**Ford Designers Showcase at Salone del Mobile a Guitar,**

**Sail Boat, and Table Football Inspired by Ford GT Supercar**

* Ford’s global design team at the world’s leading furniture design expo, Salone del Mobile, unveils a range of items inspired by the new Ford GT
* A boat, guitar, table football and other objects were developed by Ford’s global design studios for the show, applying the same interior design philosophy as Ford’s upcoming supercar
* Also inspired by the all-new Ford GT is “FAVILLA, To Every Light a Voice,” an immersive installation curated by architect Attilio Stocchi in partnership with Salone del Mobile
* Salone del Mobile in Milan, Italy, runs until April 19. Ford today also hosts a discussion on current trends, and how they are influencing design

**MILAN, Italy, April 14, 2015** – Ford’s team of global designers today showcased their innovation and creativity, unveiling a sail boat, guitar and table football at the Salone del Mobile design show, in Milan, Italy. The collection of pieces was inspired by the same philosophy that guided the design of the [new Ford GT](https://media.ford.com/content/fordmedia/feu/en/news/2015/03/03/ford-delivers-performance-feast-at-geneva--new-focus-rs-makes-pu.html).

Designers from Ford’s global studios exhibited the guiding principles that drive the interior design philosophy for the Ford GT – clarity of intent, innovation, and connection – applied to a range of non-automotive exhibits.

“We have an incredible amount of talent in our global studios,” said Moray Callum, vice president, Design, Ford Motor Company. “The public rarely sees more than 10 per cent of the work that happens in our studios. This is the perfect opportunity to share some of the creativity within our team while also offering our designers an opportunity to go beyond the everyday work and get exposure to new ideas that will inspire for future Ford designs.”

The guiding principles behind Ford GT interior design include:

* Clarity of intent – highlighting focused areas of functionality
* Innovation – pushing the boundaries of innovation to develop new designs and keep changing the way the world moves
* Connection – establishing a connection with the driver through more compact and more intuitive technology

The new Ford GT also serves as a technology showcase for top EcoBoost performance, aerodynamics and lightweight carbon fibre construction.

“Over the past few years, we have gained some incredible momentum with our designs,” Callum said. “As we move forward, we need to build on and evolve what we have achieved to continue to deliver exciting and fresh solutions. The interior design of the Ford GT builds on existing DNA and pushes it forward.”

Alongside the sail boat, guitar and football table, Ford displayed more traditional items of furniture. These included a floating lamp, a wi-fi speaker and two interpretations for lounge areas. Each different object applies similar design solutions to form a recognisable portfolio.

Ford also has a presence in town this year. The company has partnered with Salone del Mobile to create an innovative and immersive installation called “FAVILLA, to Every Light a Voice,” an immersive installation curated by architect Attilio Stocchi, which also takes inspiration from the all-new Ford GT.

“FAVILLA, To Every Light a Voice” unfolds inside two large boxes. The first box examines the science of light amid a dazzling, reflective show, much like the interior of a geode. The second box is curated by Ford’s in-house animation studio to offer visitors a disruptive and engaging product experience that showcases how Ford design shapes both form and function and a unique consumer experience.

Ford’s exhibition is now on display at the Ford Design Lounge at Salone del Mobile in the Fiera Milano exhibition hall, Pavilion 13. “FAVILLA, To Every Light a Voice” is open to the public from 11:00-23:00 CET in Piazza San Fedele.

At 14:00 CET today, Ford will host a discussion panel on design trends – exploring the concept of personal space – in the Fiera Milano exhibition hall. The [2015 Ford Trend Report](https://media.ford.com/content/fordmedia/fna/us/en/news/2014/12/29/2015-ford-trend-report-explores-generation-z.html) identified “The Give and Take of Privacy” as a trade-off between the information consumers are willing to share and the benefits they receive. The discussion will focus on the importance of understanding and interpreting the boundaries of “personal space” in delivering the best customer experience, both in the physical and the digital space.

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***Over Ford Motor Company***

*Ford Motor Company is gevestigd in Dearborn, Michigan (VS), en is een toonaangevend bedrijf in de auto-industrie. Het bedrijf houdt zich op zes continenten bezig met de fabricage of distributie van auto's.* *Het bedrijf beschikt wereldwijd over ongeveer 187.000 medewerkers en 62 fabrieken en exploiteert de merken Ford en Lincoln.* *Via Ford Motor Credit Company biedt het bedrijf financiële diensten aan.* *Ga naar* [*www.corporate.ford.com*](http://www.corporate.ford.com) *voor meer informatie over de producten van Ford.*

***Ford Europa*** *fabriceert, verkoopt en onderhoudt auto's van het merk Ford in 50 afzonderlijke markten en heeft ongeveer 47.000 werknemers in dienst. Joint ventures en zelfstandige activiteiten meegeteld, werken er ongeveer 66.000 mensen voor het bedrijf.* *Ford Europa bestaat uit Ford Motor Credit Company, Ford Customer Service Division en 23 productiefaciliteiten (12 eigen of geïntegreerde joint venture-faciliteiten en 11 zelfstandige joint venture-faciliteiten).* *De eerste auto's van Ford werden in 1903 naar Europa verscheept, hetzelfde jaar waarin Ford Motor Company is opgericht.* *De productie in Europa begon in 1911.*

Voor meer informatie over Ford:

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