



Alfa Romeo

PASSIONE

*The inspirations and influences
of Alfa Romeo design*



We are in the realm of sensations, passions, things that have to do more with the heart than the head.

- ORAZIO SATTA PULIGA, HEAD OF ALFA ROMEO ENGINEERING FROM 1946 TO 1973

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EXPLORATION



Alfa Romeo and passion are synonymous, words inextricably linked together since the brand's inception in 1910.

From the very beginning, Alfa Romeo has built automobiles with a passion for design and performance earning its place as a motorsport legend and a symbol of Italian craftsmanship and elegance.

A unique blend of essential lines, perfect proportions and bold, dynamic spirit has given birth to cars that could not have been created anywhere else, by anyone else. This unparalleled approach to design has become a worldwide archetype of Italian style and has enlisted passionate "Alfisti" to the brand all over the world.

The following pages will reveal some of the key ideas and concepts that set Alfa Romeo's design apart, and will offer a glimpse into the influences that have shaped the minds and hearts of the designers, modelers and sculptors who work at Centro Stile (Design Center) in Turin.

These are the people who, inspired by the richness of Italian art and design as well as the brand's unique heritage, are creating the Alfa Romeo vehicles of tomorrow. And for this e-book, they have created exclusive sketches to highlight what makes Alfa Romeo design unique. Enjoy.



DESIGN

Alfa Romeo

BACK



centro

CENTRO STILE

È molto più bello sapere qualcosa di tutto che tutto di una cosa.
Dietro ogni problema c'è un'opportunità.
La ragione non è nulla senza l'immaginazione.
Se un'idea è più moderna di un'altra, è segno che non sono immortali né l'una né l'altra.





CENTRO STILE

Centro Stile (Design Center) started as the Reparto Carrozzeria (Bodywork Department) in the 1930s. In 1957 it was renamed Ufficio Stile (Style Office) and in 1971 it was renamed again, to Centro Stile. In 2009 Centro Stile moved to Turin, where it still resides today.

The Center is divided by brand and includes a color and material center as well as a complete workshop for manufacturing physical models in 1:1 scale. The studio hosts clay modelers and a paint shop.

At the beginning, the Alfa Romeo brand developed the vehicle architectures, engines and mechanical components in-house, while commissioning the exterior and interior designs of its vehicles to renowned Italian coachbuilders, such as Castagna, Pininfarina, Bertone, Touring and Zagato.



This collaboration between brands and coachbuilders was popular from the early days of the Italian automotive industry up to the 1970s. While most of the other Italian brands partnered with one particular coachbuilder, Alfa Romeo pursued a creative association with a variety of them, generating a flexible and collaborative mindset that still influences the brand's design approach to this day.



ART AND ...



Zagato

Pininfarina

Centro Stile Alfa Romeo

33/2 Coupé speciale 1969

33

... ENGINEERING

BACK





ITALIAN ROOTS

As one of the original founders of the Italian automotive industry, Alfa Romeo is rooted and influenced by Italian art, architecture and culture. The Romans brought to life incredible masterpieces that still today can be admired throughout Europe, Asia and Africa.



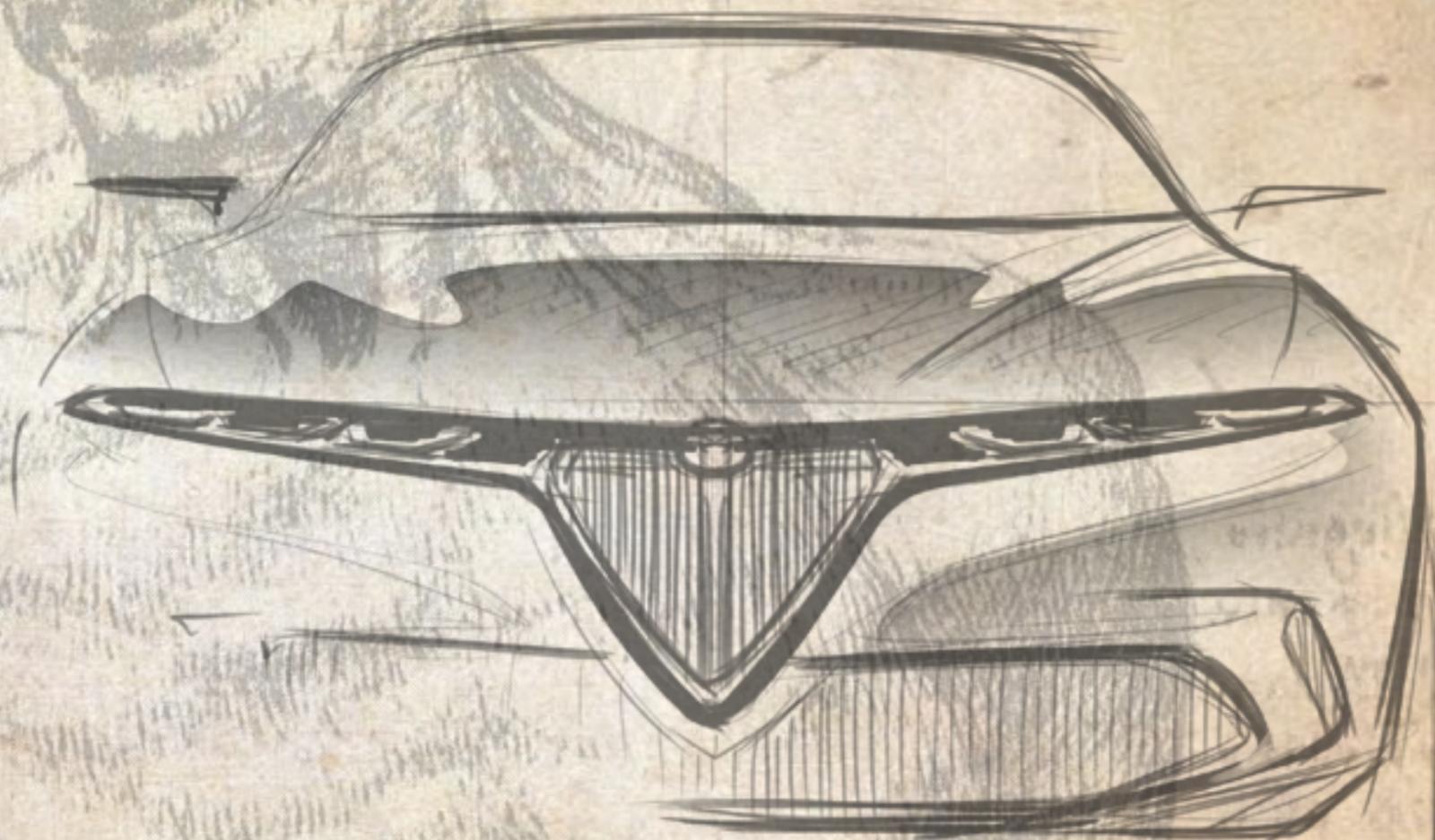
ITALIAN ROOTS

In 14th century Italy, the Renaissance promoted the rediscovery of Classical philosophy, literature and art, giving birth to works that forever changed the world.



