



WALTER DE SILVA  
AUTOMOTIVE

PRESS RELEASE

## Walter De Silva designs a trophy for Concorso Italiano

- / WALTER DE SILVA WILL AUTHOR THE DESIGN FOR THE BEST IN SHOW AWARD OF CONCORSO ITALIANO.
- / APPOINTED AS AN AMBASSADOR OF ITALIAN EXCELLENCE IN THE WORLD, DE SILVA WILL ALSO PRODUCE THE TROPHY FOR YEARS TO COME.

**Milan, 5 June 2024** — The Concorso Italiano, the benchmark event for Italian motoring and lifestyle enthusiasts during Monterey Car Week, is about to experience a new chapter in its history, with new chairman, long-time entrepreneur and car collector Richard De Andrade..

A new route that from the 2024 edition of the Concorso Italiano will bring cars, motorbikes and other vehicles together with all the other most beloved Italian cultural elements, such as fashion, music, art, cuisine and design, surrounded by the endless love and passion for Italian cars and lifestyle.

Walter De Silva, recently appointed honorary member of the Altgamma Community and Ambassador of Italian excellence in the world, was also involved. The renowned Walter De Silva boutique design studio has in fact been chosen to create the Best of Show Award, which will continue the long tradition of Italian Concorso trophies with an Italian touch and establish a new one. De Silva's touch on the Best of Show Award will in fact last beyond the 2024 edition of the event, as the world-renowned designer who has left his mark on many successful Italian cars will be the author of the award design for years to come.

*"I am proud to have been involved in this project that combines a passion for cars and the Italian lifestyle, which is also the source of inspiration for the design of the trophy in which the lines of a car intersect with the colours of the Italian flag to create a timeless sculptural form. - explained Walter De Silva.*

The 2024 edition of Concorso Italiano will take place on Saturday, August 17th, 2024, at the Bayonet & Black Horse Golf Course on The Monterey Peninsula, California..

### THE WALTER DE SILVA STUDIO

Born from the merger of companies that, after a long successful career in car design, were created by De Silva himself. Initially, he created Walter De Silva ConceptDesign, a multidisciplinary network composed of various skills, to provide the best quality with maximum flexibility. Many projects have been realized for important clients. Among the most notable are: the "Luft" armchair for Poltrona Frau; the "Papiri," a new short pasta format for Barilla; the "Alodia" chaise longue for BABEL D; the M9 Titan, the iconic Leica camera, produced in a limited edition of only 500 pieces; and the new interiors of the ITA Airways aircraft fleet. In 2019, Walter De Silva & Partners was born, a team of professionals driven by the desire to create, intrigue, and excite, brought together to provide clients with a unique and alternative vision. The core business of the company is divided into Brand & Product Identity, defining a vision for the client, and Fuoriserie, the bespoke automobiles programme, aiming to bring on the roads, the ultimate excellence of Walter De Silva's design values.

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