



PRESS RELEASE

A new logo for a Timeless Identity

- ✓ WALTER DE SILVA ADOPTS A NEW VISUAL IDENTITY FOR HIS DESIGN ATELIER BASED IN MUNICH.
- ✓ WITH THIS NEW GRAPHIC PRESENTATION, WALTER DE SILVA SENDS A CLEAR SIGNAL TO THE WORLD OF AUTOMOTIVE AND PRODUCT DESIGN, WHILE THE COMPANY IS EXPANDING AND LAUNCHING A NEW BESPOKE CAR PROGRAM.

Munich, May 22nd 2024 — The renowned Design Atelier of Walter De Silva adopts a new corporate identity. This rebranding coincides with the Founder's effort to streamline the various entities of the company, now unified under a single voice with a renewed graphic design that looks to the future. This new strategy aims to attract new clients and partners, helping them to better appreciate the Brand and the skills of the professionals who have always worked with great passion. After several years of consultancy, leading to many significant projects in Automotive and Product Design for various International Brands, a decision has been made to give the Studio's creative activities a more transversal and integrated direction.

THE NEW LOGO THAT UNITES TRADITION AND INNOVATION IN THE SECTOR

"The new logo, with all its various applications, is our response to the evident trend towards the simplification of brands, which today leads to the almost total elimination of emotions from their language. With a precise and synthetic 'signature,' we wanted to add an element of energy to our identity while staying true to what our tradition represents...inspired by my father's life dedicated to Design," emphasized Alexandre De Silva, the company's Communications & Business Development Manager.

The important message behind the brand is that Walter De Silva has never left the Design scene. The new corporate identity is a concrete sign of how committed the Walter De Silva Design Atelier is to research and innovation. The brand is modern, contemporary, and confirms aesthetic excellence, communicating great personality.

THE CORPORATE VISION

The ambition of the Walter De Silva atelier is to establish itself as a benchmark for exemplary, reliable, and excellent Design that perfectly combines beauty and functionality. The integration of fundamental engineering principles and aesthetic values ensures that projects transcend traditional boundaries and embody the full scope of Walter De Silva's principles. In this way, the company aims to elevate the values of timeless Design, allowing a new generation of designers to innovate within this holistic framework.

The headquarters in Munich provide the company with the opportunity to operate in an international city with a strong industrial and automotive background, adding to the Italian know-how of Walter De Silva's universally recognized vision in terms of elegance and design capability.



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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