



VERSATUS

THE RENAISSANCE OF THE ARISTOCRACY



WHAT IS MY CHALLENGE?
WHERE DOES THE FUTURE TAKE ME?
TODAY IS MY FUTURE
MY HERITAGE IS MY POWER.



VERSATUS

AN ARISTOCRAT STORY

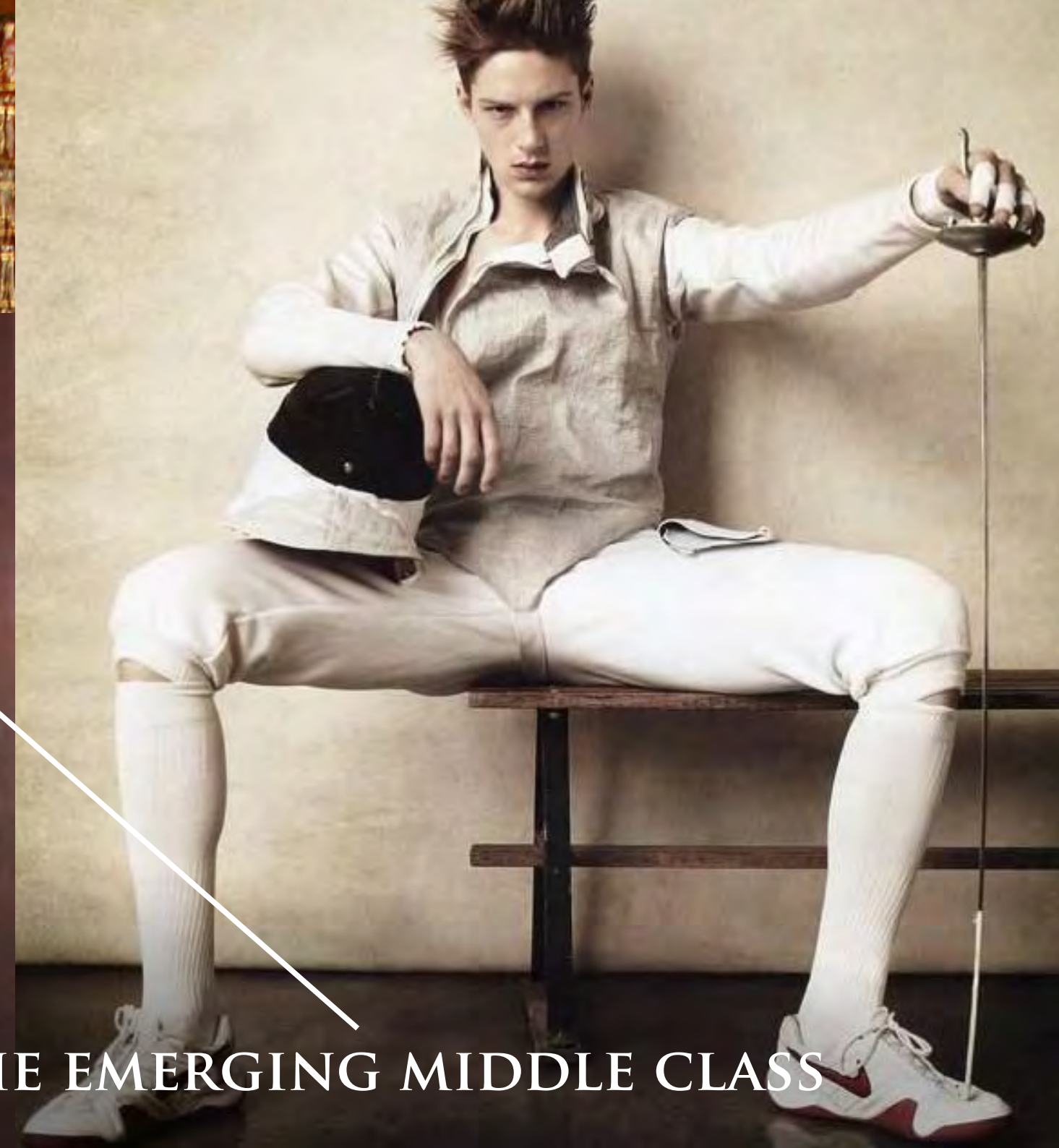




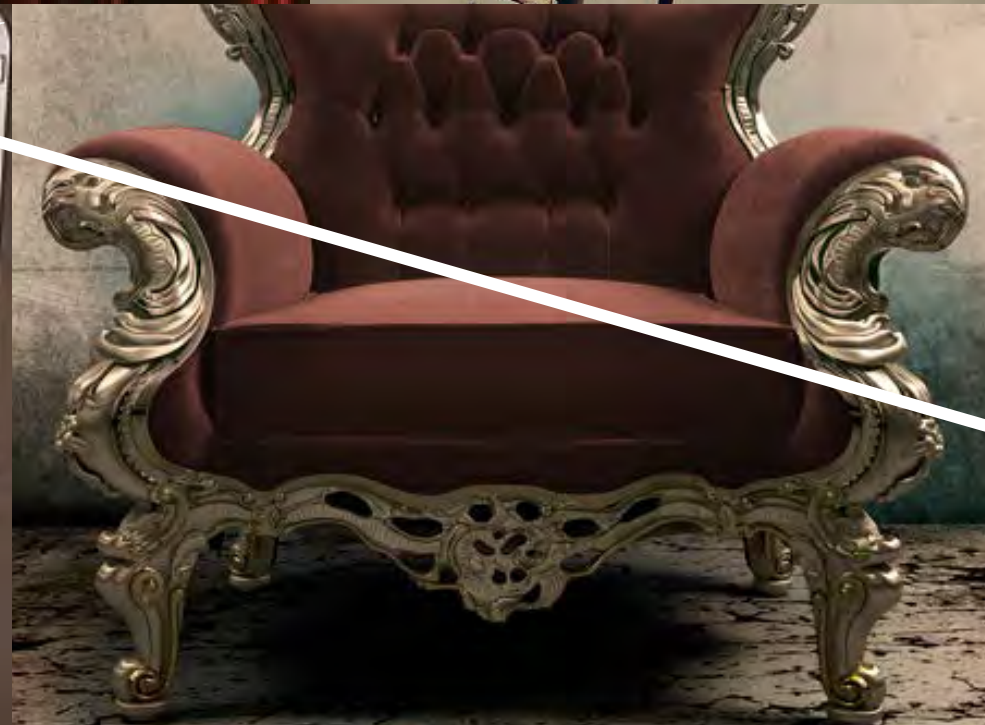
WHAT DRIVES US?



BACK TO YOUR ROOTS



DIGITAL ERA: CONNECTIVITY



THE EMERGING MIDDLE CLASS



THERE IS AN EMERGING MIDDLE CLASS, THEY CALL THEMSELVES
THE NEW ARISTOCRACY

ELIZABETHAN ERA & THE SOCIAL ORDER



THE ROYAL FAMILY

THE WORD ARISTOCRACY, WHICH IS A FORM OF GOVERNMENT, COMES FROM THE GREEK WORDS ARISTOS AND KRATOS, WHICH MEAN THE “RULE BY THE BEST”.

THE ELIZABETHAN PERIOD IN ENGLAND HAD A DAILY LIFE BASED ON SOCIAL ORDER. THE ENGLISH ARISTOCRACY WAS THE BRITISH NOBILITY: NOBLE FAMILIES IN THE UK: DUKE, MARQUES, EARL, VISCOUNT, BARON: THE LORDS AND LADIES OF THE LAND.

ELIZABETHAN NOBLES CONSISTED OF THE MEN OF THE GREATEST AND WEALTHIEST FAMILIES IN THE LAND, THEY WERE RICH AND POWERFUL. NOBLE TITLES WERE HEREDITARY, PASSING FROM FATHER TO OLDEST SON, OR BY A GRANT FROM THE QUEEN OR KING.

