

Kemal Curic: Drawing a Pony Car for the Next 50 Years

It's not often designers get the chance to reimagine an iconic product in any industry, so when the time arrived to rework the Ford Mustang, Kemal Curic seized the opportunity. Among the hundreds of theme sketches submitted by designers from Ford studios around the world, one of Curic's pieces was selected as the basis for the sixth-generation Mustang that goes on sale in 2014.

Bosnian-born Curic began his career at Ford of Europe in 2003 after studying in Germany to earn a bachelor's degree in industrial design and a master's in transportation design. The early years of his career were spent creating interiors for cars like the European-market Fiesta and Kuga, before he transitioned to the exterior design team.

Throughout his first decade with Ford, Curic has had a hand in a number of production vehicles including the current-generation Focus, Escape and Fusion. Along the way, Curic was also part of the team that created the 2006 Iosis X and the 2011 Evos concepts – both of which helped to define the design language of the contemporary Ford lineup.

In 2010, Curic moved his young family from Germany to the United States, where he is now an exterior design manager in Ford Dearborn design studio.