (Cutted Tail) and the Stainless bumpers were changed to bumpers made of rubber due to American Safety Regulations.

Alfa Romeo 1982 Spider Aerodinamica



**i** A rear spoiler was added giving it an **aerodynamic** improvement and also a new nickname, it was the first version to include a quadrifoglio verde variant.

Alfa Romeo 1990 Spider



**i** The 4<sup>th</sup> series Spider from the 90s was the last one of its class, the spoilers were removed and the tail showed more modern taillights.

Alfa Romeo 1995 GTV Spider

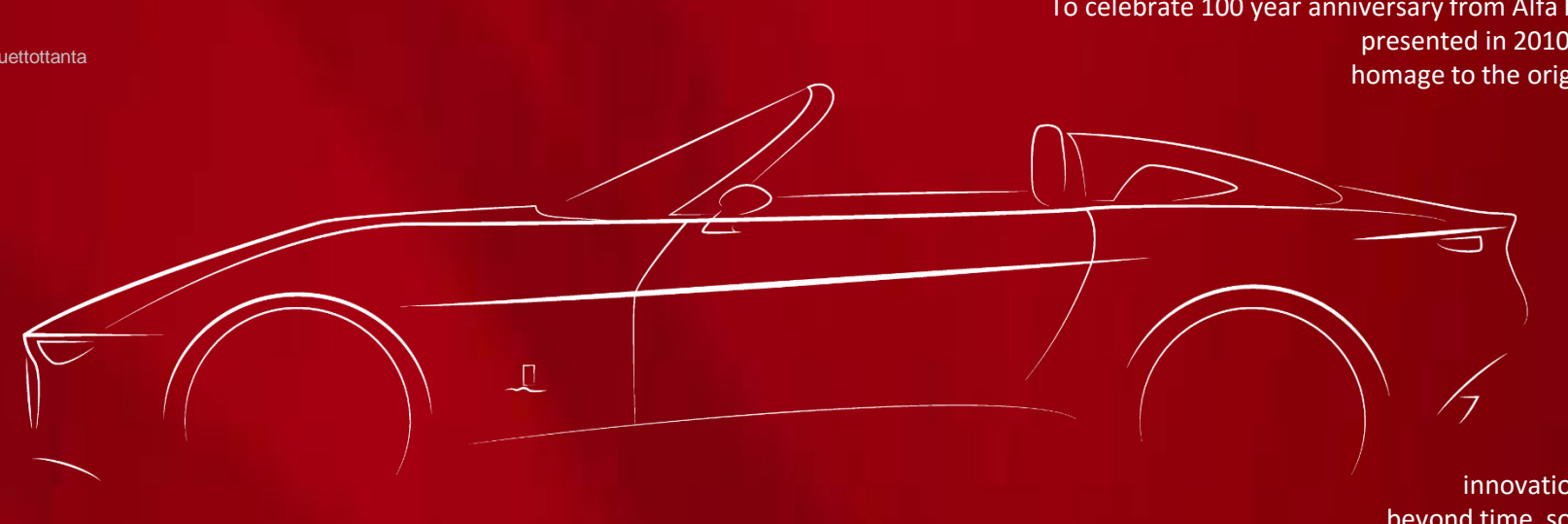


During the late 90s and principle of 20s Alfa Romeo included spider variants for the GTV and Brera both designed by Pininfarina too, although the original Brera was created by Italdesign Giugiaro, and they weren't presented as direct successors of the Spider Duetto lineage.

Alfa Romeo 2006 Brera Spider



Alfa Romeo 2010 Duettottanta



To celebrate 100 year anniversary from Alfa Romeo and 80 from Pininfarina, they presented in 2010 a concept named *Duettottanta* as a homage to the original Spider from the 60s and a vision of how the next generation spider should look like.



The concept was developed under Pininfarina's distinctive style and philosophy of elegance, purity, innovation, exclusivity, equilibrium and beauty beyond time, so it could be considered the maximum expression of an Alfa Romeo, receiving multiple awards for it.