MOST OF QUEEN ELIZABETH’S COUNCIL, CHIEF OFFICERS IN THE COUNTIES CAME FROM THE NOBLE FAMILIES. THEY WERE EXPECTED TO SERVE IN AN OFFICE, SUCH AS BEING AN AMBASSADOR TO A FOREIGN COUNTRY, AT THEIR OWN EXPENSE OF COURSE.

ELIZABETHAN NOBLES AND THEIR APPROPRIATE RANK WERE EASILY RECOGNISED BY THE TYPE OF CLOTHING THEY WORE. CLOTHING PROVIDED AN IMMEDIATE WAY OF DISTINGUISHING ‘WHO WAS WHO’ OF THE ELIZABETHAN NOBLES. THIS WAS NOT JUST DICTATED BY THE WEALTH OF THE PERSON, IT ALSO REFLECTED THEIR SOCIAL STANDING.



QUEEN ELISABETH I



LORD BURGHLEY



LADY WILLOUGHBY

MEANING OF COLORS IN THE ELIZABETHAN ERA CLOTHING

PEOPLE WERE NOT ALLOWED TO WEAR WHATEVER COLOR OF CLOTHES THAT THEY LIKED. IT DID NOT MATTER HOW WEALTHY THEY WERE - THE COLOR, FABRIC AND MATERIAL OF THEIR CLOTHES WERE DICTATED BY THEIR RANK, STATUS OR POSITION AND THIS WAS ENFORCED BY THE SUMPTUARY LAWS. THEY WERE DESIGNED TO LIMIT THE EXPENDITURE OF PEOPLE ON CLOTHES - AND OF COURSE TO MAINTAIN THE SOCIAL STRUCTURE OF THE ELIZABETHAN CLASS SYSTEM.

CRIMSON COLOR

THE SYMBOLIC MEANING OF THE COLOR CRIMSON WAS OF FIRE AND ASSOCIATED WITH POWER AND IMPORTANCE - A COLOR WHICH STOOD OUT.

CRIMSON DYE HELD COLORS FAST AND THE BRILLIANT COLOR WAS WORN BY THE WEALTHY AND NOT TO BE CONFUSED WITH THE COLOR RED WHICH WAS PRODUCED BY USING CHEAPER MADDER DYE, INSTEAD EXPENSIVE KERMES AND LATER COCHINEAL DYE WAS USED TO PRODUCE THE COLOR CRIMSON.

PEOPLE WHO WERE ALLOWED TO WEAR THIS COLOR DURING THE ELIZABETHAN ERA, WERE ROYALTY, NOBILITY AND MEMBERS OF THE COUNCIL.

GOLD COLOR

GOLD IS ASSOCIATED WITH ROYALTY AND NOBLES. THE SYMBOLIC MEANING OF THE COLOR GOLD WAS FOR DIVINITY, MAJESTY AND WEALTH.

PEOPLE WHO WERE ALLOWED TO WEAR THE COLOR GOLD DURING THE ELIZABETHAN ERA, WERE DUCHESSES, MARQUISES, AND COUNTESSSES. DUKES, MARQUISES, AND EARLS.



INFLUENCE OF THE CULTURAL MOVEMENT OF THE RENAISSANCE



21ST CENTURY ROMANCE

TRAGEDY & DRAMA

THE ENGLISH RENAISSANCE IS STRONGEST IN THE ELIZABETHAN ERA. THIS HAD A STRONG TRADITION OF LITERATURE (ELIZABETHAN LITERATURE), A VIGOROUS LITERARY CULTURE IN BOTH DRAMA AND POETRY.

WILLIAM SHAKESPEARE WAS AN ENGLISH POET, PLAYWRIGHT, AND ACTOR, WIDELY REGARDED AS THE GREATEST WRITER IN THE ENGLISH LANGUAGE AND THE WORLD'S PRE-EMINENT DRAMATIST. (AN ENGLISH ELIZABETHAN DRAMATIST) SHAKESPEARE'S WORK HAS MADE A LASTING IMPRESSION ON LATER THEATRE AND LITERATURE. IN PARTICULAR, HE EXPANDED THE DRAMATIC POTENTIAL OF CHARACTERISATION, PLOT, LANGUAGE, AND GENRE.[157] UNTIL ROMEO AND JULIET, FOR EXAMPLE, ROMANCE HAD NOT BEEN VIEWED AS A WORTHY TOPIC FOR TRAGEDY.