BACK





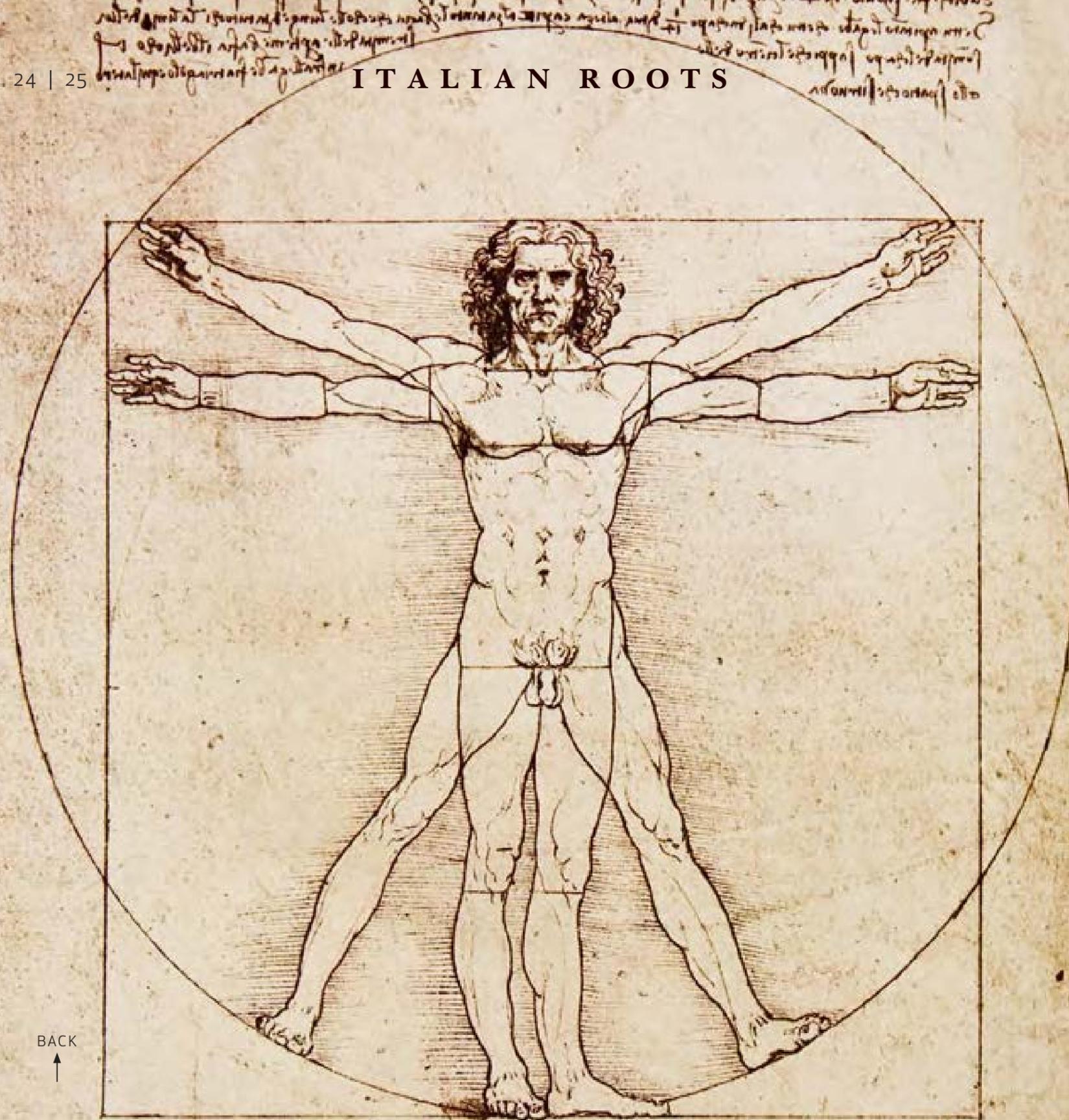
The Leonardo Da Vinci principle of tension between tendons and muscles can help us think about automotive design. In a car we have "tendons" and we have "muscles." Balancing the tension between these two helps us achieve the perfect body.

