

**Water and design become elements of connection and  
interconnection for RRD and Italdesign  
at Fuorisalone 2025**

**April 7-13 - RRD Showroom in Opificio 31**

- **Water and design unite RRD-Roberto Ricci Designs and Italdesign and find shared visual expression on the show car Quintessenza**

Moncalieri, March 25<sup>th</sup>, 2025

At the 2025 edition of Fuorisalone in Milano, in the RRD – Roberto Ricci Designs showroom – Italdesign interprets the theme Connected Worlds of the Milanese event around a complex and inspired exhibition project, capable of expressing the eclecticism and holistic approach of the design house.

After a world tour that touched, in addition to the national territory, China, the United States, and the UAE, the Italdesign Quintessenza show car, the second research project by Joaquin Garcia and his team, arrives in Milano sporting an updated livery specifically designed for the event.

Quintessenza indeed pays tribute to the Made in Italy brand RRD – Roberto Ricci Designs – which has been showcasing its collections and presenting collaborations with artists and designers at its showroom in Opificio 31, a key venue of Fuorisalone, since 2019

Water, one of the four natural elements inspiring the initial philosophy of Quintessenza, becomes a fundamental element and symbol of interconnection, creating a bridge between Italdesign and the RRD brand, which in 1989 found its genesis and main source of inspiration in water, thanks to the passion for the sea and windsurfing of its founder, Roberto Ricci.

Two companies that embrace an interdisciplinary vision of design, constantly evolving and transforming like water. Both realities excel in integrating research, innovation, functionality, and techno-tailoring, sharing a passion for beauty and excellence.

The Razzle Dazzle pattern, the monogram of RRD, initially conceived and developed by Roberto Ricci for the Watersports sector, then repurposed and finalized for Clothing, is a recognizable graphic sign, geometric, infinitely repeated, and transformative in dimensions, with a reference to the art of camouflage. Applied to clothing and accessories of the brand, it now adorns part of the front and the tail of Quintessenza.

The new personalized graphic design, aptly named 'razzle-dazzle,' captivates the eye and enchants visitors, adding a unique touch to the show car. It embodies the essence of both companies, which continuously innovate while maintaining their core identity.

*"This collaboration testifies to our constant commitment to exploring new visual horizons,"* comments Joaquin Garcia, Head of Design at Italdesign

*"For this year's Milano Design Week, we wanted Quintessenza to create connections between different worlds - such as art, innovation, experimentation, dynamism, and sustainability - giving life to a powerful and distinctive visual expression, with immediate impact,"* continues Garcia.

*"RRD is a brand that perfectly dialogues with these concepts,"* concludes Garcia. *"For this reason, we have transformed the surface of our show car into a real canvas, on which the RRD monogram becomes the fulcrum of our vision, creating an almost hypnotic effect, like the Optical paintings of the seventies and eighties to which the pattern is inspired."*

*"Collaborating with Italdesign on the extraordinary Quintessenza project is an exciting experience for RRD,"* says Roberto Ricci, founder of RRD. *"This synergy offers a unique opportunity to merge design and creativity, celebrating the excellence of Made in Italy."*

The Razzle Dazzle monogram of RRD, born in the world of watersports, evolves on this occasion to explore new horizons in automotive design. *"Through Quintessenza, we bring our essential vision of forms to a new level, creating a strong, innovative, and unexpected visual language,"* continues Ricci.

The pattern, inspired by marine camouflage, symbolizes fluidity and transformation—values embraced by both companies. *'What we're creating goes beyond aesthetics; it's a statement of intent. It's a celebration of craftsmanship, innovation, and sustainable thinking, which sets both Italdesign and RRD apart.'*

*"Through this collaboration,"* Ricci concludes, *"we aim to inspire a new generation of designers, showing that art and functionality can seamlessly, harmoniously, and effectively coexist."*

Italdesign's latest creation, Quintessenza, draws inspiration from the four natural elements—earth, water, fire, and air—placing the human being at its core. It aims to be the perfect guide for reconnecting with the world and nature. Through a digital detox operation and the humanization of onboard technology, Quintessenza eliminates digital distractions. The HMI 'Never Lost' system keeps passengers informed of their position and direction, ensuring they never lose sight of their destination.

Quintessenza features an innovative architecture designed for new generations and the global market. This show car blends the elegance of a GT with the practicality of a pick-up, boasting generous proportions and sporty, functional lines. The large, electrically operated rear tailgate, hinged at the bumper's base, provides easy access to the trunk. The two rear seats can rotate 180° to offer a panoramic view, enhancing the enjoyment of the surrounding natural environment.

The interior design is characterized by simple lines and elegant surfaces, guided by a human-centric approach and usability principles, mirroring the exterior. Quintessenza incorporates Elaphe's electric motor technology, featuring a four in-wheel motor system that enhances performance, power, and versatility. This system ensures smooth transitions between off-road and on-road driving, offering precise vehicle control.

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