To conclude this first step from this project, its notable how Alfa Romeo's cars have the ability to transcend beyond time as classics, and combined with a body sculpted by design houses such as Pininfarina, they could become real works of art.

The original *Ossu di Seppia* (Spider Duetto) was one of the most wanted cars from people from all over the world, and it drew a lot of attention from car enthusiast specially in the U.S. so it would result interesting if there could be developed a car that could be considered today the real successor of this legend and that's able to steal people's hearts once again like the Duetto did in the 60s, this could result possible since Alfa Romeo is really interested in the sport cars class again and has a lot of contact with the United States market nowadays.





# Today

*The cuttlebone needs to be back*

In 2016 a well known design school from Italy named Istituto Europeo di Design gives young dreamers the opportunity to revive cars from 1966 and present them, so that (along with the love I've always had for Alfa Romeo) is why I have considered that year's Alfa Romeo Spider Duetto for this project.

And If we were able to see a *new seppia spider in 2016 based in the main ideas taken from the previous presented Alfa's dna analysis, I think it would have some of the following characteristics:*

## From Alfa Romeo:

- Presence of the Trilobo & Escudetto
- Include Skin & Frame principle.*
- A body shape which inspires passion.*
- It should be worthy to carry the Quadrifoglio badge.*

## From the 1966 Spider Duetto:

- Coda Tonda
- Related to the Seppia*
- Emphasis in the Nose*
- Outdoor traveling.*

## From Pininfarina:

- Unique Style
- Innovation*
- Purity*
- Exclusivity*
- Timeless Beauty*

# The MoodBoard *Made of emotions*

(Feel free to click on the images to know more about them)



Young, Lifestyle



Tradition



Purity, Simplicity, Beauty



Movement, Fluid



Romance, Love, Passion





# Sketches

*Exploring the waves*



*construções*



# Sketches

*A face with lovely eyes*

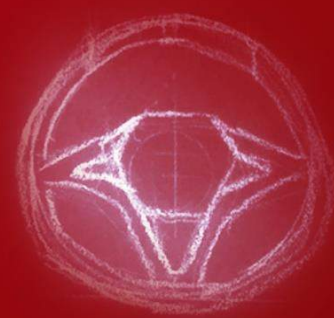






# Sketches

*Back to the past*







# Sketches

*Familiar Rear End*





# User

*Human-Emotion-Connection*

Although the future of cars seems to be pointing into people sharing driverless EVs and massive transportation is important to remember that *cars without emotions are just auto-mobiles*, that's why the concept for this cars not only needs to represent emotiveness (as well as it is an Alfa Romeo), but also to create a special connection with the driver. These are some of the characteristics that a car made by Alfa Romeo in 2016 could have.

-*Turbocharged engines* are used today (as you can see in the 4C, Mito, Giulietta and Giulia), but preparing the Alfa Romeo community for Hybrid Technology and maybe a future of Electric Vehicles.

-*Friendly* navigation Systems with their own personality (like Jarvis from Ironman, TARS & CASE from Interstellar).

-Intelligence, **adaptive** High Beams.

-*Connectivity* with smartphones, Android Auto & Apple Carplay

-*3DPrint* technology used to make *art*.

-Sense of *exclusivity*.



