Ford GT Inspires Designers to Create Foosball Table, Guitar, Sailboat and Other Objects for Display at Salone del Mobile

• At Salone del Mobile, Ford’s global designers are displaying a range of non-automotive objects inspired by all-new Ford GT; the team applied the interior design philosophy behind the supercar to create a racing sailboat, guitar, foosball table and more
• Today, Ford hosts a discussion on the influence of trends on design at the world’s leading furniture design expo in Milan, Italy
• Also inspired by Ford GT is “FAVILLA, Every Light a Voice” – an immersive installation curated by architect Attilio Stocchi in collaboration with Federlegno Arredo Eventi

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Ford is showcasing the innovation and creativity of its global design studios at the world’s leading furniture and design expo. Taking their inspiration from the all-new Ford GT supercar, Ford designers created a racing sailboat, guitar, foosball table and several other objects for display at Salone del Mobile in Milan, Italy.

The display demonstrates that the interior design philosophy for Ford’s all-new supercar can be applied to a range of non-automotive creations.

“We have an incredible amount of talent in our global design studios,” said Moray Callum, Ford Motor Company vice president for design. “Salone del Mobile is the perfect forum to share some of that creativity, while also offering our designers an opportunity to get exposure to new ideas that will inspire future Ford design.”

The guiding principles behind the interior design philosophy for the all-new Ford GT are:

• 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, more intuitive technology

Ford GT serves as a technology showcase for top EcoBoost® performance, aerodynamics and lightweight carbon fiber construction.

“Over the past few years, we have gained incredible momentum with our designs,” said Callum. “Now, we need to 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.”

Other objects Ford’s global designers created include a suspended light, a Wi-Fi speaker and two different interpretations for lounge furniture. Each object applies a similar design solution to form a recognizable portfolio.

Ford is working with architect Attilio Stocchi, in collaboration with Federlegno Arredo Eventi, on an innovative experience at Salone del Mobile – “FAVILLA, Every Light a Voice,” which also takes inspiration from the all-new Ford GT supercar.
The immersive installation unfolds inside two large boxes. The first 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 unique, engaging product experience that showcases how Ford design shapes both form and function.

Ford is also hosting a panel discussion on design trends at Salone del Mobile. In the 2015 Trend Report, Ford Motor Company’s annual look at consumer trends shaping mobility and other areas, experts point to 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 to deliver the best customer experience – in both the physical and digital arenas.

The Ford exhibition is on display at the Ford Design Lounge, pavilion 13 of Fiera Milano exhibition hall. The panel discussion also takes place at Fiera Milano. “FAVILLA, Every Light a Voice” is open to the public in Piazza San Fedele.

Please click here to visit the official press kit.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Michigan manufactures or distributes automobiles across six continents. With about 187,000 employees and 62 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.