Designing Speed: Golden Compass for The Ferrari F12berlinetta

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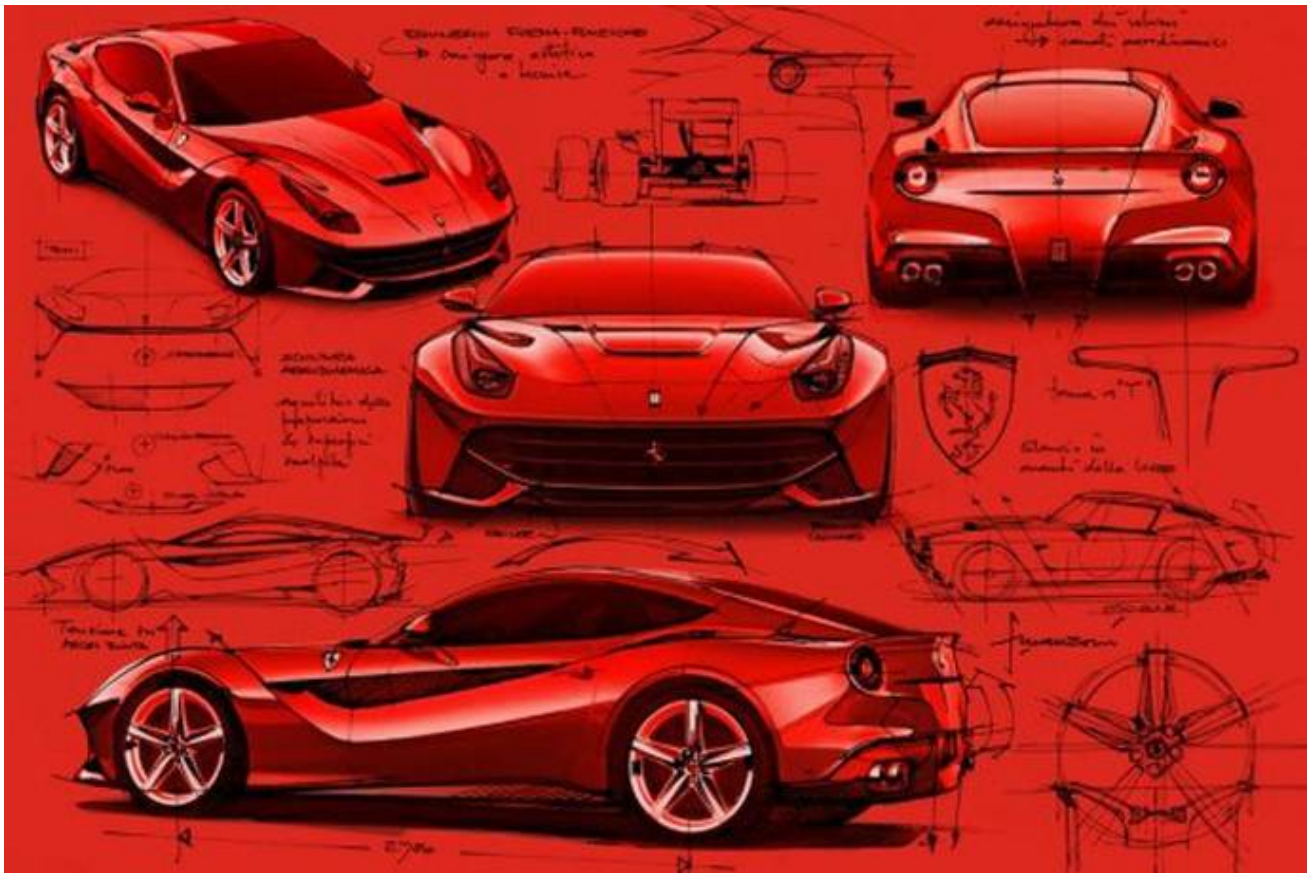

The Ferrari F12berlinetta has been awarded the Golden Compass, the most important design distinction established back in 1954. Accepting the award on behalf of Ferrari was Flavio Manzoni, Senior Vice President of Design of the automotive house of Maranello.

Close your eyes and imagine something flaming red. Now add some yellow in... and a black horse... Get the picture? The image you have surely arrived at is an Italian icon, the legendary and inimitable Ferrari [2], the automotive house which is the very best of Made in Italy and all around the world in producing luxurious sporting cars.

Since its birth, in 1939, Ferrari has been the most influent brand in its sector and not only made history because of its successes in the F1 races, but especially for its exclusive designs, which make the Ferrari cars to be the undisputed jewels within the global automotive industry.

Among the unique models that marked history of Ferrari we recall the mythical Ferrari Testarossa,

Ferrari 250 GT Coupè, Ferrari 250 Testa Rossa and Ferrari 250 GTO.

In 2012 another gem was produced by the automotive house of Maranello: the Ferrari F12berlinetta, its design has just been awarded the Golden Compass ("Compasso D'Oro [3]"), one of the oldest and most prestigious international design awards.

The compasso d'Oro ADI award, was set-up in 1954 by Gio Ponti, and with time it has become the most important award in the field of design in Europe.

Flavio Manzoni [4], Ferrari's Senior Vice President of Design, received this important accolade on behalf of Ferrari [2]in the Officine Ansaldo exhibition hall in Milan.

Manzoni replaced Donato Coco back in January 12, 2010 as the Ferrari design director. The first series production under his leadership was the Ferrari FF. At the Paris Motorshow he presented the 2010 Ferrari SA Aperta roadster. In 2012, at the Geneva Motorshow he introduced the Ferrari F12berlinetta, a successor to the Ferrari 599 GTB Fiorano, and the very first Ferrari produced by Ferrari Centro Stile in collaboration with Pininfarina. In 2013, together with the Centro Stile of the Maranello Ferrari Design he designs an heir of Ferrari Enzo: LaFerrari. He is also responsible for the re-design of the aerodynamic Ferrari 458 Special. In 2011, Flavio Manzoni was inducted into the Hall of Fame of car design at the National Automobile Museum [5] in Turin, Italy.

Yet again, Manzoni representing a company whose incessant technological research and its universally-acclaimed aesthetic excellence made the history of the automotive industry, steps on the pdium to receive a unique distincion inthefieldof design.

According to the Association for Industrial Design [6] (ADI), the F12berlinetta was awarded the prize "for its flowing, dynamic forms that use innovative aerodynamic solutions in a true marriage of technology and aesthetics."

Designed by Ferrari's Styling Centre in collaboration with Pininfarina [7], the F12berlinetta is the most powerful (740 hp), high-performance Ferrari road car ever built and epitomises the perfect balance between maximum aerodynamic efficiency and the elegant proportions typical of Ferrari's front-engined V12 cars.

Our sincere congratulations to Flavio Manzoni, Ferrari and yet another Made in Italy success.

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