—CENTRO STILE ALFA ROMEO

B O D Y & M A C H I N E

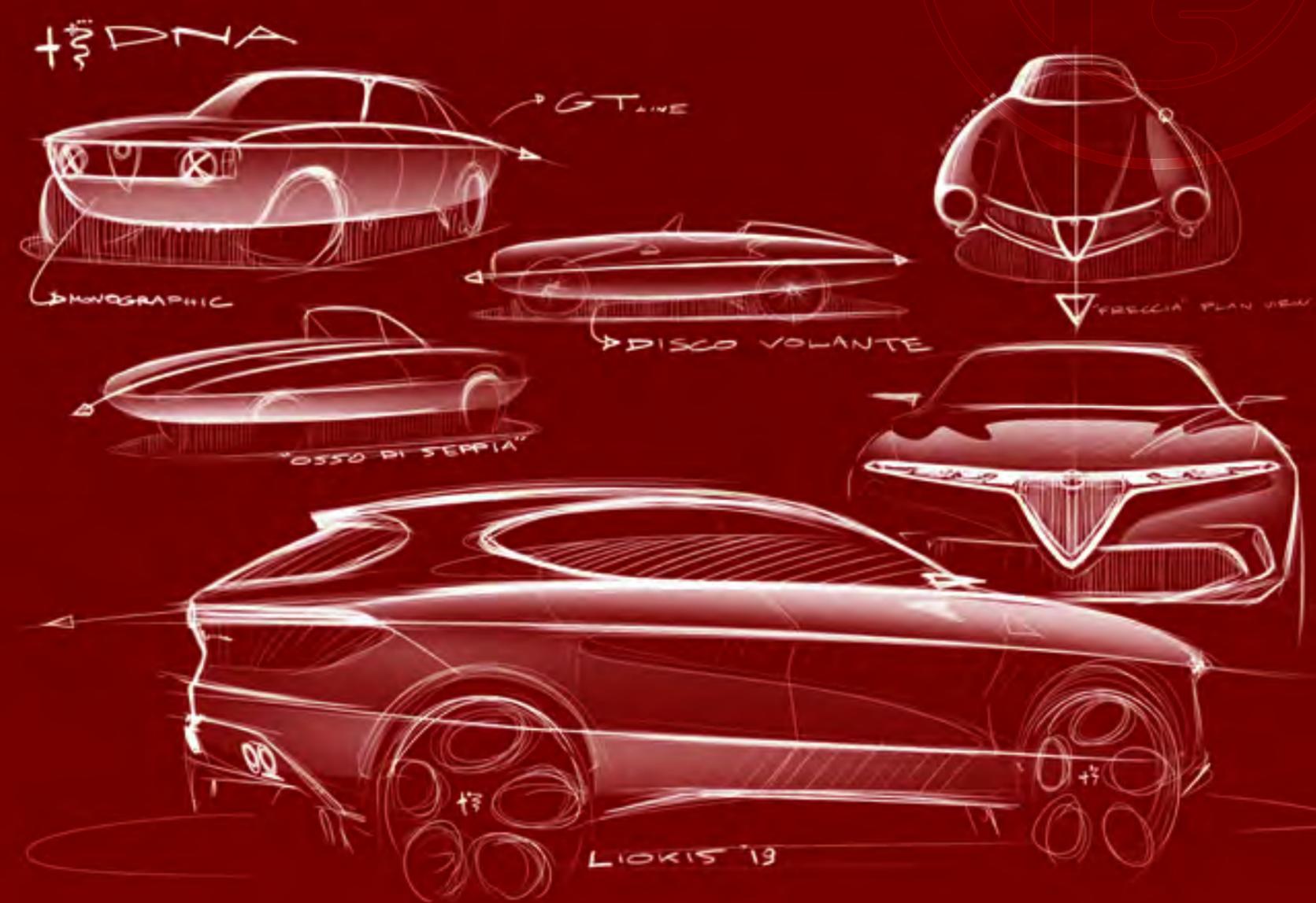


ITALIAN ROOTS



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TENDONS & MUSCLES

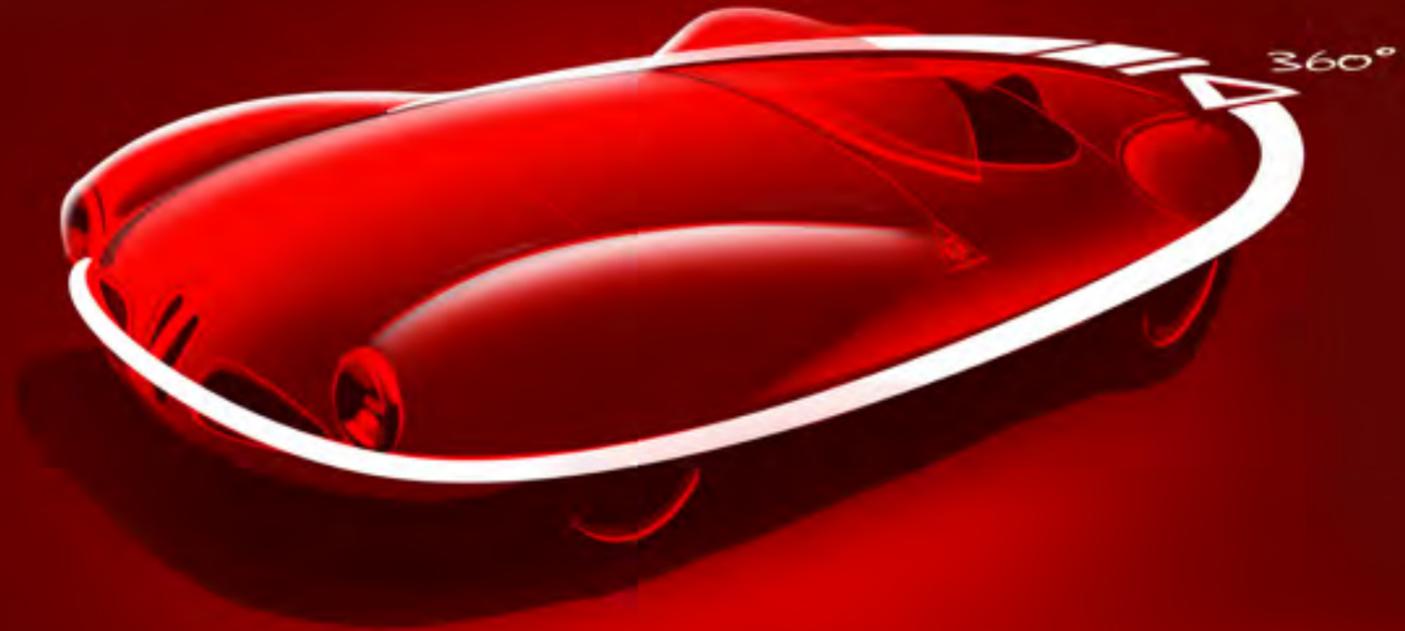


ITALIAN ROOTS

The Disco Volante, or “flying saucer” due to its radical shape, was a 1952 racing car prototype designed around an all-tubular frame. This frame provided the “tendons” or structure of the car and it can be seen as the cross inside the “Trilobo” grille.



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The Disco Volante's muscular surfaces and fender lines create a "Z" shape with the light as seen on the hard-top version shown here. This exploratory concept combined aerodynamic research with trends inspired by the world of aeronautics.