# Concept *Duetto, the new seppia*



*MPB  
Autumn*







# Concept *Duetto*



A more friendly and lovely face inspired by Giulietta and Mito <sup>i</sup>

Intelligent LED based headlights with high beam assist. <sup>i</sup>

<sup>i</sup> Active front aero splitter for a better aerodynamic performance



# Concept *Duetto*

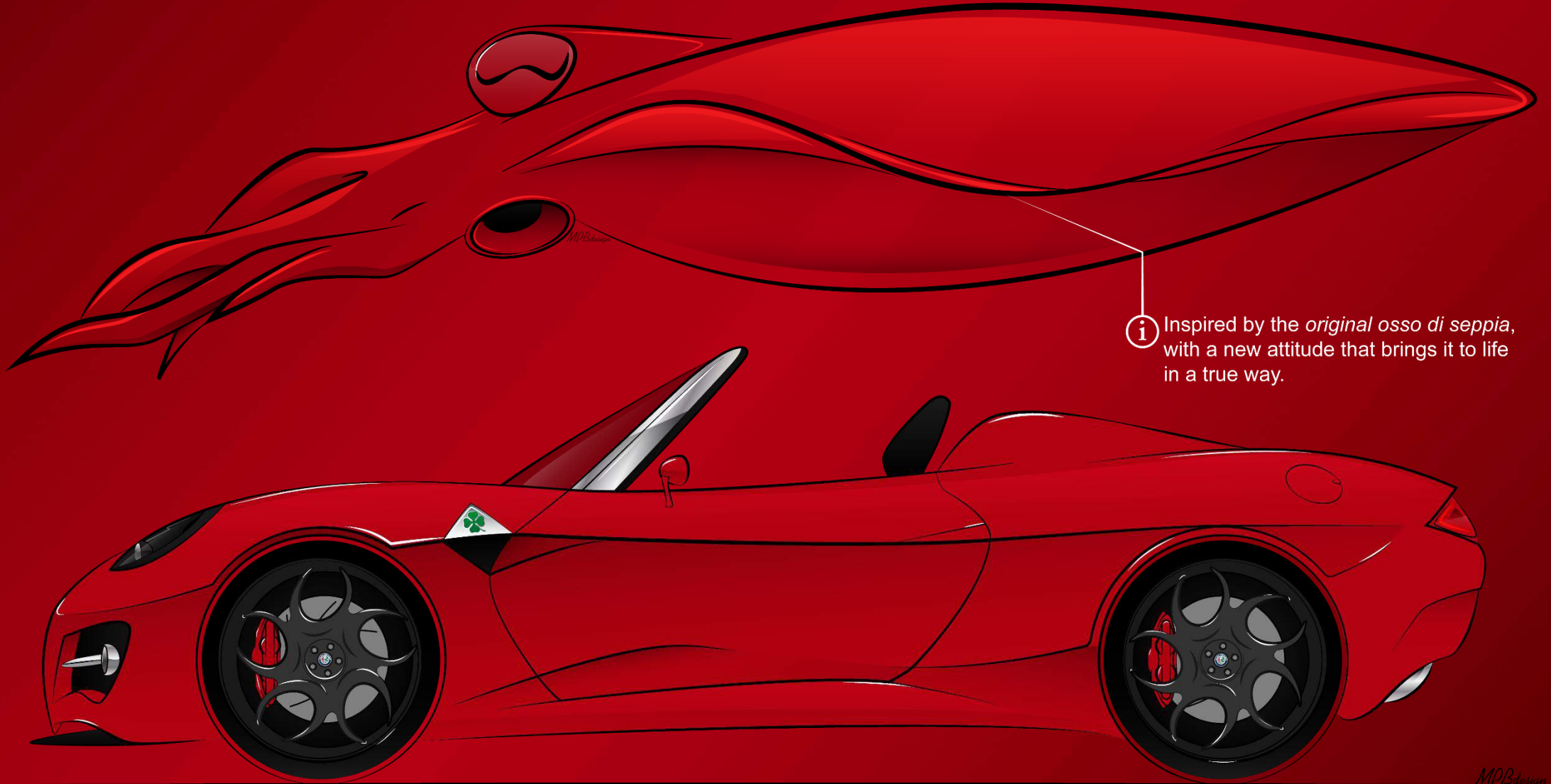
Making homage to the *coda tonda* style from the 60s i



MPBdesign



# Concept *Duetto*



**i** Inspired by the *original osso di seppia*, with a new attitude that brings it to life in a true way.





# Concept *Duetto*

**i** Its heart is a 1.4l turbocharged engine with multi-air and start/stop system. Also including the diesel and 0.9l variants for better m.p.g. ratio.





