

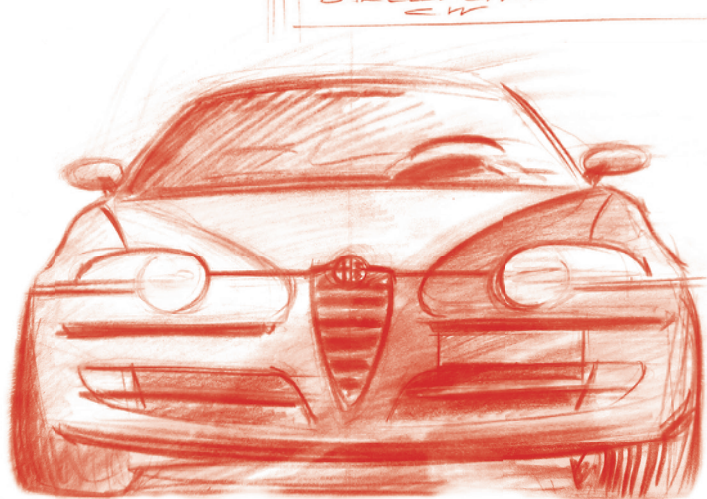
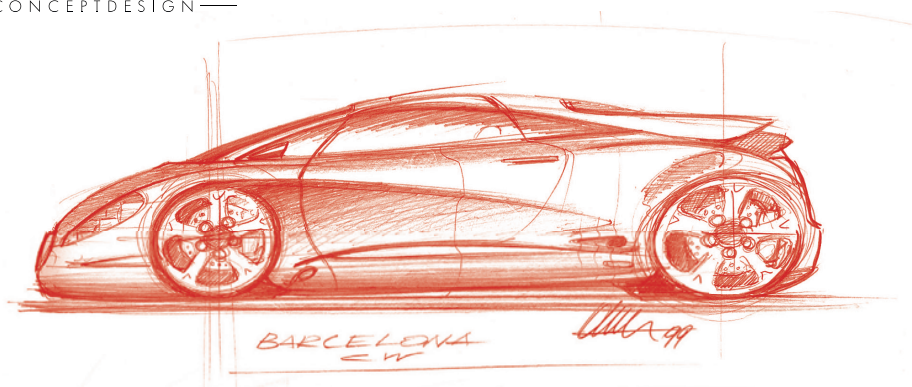
Walter De Silva The Form in Motion





Walter De Silva
The Form in Motion

WALTER DE SILVA
— CONCEPT DESIGN —



Walter De Silva was born in Lecco, Italy, on 27th February, 1951. His father Emilio was a graphic artist and designer, while his grandfather a shoemaker. With an unquestionable talent for drawing and a love for cars since childhood, Walter De Silva began his career in 1972 in Turin as Junior Stylist at the Fiat Style Centre. In 1975 he joined the Rodolfo Bonetto firm, where he was responsible for interior car design. From 1979 to 1986 he led the Idea Institute Design Department. After a short period with "Trussardi Design Milan", in 1986 he became the head of the Alfa Romeo's Style Centre, where he designed many

prototypes and production models, among them the 156 and 147. In 1999 he was asked to become Head of Design for Seat and, after developing strategic projects, he was invited to become Head of Design for the Audi Group (Audi, Seat, Lamborghini). He personally developed the new Audi style, which won immediate recognition for its extraordinary design and signature single frame front. In 2010 he received the Design Award of the Federal Republic of Germany for the Audi A5, which he considers "the most beautiful car I have ever designed". On January 1st, 2007 he was appointed Head of Design of the Volkswagen Group



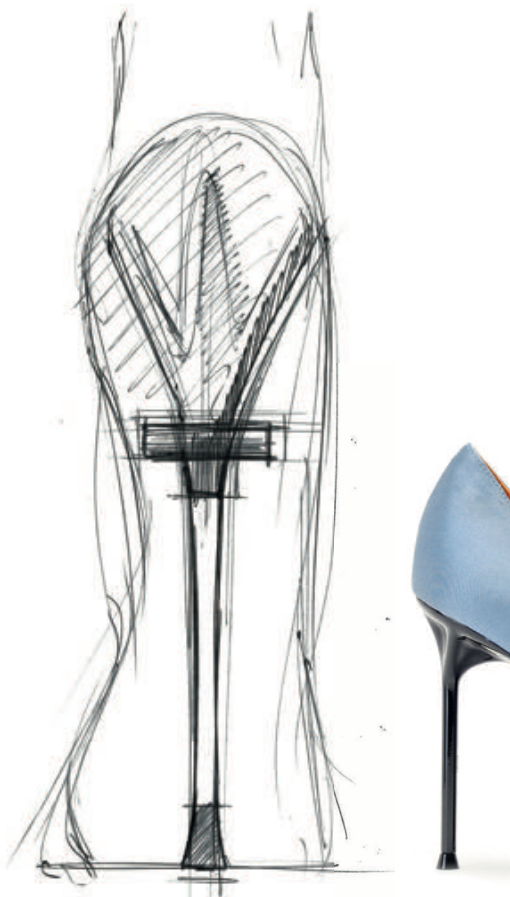
for 12 brands: Audi, Volkswagen, Seat and Skoda, the luxury brands Porsche, Bentley, Lamborghini as well as Ducati and the industrial vehicle brands Scania, Man and Volkswagen Commercial - a formidable challenge in terms of complexity, organisation and synergies. Walter De Silva based his research on the definition of brand-specific design criteria and the formal simplicity of the models, combining German technology and his great Italian creativity. This led to the New Polo and the Golf 7 (cars of the year 2010 and 2013). In recognition of his undisputed and extraordinary merits, in 2015 De Silva

was awarded with the prize Car of the Year for the fifth time for the Volkswagen Passat. Walter De Silva was awarded with the Compasso d'Oro for Lifetime Achievement in Design by the Italian Association for Industrial Design and continued to focus on product design, which led to magnificent products such as the Leica M9 Titanium camera, the Luft armchair for Poltrona Frau and the Liquid lamp for Performance in Lighting. When his career as car designer came to an end in December 2015, he immediately started to pursue his not-so-secret dream: designing women's shoes... so together with his wife Emmanuelle he has





created WALTER DE SILVA SHOES. The concept of seduction influences every form in Walter De Silva's design and projects. Beauty, harmony and proportionality converge in an exclusive aesthetic moment. Every car, every object, reflects this notion of refinement. The art of seduction crystallises in this line of shoes; the extreme style, truly a "fil rouge" that unifies the leg, ankle, shoe and heel in one impression so dear to the designer: the form in motion. Walter De Silva bases the shoe on a sketch done in timeless proportions, such that one gets the sensation of absolute elegance



WALTER DE SILVA
— SHOES —

www.walterdesilva.com
office@walterdesilva.com
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at a single glance. The surfaces are clean and flowing, cut or framed by consistent, precise, and clearly defined lines. A woman's foot, the ankle and the leg all move with tautness created by the shoes and the heel.

THE BRAND

The emblem of the brand is a broken arrow that outlines the W in Walter. Strong, precise and chromed to express quality and innovation, this presents a definitive relation to the design.

