

Ace Car Designer Maurizio Corbi Inspires Design Students at UPES

The UPES School of Design welcomed **legendary car designer and automotive artist Maurizio Corbi** for an inspiring week of workshops and discussions. Corbi, a distinguished figure in automotive design, has spent decades crafting some of the most iconic vehicles under **Pininfarina's banner – classic Ferrari models like the F355, 456, 550, and California**. He has been invited to India by UPES, marking a rare and invaluable opportunity for design students at the university.

His itinerary, which began on February 22 in Dehradun, comprises intensive hands-on workshops, engaging with students in live sketching sessions, and providing direct mentorship. The second leg of his visit will take him to Delhi on February 28, where he will be speaking on **'L'arte Dell'auto - The Art of Automobile'**. The event will bring together industry professionals for an insightful discussion on automotive and industrial design.

Reflecting on his experience at UPES, **Maurizio Corbi** stated, *"It is always inspiring to interact with young designers who bring fresh perspectives and enthusiasm to the table. However, while I feel that Indian designers are great at problem-solving, they need to embrace the joy and artistry of design. True design is about passion, identity, and creating a strong visual language that evokes emotions. I encourage young designers here to infuse more artistic expression into their work, celebrating aesthetics as much as functionality."*

During his sessions, Corbi conducted hands-on workshops covering automotive sketching, conceptualisation, and design aesthetics. Students received direct feedback on their work and explored how emerging technologies like generative AI and 3D printing are transforming the industry.

Prof. Bhaskar Bhatt, Dean, UPES School of Design, remarked, *"Hosting a designer of Maurizio Corbi's calibre is a milestone for us. His vast experience has provided our students with invaluable industry insights. At UPES, we strive to bridge creativity with technology, and this interaction has reinforced that vision."*

Students found immense value in Corbi's mentorship. **Parth Veer, a third-year student pursuing the B.Des. program**, said, *"Learning from someone who has designed Ferraris is a dream come true. His feedback has given me a completely new perspective on how to approach automotive design."* **Shreya Vishwakarma**, another third-year student, added, *"What struck me most was how he emphasised storytelling through design. His approach has made me rethink how I convey my concepts."*

UPES School of Design integrates creativity with advanced technology, offering interdisciplinary collaborations. Starting 2026, all senior studio projects at the School of Design will be sponsored or mentored by industry partners. Additionally, students benefit from global experiences, including **inbound and outbound exchange programs** with institutions in the **UK, France, North America**, and **study tours to Japan, Korea, and the Nordic countries**. Students also have opportunities to take up projects and internships with major brands such as **Hero MotoCorp, Accenture, LTI Mindtree, Naggaro, and others**, especially for their graduation projects in their final year. Currently, several students are undergoing their internships at **Maruti-Suzuki Ltd** in Gurugram.

Corbi's expertise in blending form with function has set benchmarks in car design, making his visit to UPES a significant event for students keen to explore the nuances of the profession. This engagement highlights UPES' commitment to global industry interactions, positioning it as a forward-thinking design school that nurtures future innovators.