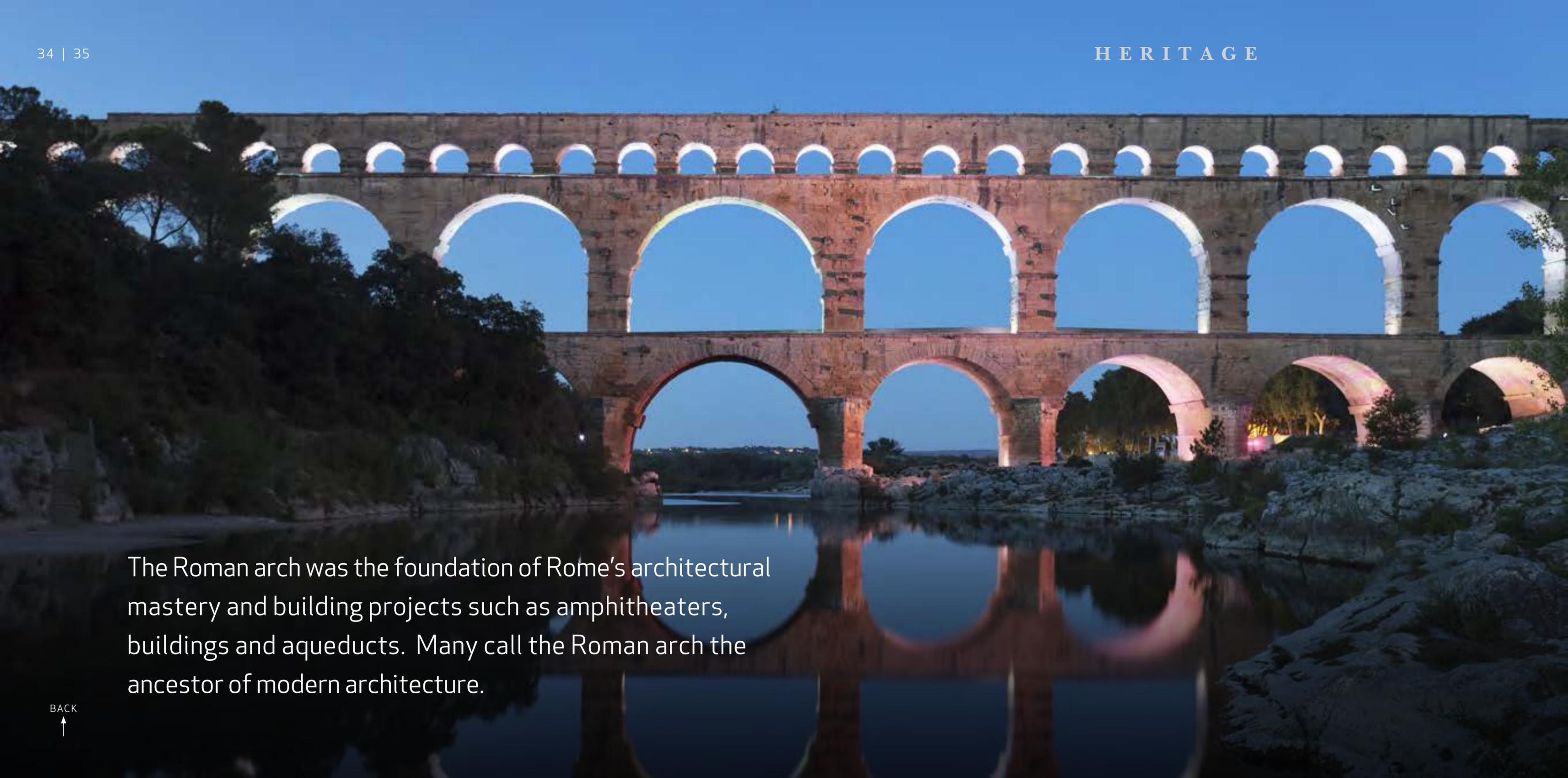
Classical... but disruptive

BACK
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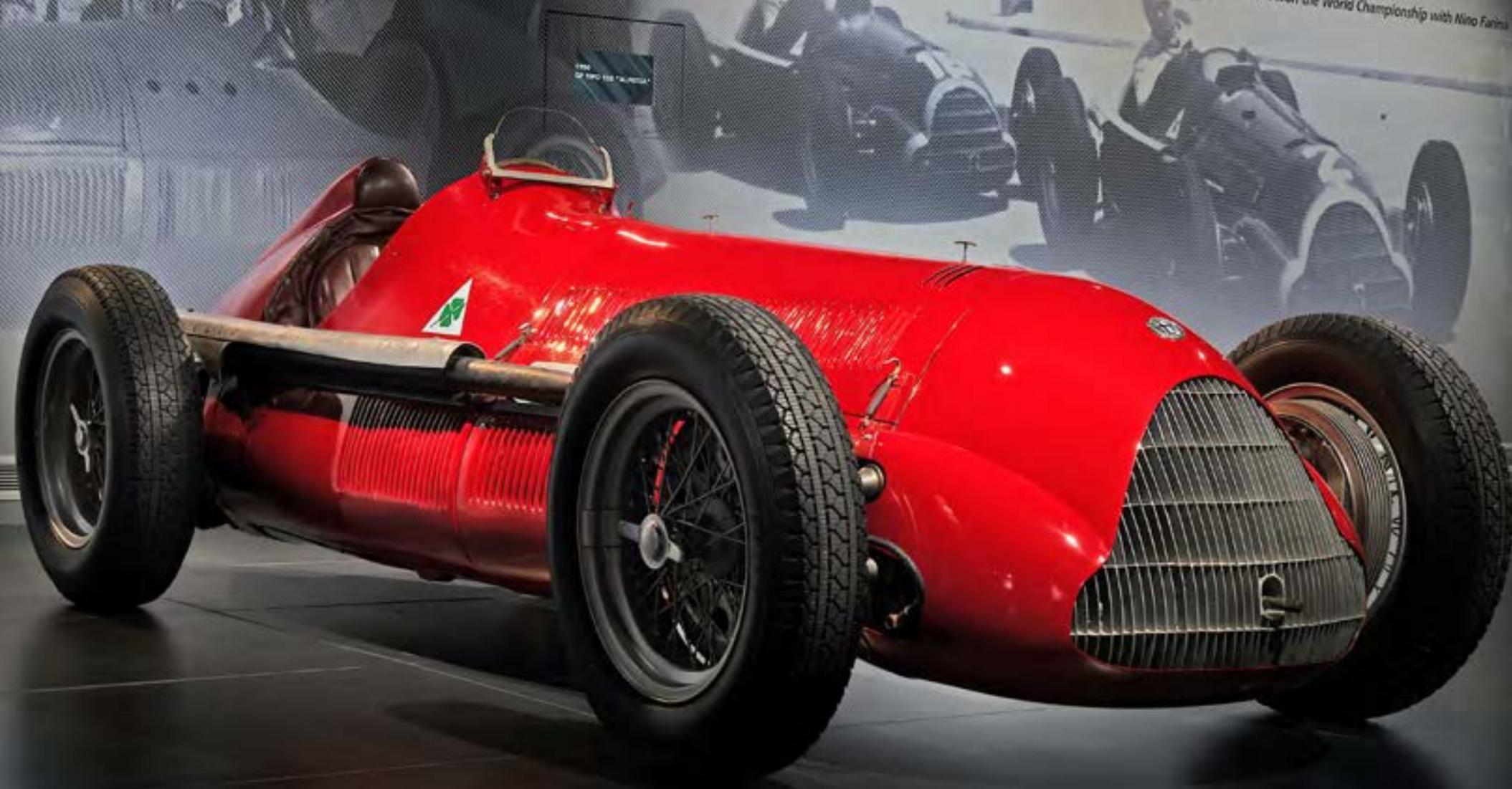




HERITAGE



The Roman arch was the foundation of Rome's architectural mastery and building projects such as amphitheaters, buildings and aqueducts. Many call the Roman arch the ancestor of modern architecture.



HERITAGE

Our design history is inextricably linked to our identity as a brand. It grounds us in the world, it provides structure and offers clear vision on how we should move forward. We celebrate our history to inspire our future.

— CENTRO STILE ALFA ROMEO



HERITAGE



GIULIA SPRINT GT VELOCE, 1966



STELVIO, 2021

DNA



BACK



HERITAGE





Flanking the iconic Scudetto and completing the front monographic, the “3 più 3” (3 plus 3) forward lighting of the Tonale concept (right) evokes the proud gaze of the SZ (left).





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ALFA ROMEO TONALE CONCEPT (2019) - ELECTRIFICATION MEETS BEAUTY AND PERFORMANCE

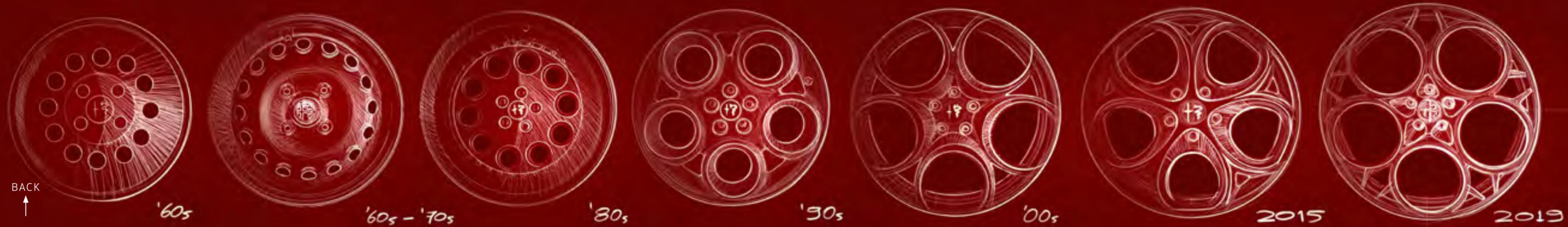


The Tonale's dropping side line, or "Linea GT" (GT Line), interprets the confidence and stance found on the Giulia GT of the '60s, connecting the design theme from headlamp to taillamp. The Tonale also showcases the classic "wedge" shape rear window, as well as a sensuous form that wraps the glass surface.