# Concept *Duetto*

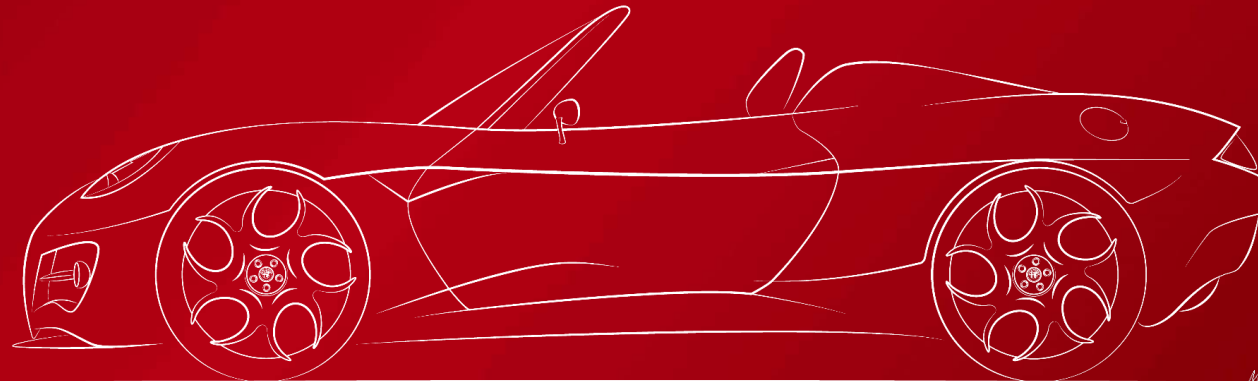
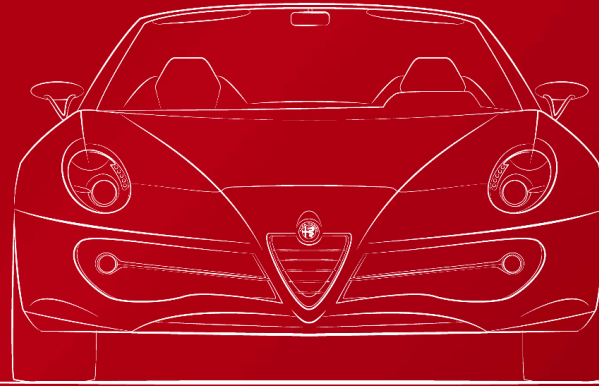
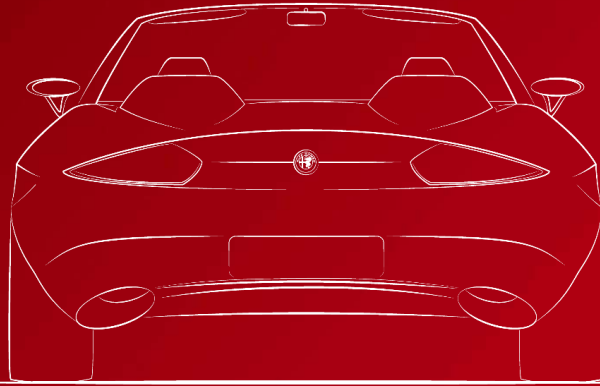


