



PRESS RELEASE

## Walter De Silva Ambassador of Made in Italy in the world

- / APPOINTED AS AN HONORARY MEMBER OF THE ALTAGAMMA COMMUNITY AND AMBASSADOR OF ITALIAN EXCELLENCE IN THE WORLD.
- / SINCE 1992 ALTAGAMMA BRINGS TOGETHER THE BEST COMPANIES OF THE HIGH CULTURAL AND CREATIVE INDUSTRY THAT PROMOTE ITALIAN EXCELLENCE, UNIQUENESS AND LIFESTYLE IN THE WORLD.

**Rome, May 29th 2024** — A new tribute to the career of Walter De Silva, who, after the Compasso d'Oro, the prestigious career prize awarded by the ADI (Italian Industrial Design Association) in 2011, has joined the Altagamma Community as an honorary member and Ambassador of Italian excellence in the world. The official announcement was made during the gala dinner, held in the splendid setting of Palazzo Colonna in Rome, on the eve of Altagamma Day 2024, which took place today, in the presence of the Minister of Enterprise and Made in Italy, Adolfo Urso.

"I am particularly proud of this award," said Walter De Silva, "because promoting Italian excellence is a task I have always done, in my long career, which at one point in my life took me first to Spain and then to Germany. In fact, I want to emphasise that I have not simply worked for a German Group, but I have exported Made in Italy and Italian design to that type of industrial culture which is completely different from ours, trying to disseminate the cult of beauty, which is my first source of inspiration every time I pick up my pencil".

Since 1992, the Altagamma Foundation has brought together the best companies in the High Cultural and Creative Industry that promote Italian excellence, uniqueness and lifestyle in the world. Unique for its transversality, Altagamma brings together 119 brands from the 7 sectors of fashion, design, jewellery, food, hospitality, motors and boating with the aim of contributing to the growth and competitiveness of the companies of the Italian cultural and creative industry, thus also contributing to the economic development of the country.

It is precisely in this context that the renowned Walter De Silva boutique design studio fits in, which recently adopted a new corporate identity with the intention of setting a benchmark for exemplary, reliable and excellent design that perfectly combines beauty and functionality.

### 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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