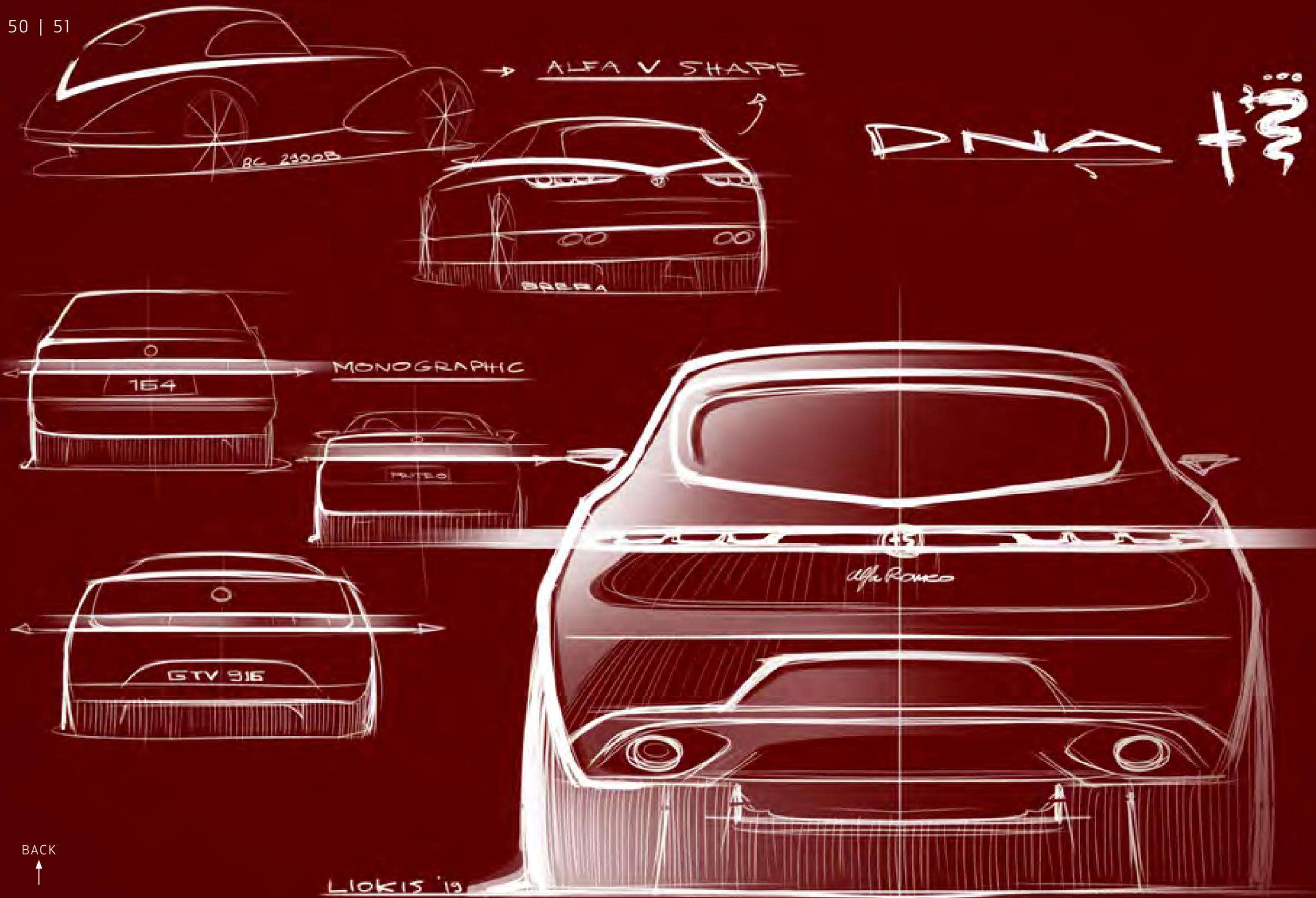


HERITAGE

The telephone dial wheel design dates back to the 1960s, when it became an Alfa Romeo design cue used on all cars, including the iconic 33 Stradale.



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HERITAGE

The rear of the Tonale is defined by an inclusive window volume, complemented on top by the suspended wing, resembling past models, including the 164 and GTV. The continuity between the transparent roof and the rear window provide a sensual sport-coupe theme.



One is an exotic sports car, the other a C-SUV concept. The Alfa Romeo 8C Competizione (left) and the Tonale concept (right) share similar daylight opening (DLO) and backlight elements, illustrating the connection of Alfa Romeo design themes across vehicle types and segments.





WE'VE RESTORED MORE THAN A RESPECT FOR OUR HERITAGE



Considered one of the most beautiful cars of all time, the 33 Stradale left its mark in automotive history for its designed-for-performance philosophy: a road car that combined extreme mechanical and functional requirements with an essential style, which “clothed” the engine and magnesium alloy and steel tube chassis with unmistakable Alfa Romeo design. The 4C relived these Alfa Romeo traditions in state-of-the-art form and shares the same lines as the 33 Stradale. Similarly, its low density, Italian-styled composite body provides the covering for the carbon fiber monocoque, aluminum engine frame and high-performance turbocharged engine. The 4C continued the design theme of compact size, dynamism and agility.

HERITAGE





1750 GT VELOCE, 1967

STELVIO, 2018



BACK



HERITAGE

The dashboards of the 1750 GT Veloce of the '60s and the modern Stelvio were inspired by airplane wings. The instrument panel is divided by horizontal elements, resembling wings, connecting the "turbina" (turbine) inspired vents and classic Alfa Romeo "cannoni" (cannons) rounded gauge cluster. A tunnel connects the dashboard with the center console.



1750 GT VELOCE, 1967



GIULIA QUADRIFOGLIO, 2021

The treatment of the seats serves not only a design purpose but also a functional role. The horizontal surfaces, particularly in the seat's lower section, help to maintain the driver in proper position during rapid acceleration and sudden braking.





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FLOS ARCO
CASTIGLIONI BROTHERS,
1962



1300 SPRINT, 1963

BACK
↑



GIULIA QUADRIFOGLIO, 2021

PURITY

BACK
↑





Iconic Alfa Romeo design is made by pure and honest shapes. Purity and honesty create attention without distraction. A design that is pure and honest can stand the test of time.

—CENTRO STILE ALFA ROMEO





ETERNAL

BACK
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ANTIDECORATIVE

ATOLLO TABLE LAMP, VICO MAGISTRETTI, 1977

PURITY

The Giulia GT of the '60s exemplifies Alfa Romeo pure design. The "GT line," the shoulder line that drops towards the end of the Giulia GT just aft of the side glass, is a design cue that is also present in the Spider "Duetto" as well as other subsequent Alfa Romeo vehicles.

Note, too, the Giulia GT's torqued surface – the area between the "360 line" that runs between the front and rear lamps and the lower character line – which is reminiscent of classic Italian boats.



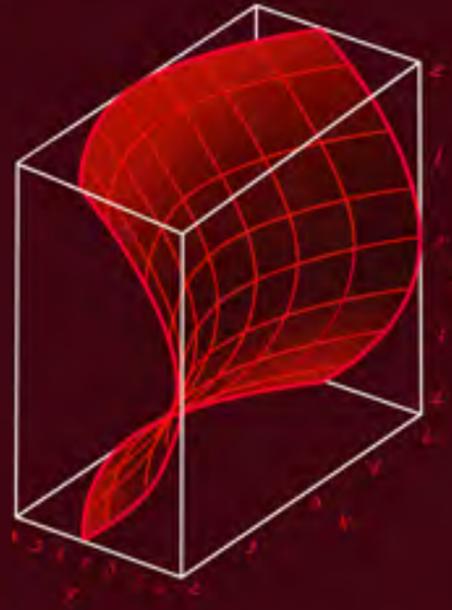
DUETTO



BACK
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PHOTO CREDIT: TOM WOOD ©2015 COURTESY OF RM SOTHEBY'S



"Sella matematica," or saddle mathematics, refers to a surface that is created around two sections — one vertical, one horizontal — that are both parabolic, resembling the shape of a saddle. The body sides of the 156 use sella matematica to emphasize the fender surfaces, creating a convex view from the front and a concave view from the top.

ALFA ROMEO 156



"SELLA MATEMATICA"



ALFA ROMEO 156



Beauty is in the details.





A R T &

P U R I T Y

The Pirelli tower in Milan is an example of design purity in architecture and it was one of the first skyscrapers to abandon the conventional rectilinear block form in exchange for a tapered plan at a time when most skyscrapers lacked experimentation.