 The sound of its heart will take your breath away

*MPBdesign*



# Concept *Duetto*



MPBdesign



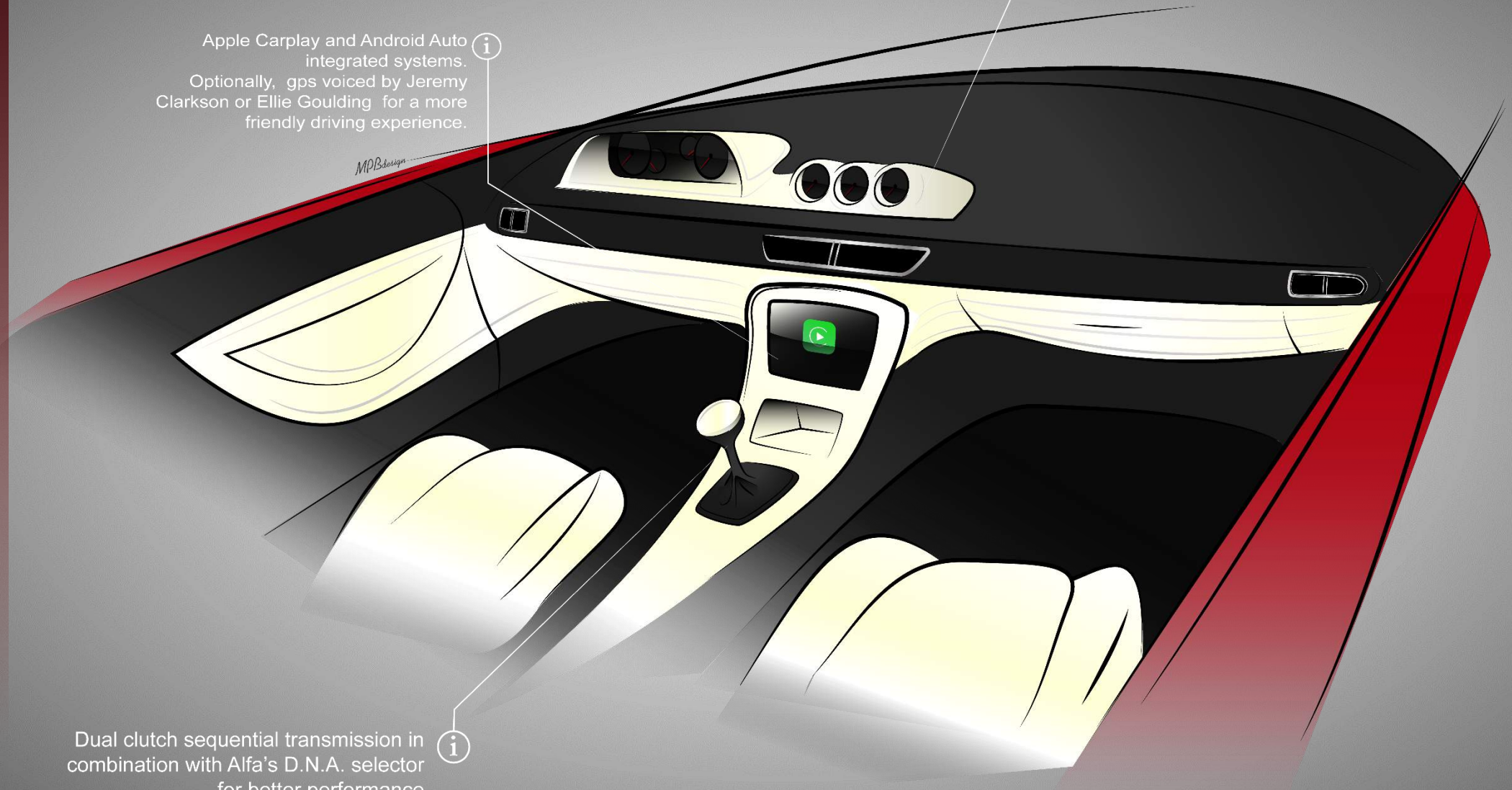




# Concept *Duetto*

Apple Carplay and Android Auto integrated systems. i  
Optionally, gps voiced by Jeremy Clarkson or Ellie Goulding for a more friendly driving experience.

i Interior inspired by the Alfa 1966 Duetto's iconic rear end, with white 3dprinted details for a cuttlebone art look alike .



Dual clutch sequential transmission in combination with Alfa's D.N.A. selector for better performance i





# Concept *Duetto*



**i** Inspired by 1966 Alfa Spider's "pointed nose" to match with the retro-look interior



# Concept *Duetto*

**i** Inspired by Alfa 4C's and Vossen VLE rims to create a "rotated" look that enhances the motion effect from the design





