

# UPES Organises 'L'Arte Dell'Auto' Event Featuring the Legendary Maurizio Corbi – Designer of Iconic Ferrari Models at Pininfarina

## *UPES explores new partnership with internationally renowned Icona Design Group*

**New Delhi, February 28, 2025:** Today, the UPES School of Design hosted renowned automotive designer **Maurizio Corbi** for '**L'Arte Dell'Auto - The Art of the Automobile**' in Delhi. The event celebrated the fusion of art, engineering, and automotive design. Corbi, known for creating iconic **Ferrari models like the F355, 456, 550, and California at Pininfarina**, inspired guests with insights into his design journey. Corbi conducted an exhibition of his work and delivered a compelling talk titled '*My Design Journey*'. His visit to India marked a milestone for the UPES School of Design, providing a unique learning experience for students and industry professionals alike.

The event featured an exhibition of Maurizio Corbi's work, an opening address by **Prof. Bhaskar Bhatt, Dean, School of Design**, and an inspiring talk by Corbi on his design journey. A panel discussion on the evolving world of automotive design brought together industry leaders such as **Saurabh Singh, Senior Vice President at Maruti Suzuki India; Sivakumar S., Head of Industrial Design at Royal Enfield; Anuj Prasad, CEO of Desmania; Shantanu Jog, Studio Lead for Vehicle Design, Founding Designer at Ather Energy and Prof. Jayant Sankrityayana, Head of MVD at UPES Dehradun and Former Head of Tata Motors India Studio**. The evening concluded with a special announcement and a networking dinner.

Maurizio Corbi's visit to India was part of a broader initiative by the UPES School of Design to bring global industry leaders to the university to inspire and mentor the next generation of designers. Corbi's journey began in Dehradun on 22 February, where he conducted intensive hands-on workshops, engaging with students in live sketching sessions and providing direct mentorship. During his sessions, Corbi emphasised the importance of storytelling in design and how emerging technologies like generative AI and 3D printing are transforming the industry.

At the event, in Corbi's esteemed presence, **UPES School of Design announced that it is exploring a strategic tie-up with a world-renowned Italian design firm - Icona Design Group**, known for their groundbreaking work in automotive, transportation, product, and urban design. Over the years, the firm has pioneered several innovations like the AI-integrated autonomous Icona Nucleus (2018) and the titanium-bodied, 1,000-horsepower Icona Vulcano (2013), exemplifying its fusion of technology, sustainability, and design excellence. This potential collaboration aims to assess opportunities for a high-performance future mobility and product design center in India. Speaking on this engagement, virtually, **Dr. Gjoko Muratovski, Chief Innovation Officer, Icona Design Group**, said, *"We appreciate UPES School of Design's vision and look forward to exploring opportunities that can create new energy in design across India and the globe."*

The event marked the culmination of Corbi's current visit to UPES. Speaking about his experience, **Maurizio Corbi said**, *"It was a great experience interacting with the talented students at UPES. While they excel at problem-solving, I encourage them to express their artistic selves more through design, creating a strong visual language driven by passion and identity. Also, today, the discussions with industry peers on innovation and future trends have been insightful, and I hope these ideas inspire the next generation of designers to embrace both creativity and functionality."*

**Prof. Bhaskar Bhatt, Dean, School of Design UPES, said**, *"Having a designer of Maurizio Corbi's calibre with us was a significant milestone. His extensive experience has offered our students priceless industry insights, strengthening our mission to integrate creativity with*

*technology. We look forward to having more of such engagements that inspire and prepare our students to become leaders in the global design industry.”*

Corbi's expertise in harmonising form and function has set benchmarks in automotive design, making his visit to UPES a valuable experience for students keen to explore design intricacies. This collaboration reflects UPES' commitment to global industry engagement and its reputation as a forward-thinking design school that blends creativity with technology. Starting in 2026, all senior studio projects will be mentored or sponsored by industry partners. Students gain global exposure through exchange programs and study tours to countries such as the UK, France, Japan, and Korea. They also secure internships with top brands like Hero MotoCorp, Accenture, LTI Mindtree, Maruti-Suzuki Ltd and more.