A R C H I T E C T U R E





DISRUPTION

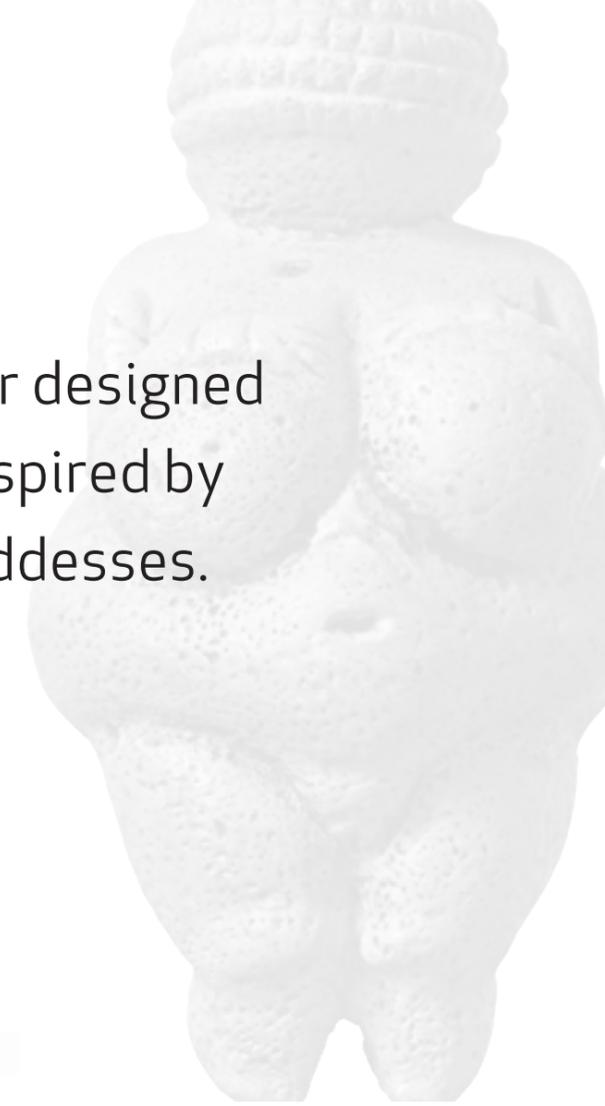
Disruption and experimentation are deeply rooted in Alfa Romeo's DNA. The Alfa 40-60 HP "Aerodinamica" from 1914 was one of the automotive industry's first explorations into the use of "streamline" design, more than a decade before this design became famous.



Based on the 33 Stradale, the dramatic sharp lines and futuristic look of the Alfa Romeo Carabo concept, designed by Bertone, debuted in 1968 at the Paris Motor Show and revolutionized the concept of the mid-engine sports car. Other sports car makers soon followed the design language created by the Carabo.



The shapes of the original Up chair designed in 1969 by Gaetano Pesce were inspired by silhouettes of ancient fertility goddesses.



UP
GAETANO PESCE
B&B ITALIA, 1969



The 1963 Giulia TZ, which stands for “Tubular Zagato,” marked a significant evolution of the “coda tronca” or cut-off tail. Designed for racing, the Giulia TZ’s sharp cut rear end was not only a functional element to improve aerodynamics, but also a design direction for future Alfa Romeo cars.





GIULIA: L'HA DISEGNATA IL VENTO

La Giulia l'ha disegnata la galleria del vento. Questo spiega la linea sfuggente davanti e tronca in coda, le fiancate piatte e l'inclinazione del parabrezza; e perfino le bordature dei parafranghi, le modanature di deriva e le fasce concave laterali.

Il risultato è di una eccezionale penetrazione aerodinamica, ma ne risulta anche una rigorosa aderenza alla strada delle ruote anteriori, una straordinaria stabilità direzionale alle alte velocità e alle raffiche del vento, una visibilità orizzontale complessiva dell'88%, e una visibilità verticale che limita a 2,80 m la zona d'ombra anteriore, e a 6 m la posteriore.

Il progettista ha fatto il resto. Ha creato un cruscotto di una leggibilità assoluta e istantanea, un assetto di guida sportivo, ha stabilito le distanze dei comandi e della pedaliera in modo che i riflessi del guidatore possono essere obbediti a velocità di oltre 180 Km/h.

Ecco perché la Giulia è una macchina sicura: perché tenuta di strada, freni, dimensionamento degli organi meccanici e delle strutture, strumentazione e linea, tutto è stato calcolato in funzione della potenza. E la potenza è superiore a quella di qualunque berlina di grande serie, sia nella cilindrata 1300 sia nella cilindrata 1600.



“GIULIA: DESIGNED BY THE WIND” – ORIGINAL GIULIA TI ADVERTISING THAT APPEARED IN MAGAZINES FROM 1962-63.



The Coda Tronca design element can be seen in today's Alfa Romeo Stelvio, with lines connecting the bumper to the wraparound rear window.





DISRUPTION

Michelangelo Merisi da Caravaggio (Caravaggio) broke with the conventional styles (...) and used regular everyday people as models and painted them with realistic detail showing the Saints' common humanity. Caravaggio's use of chiaroscuro — the contrast of light and dark to create atmosphere, drama, and emotion — was revolutionary.

— CARAVAGGIO GALLERY

MADONNA DEL ROSARIO
CARAVAGGIO, 1605

DISRUPTION



ALFA ROMEO STELVIO
TURIN, ITALY 2021

R E D



A racing version of the Alfa Romeo RL, the RL "Corsa" (race in Italian) was much lighter than the original model and offered innovations such as double carburetors. Ugo Sivocci's car had a green cloverleaf symbol on white background. After he won the Targa Florio race in 1923, that symbol became the Alfa team's good luck token.

In automotive competitions the idea to assign one color per country was born in 1900, at the dawn of motorsport. Blue to France, yellow to Belgium, white to Germany. The colors changed many times, with red, now the most famous Italian color, originally adopted by the United States. In the '20s and '30s red Alfa Romeo race cars became legendary in the most important competitions.





Titian red is a warm, sensuous red named for the unique atmosphere and hair color hues created in paintings by Tiziano (Titian) Vecellio, an innovative 16th century Venetian artist. Centuries later, Titian red continues to inspire Italian design.



The iconic Alfa Romeo 33 Stradale made its public debut at the Monza circuit on August 31, 1967, on the eve of the Italian Formula 1 Grand Prix. Only 12 cars were ever produced, with most painted in Alfa's signature red.



Inspired by the 1967 Alfa Romeo 33 Stradale, the 2020 4C Spider 33 Stradale Tributo is painted exclusively in Rosso Villa d'Este tri-coat.



B E A U T Y I S E V E R Y W H E R E





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BEAUTY IS EVERYWHERE



The Alfa Romeo 8C has won the most significant Concours d'Elegance around the world. Extremely photogenic and even better to behold in person, the 8C helped establish the premium side of Alfa Romeo's DNA.





BEAUTY FOR EVERYONE



BEAUTY IS EVERYWHERE



Inspired by the 8C Competizione, the 2008 Alfa Romeo MiTo offered “supercar” design cues in a small, dynamic and accessible package which brought an array of new customers into the Alfa Romeo brand.

BEAUTY IS EVERYWHERE



ALFA ROMEO
4C SPIDER, 2020

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Loggia dei Lanzi (14TH century) also known as Loggia della Signoria, is an open-air sculpture gallery of Renaissance art located in the center of Florence and is accessible to the public.

OPEN AIR BEAUTY



BACK
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OPEN AIR BEAUTY





GIULIETTA SPIDER



SPIDER "DUETTO"



8C SPIDER



Alfa Romeo has a long tradition of producing beautiful "open air" convertibles. From exclusive vehicles such as the Alfa Romeo 8C 2900B Spider (above) to more popular models such as the Spider "Duetto" and Giulietta Spider, both instant movie stars that embodied the values of the "Dolce Vita" (Sweet Life). The brand also produced iconic high-performance convertibles, including the 8C Spider from 2007 and the 4C Spider.