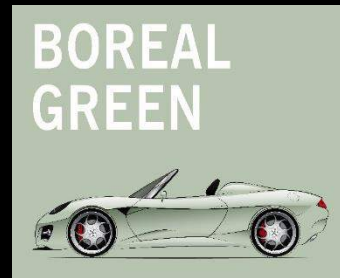
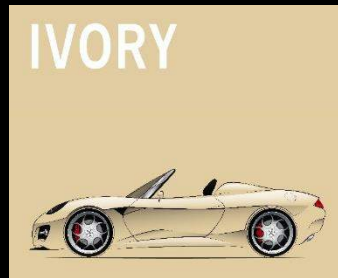


# Colour *Chart*

## Standard



## Vintage



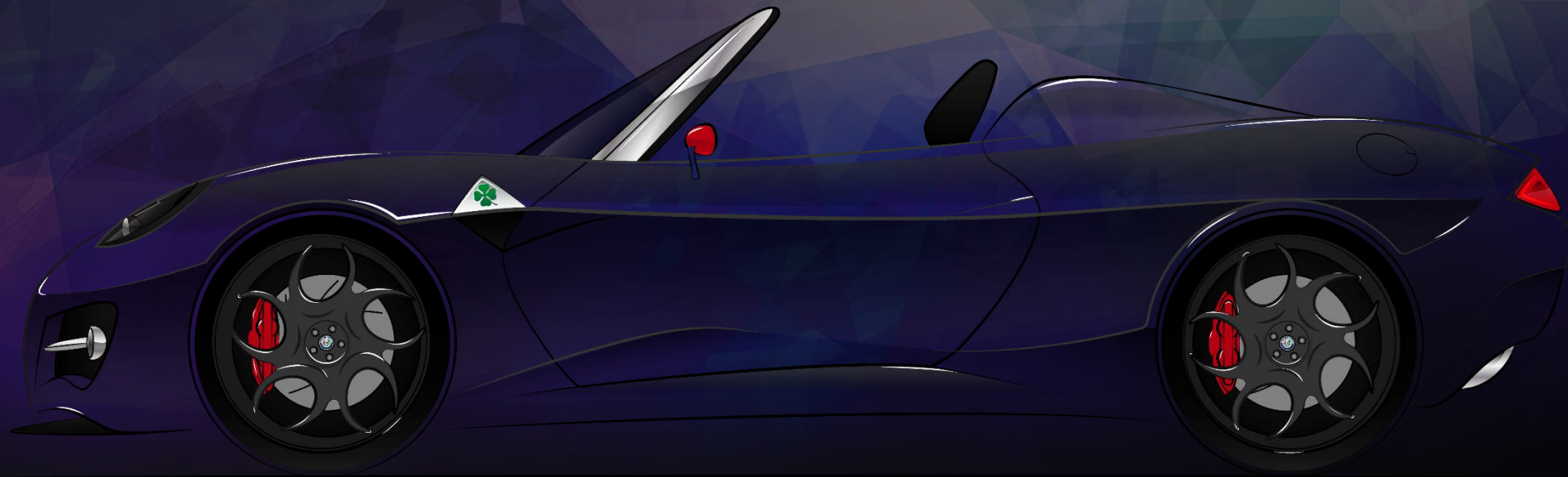
## Quadrifoglio Limited





# Colour Chart

The Quadrifoglio Limited Editions are four different versions made in memory of each one of Alfa Romeo's original race drivers that started the legend of the four-leaf clover. Also, these are limited editions that aim to introduce a "living car" concept to the market, based in a highly sensible thermochromic paint with an underlayer of an hydrographic painted polygonal pattern made not only to contrast the flowing curves from the car lines, but also a representation of the *skin & frame* duality principle, turning it into a real color changing interpretation of the cuttlefish. (Feel free to click on the car to see how it works)





# Emotions *Are everything*

To conclude this project, I dare to express that being able to feel emotions is what makes us living human beings, and that is the main reason that inspired me to make take the original *osso di seppia* and bring it back to life as the cuttlefish itself.

*"Cars are an expansion of yourself, they take your thoughts, your ideas, your emotions, and they multiply it."*

Chris Bangle





*La meccanica delle emozioni*

To my family,  
Thank you for always cheering me up to reach my goals.

**Special thanks to:**

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