



Giorgetto Giugiaro

Born on 8 August 1938, in Garessio, a village in Italy's Piedmont region, Giorgetto Giugiaro is arguably one of the greatest automobile designers ever. Whilst still studying art, Giugiaro was noticed by Fiat's engineering chief, Dante Giacosa. He recognized the 17-year-old as someone with potential, and got him to join Fiat's fledgling design centre, Centro Stile. Four years later, in 1959, Giugiaro was hired by Nuccio Bertone of Carrozzeria Bertone, where Giugiaro quickly established himself as a veritable talent. With designs like the ASA 1000, the Alfa Romeo 2000/2600 Sprint coupe and the Giulia Sprint coupe, and the Mazda 1500, Bertone was soon acknowledged as one of the best design studios to go to if you were looking for the finest designs for your newest model.

Giugiaro left Bertone in 1965, and after spending a couple of years at Ghia, he established a design studio with engineer Aldo Mantovani, called Ital Styling, which later became Italdesign. Since 1968, one brilliant design after another followed, and over the next four decades Giugiaro and his team at Italdesign designed more than 200 products, most of which were handsome, yet sensible mass production cars for the likes of Hyundai, Isuzu, Renault, and Lancia.

In June 2015, the Volkswagen Group bought out Italdesign-Giugiaro (as the design house was renamed), and Giugiaro left to create a new design studio, GFG Design (for Giorgetto Fabrizio Giugiaro) with his son Fabrizio. No doubt, Giugiaro has been responsible for more cars on the roads today than anyone else.