Horizons that inspire



**BEAUTY &
THE BEAST**





BACK



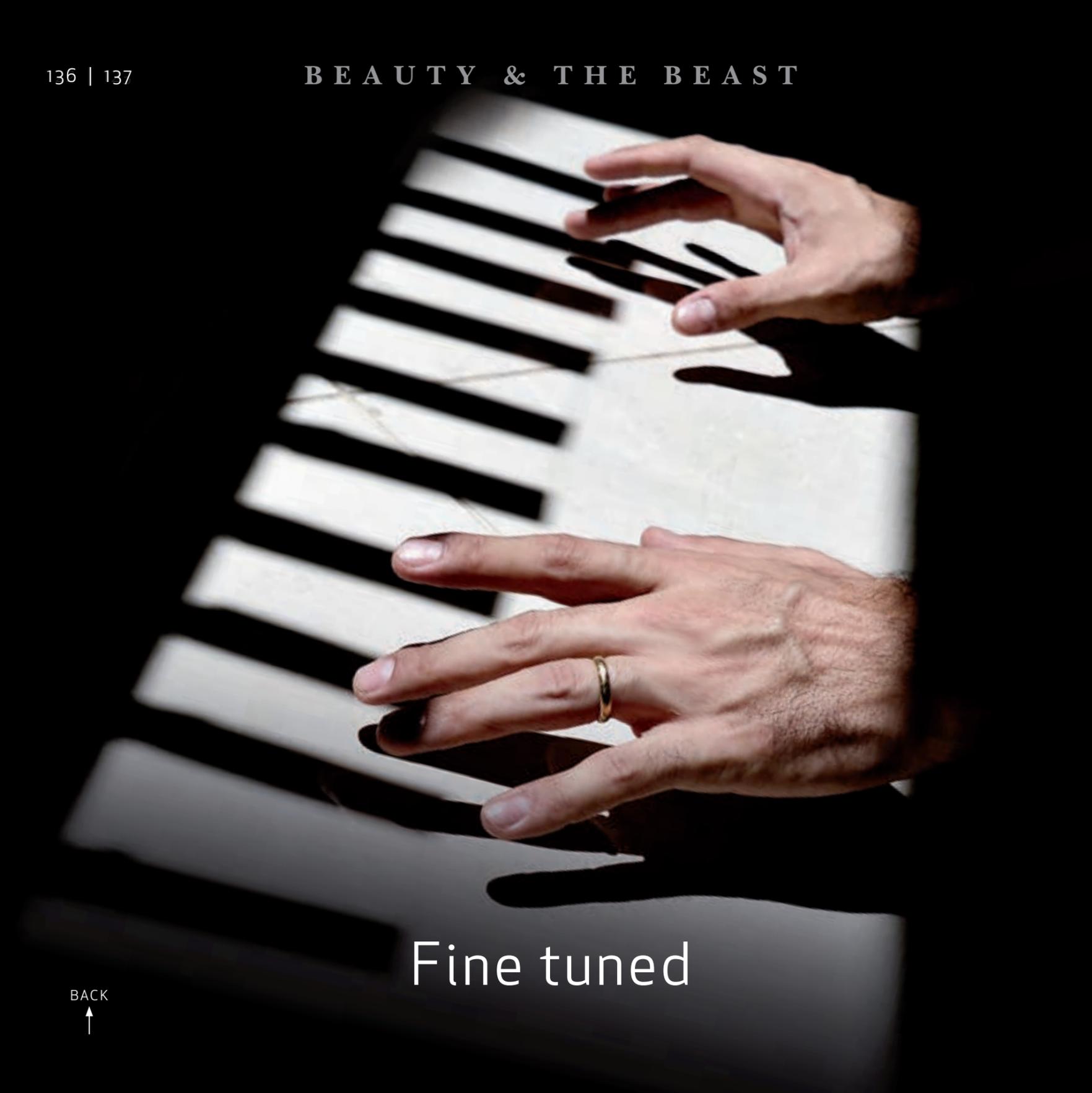
The Giulia Sprint GTA started as a production car and was converted into a racing machine. Through weight-saving measures, including removing the rear seats, the GTA achieved an impressive curb weight of just 745 kg (1,642 pounds).

BACK
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BEAUTY & THE BEAST



THE GIULIA SPRINT GTA, 1965



Fine tuned

BACK
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3.2-LITER 250-HP "BUSSO" V6 FROM ALFA ROMEO 147 GTA

The return of an Alfa Romeo legend



ALFA ROMEO GIULIA GTA, 2020





BEAUTY & THE BEAST



Presented in March 2020, the Alfa Romeo Giulia GTA and GTAm benefit from a weight reduction of 100 kg (220 pounds) compared to the Giulia Quadrifoglio, achieving a weight/power ratio of 6.2 lb/hp and estimated acceleration from 0 to 100 kph (0-62 mph) of 3.6 seconds — a supercar for everyday use. Like the original, the GTAm eliminates rear seats for further weight reduction.



CUSTOMIZATION



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EXCLUSIVE GTA RACE-INSPIRED LIVERIES

BEAUTY & THE BEAST



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— ENZO FERRARI AT THE TARGA FLORIO 1920
DRIVING THE ALFA ROMEO 40-60 HP RACING TYPE.



BACK
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ALFA ROMEO BIMOTORE, 1935

The Alfa Romeo Tipo 158 "Alfetta" opened the age of the modern motorsport, winning the first two F1 World Championships in the 1950s.







Based on the Alfa Romeo 155, the 155 V6 TI race car of 1993 was developed to participate in the highly competitive DTM (Deutsche Tourenwagen Meisterschaft) or German Touring Car Championship. Over the course of time in DTM, the 155 racked up multiple wins and a coveted championship.





ALFA ROMEO RACING
ORLEN C39 FORMULA 1
RACE CAR



1950

2020

BACK





BACK
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ORVIETO AIRPORT HANGARS, PIERLUIGI NERVI, 1935

BEAUTY & THE BEAST



DESIGN MELTING POT

DESIGN MELTING POT



The Alfa Romeo design core is a melting pot of all the designers and coachbuilders who have interpreted our brand throughout more than 110 years of history. We thank them heartily for contributing with their talent, resources and creativity, to make sure that Alfa Romeo continued to evolve and break new ground, while staying true to its founding values.

— CENTRO STILE ALFA ROMEO



1910-2020
Alfa Romeo



DESIGN MELTING POT

ALFA ROMEO CARABO CONCEPT
BY MARCELLO GANDINI





ALFA ROMEO BRERA
BY GIORGETTO GIUGIARO

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DESIGN MELTING POT



GIULIA TZ2
BY ZAGATO



ALFA ROMEO 33 STRADALE
BY FRANCO SCAGLIONE





ALFA ROMEO GIULIA GTA
BY BERTONE



ALFA ROMEO SPIDER 1600 DUETTO
BY PININFARINA

DESIGN MELTING POT



8C COMPETIZIONE
BY CENTRO STILE ALFA ROMEO

BACK





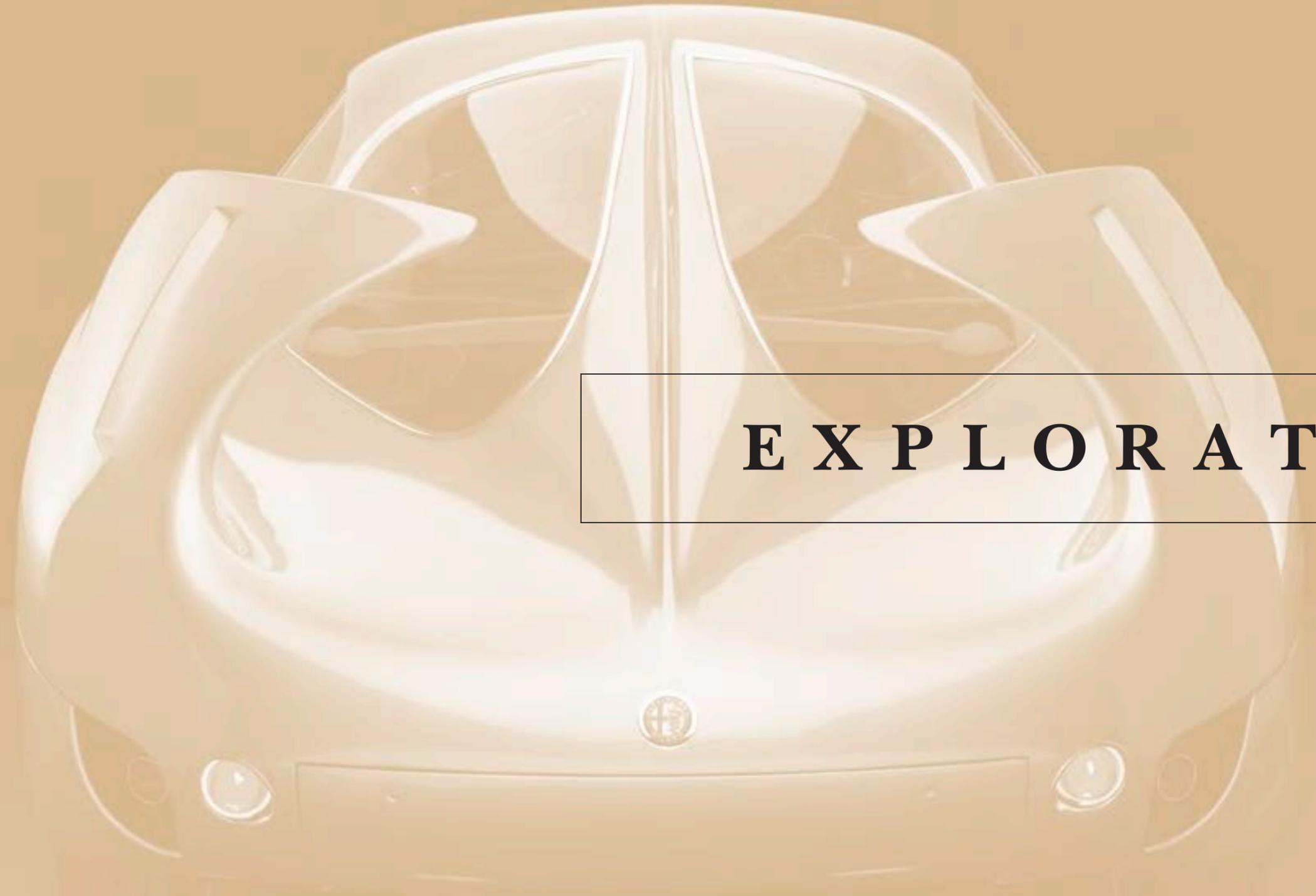
ALFA ROMEO 1900 C52 "DISCO VOLANTE" CONCEPT
BY CARROZERIA TOURING

BACK
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DESIGN MELTING POT

ALFA ROMEO STELVIO
BY CENTRO STILE ALFA ROMEO





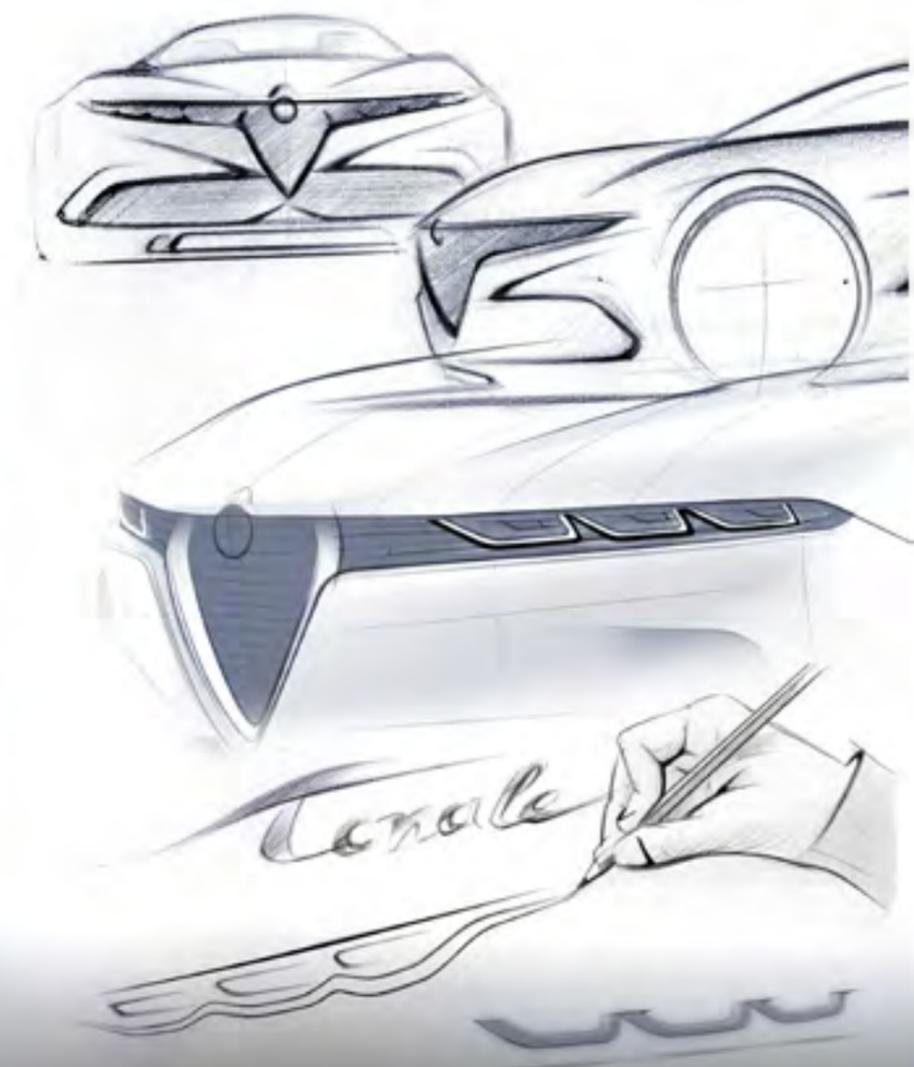
E X P L O R A T I O N



The Trilobo or “trefoil face,” originally born as a functional design element during the post-war years with the Freccia D’Oro model, continued to evolve throughout the years and is now the proud face of today’s Alfa Romeo lineage.







The Tonale concept offers a new execution of the legendary Scudetto (Italian for “little shield”) grille. While the Scudetto of the Stelvio is surrounded by the body, the Tonale’s Scudetto connects with the headlamps to form a monogram with a surrounding black fascia. This design execution hints at the “new face” of the Alfa Romeo brand.





Due to its location in the Mediterranean Sea, Italy has always been a melting pot, influencing and being influenced by the rest of the world — creating a culture of curiosity and exploration.

Through social media channels, the design community around the world continues to send us cool sketches and design concepts. This constant input energizes and inspires our team as we look into the next generation of Alfa Romeo vehicles. We thank them all for their passion and enthusiasm.

—CENTRO STILE ALFA ROMEO





DESIGN BY RISHI SOMAN AND CGI BY SIDDHANT JAOKAR

BACK
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BACK
↑

DESIGNS BY @TALDERRY



When portraying a new Alfa Romeo, we always imagine the future of the automotive landscape – not just of tomorrow but five, ten or twenty years from now. We then seek out connection points between our history, our core brand values and our unique design culture. These retrospective and introspective pathways provide a viewpoint that is as unique as the Alfa Romeo brand. In this commodified world, Alfa Romeo always has something special to offer. Something that cannot be created anywhere else, by anyone else. That is our promise.

– CENTRO STILE ALFA ROMEO

Alfa Romeo