THE MID 1500S SAW THE INTRODUCTION OF FENCING IN PERSONAL FIGHTING SKILLS AND PRIVATE SELF-DEFENSE. THE USE OF THE SWORD AND THE ACQUISITION OF FENCING ARTS CHANGED AS TECHNOLOGY INCREASED AND FIREARMS WERE INTRODUCED AND USED FOR MILITARY WARFARE. THE OLD FEUDAL SYSTEM HAD CEASED AND SO TO HAD THE AVENUES TO SETTLE PERSONAL SCORES. THESE SOCIAL CHANGES DURING THE ELIZABETHAN ERA LED TO AN INCREASE IN THE POPULARITY OF DUELING, OR FENCING, AS A MEANS TO SETTLE PRIVATE DISAGREEMENTS ESPECIALLY THOSE CONCERNING REPUTATION AND HONOR. FENCING MASTERS CAME INTO GREAT DEMAND. A SWORD WAS AN IMPORTANT PART OF A NOBLES APPAREL AND IT WAS IMPORTANT THAT HE HAD ADEQUATE FENCING SKILLS. THE WEARING OF THE SWORD WITH CIVILIAN DRESS WAS A CUSTOM THAT HAD BEGUN IN LATE FIFTEENTH-CENTURY SPAIN.

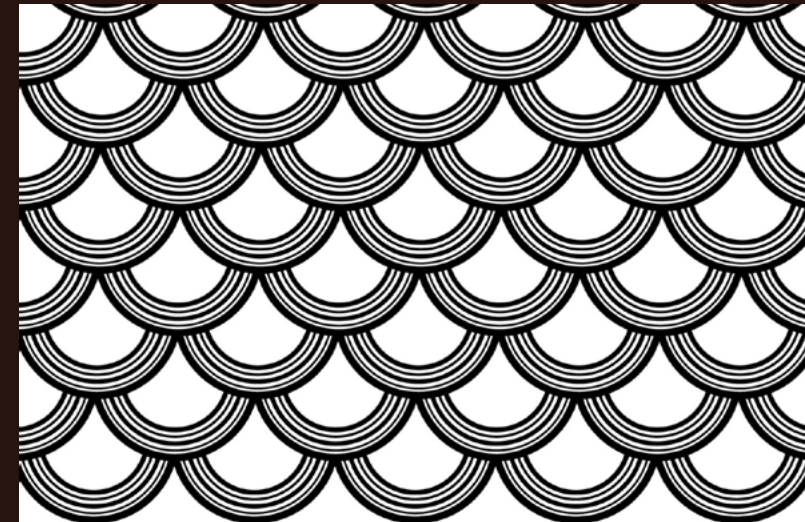
THE ART OF FENCING





INFLUENCE OF ART NOUVEAU

INSPIRED BY NATURAL FORMS AND STRUCTURES, NOT ONLY IN FLOWERS AND PLANTS, BUT ALSO IN CURVED LINES.
ARCHITECTS TRIED TO HARMONIZE WITH THE NATURAL ENVIRONMENT.





FLEUR-DE-LIS

DURING THE REIGN OF ELIZABETH I OF ENGLAND, KNOWN AS THE ELIZABETHAN ERA, IT WAS A STANDARD NAME FOR AN IRIS, A USAGE WHICH LASTED FOR CENTURIES, BUT OCCASIONALLY REFERS TO LILIES OR OTHER FLOWERS.

NOW ON DAYS, THE IRIS FLOWER IS A SYMBOL USED TO REFER HERITAGE AND ROYALTY.



ARISTOCRACY'S VALUES

NOW AND YESTERDAY

1580 AD

STATUS

FAMILY NAME

ESTABLISHED

PRIDE

EDUCATED



APPROPRIATE

SOCIAL ORDER

HERITAGE

ORNAMENTAL ELEGANCE

2015 AD

MIDDLE CLASS

LIVE YOUR LIFE

GROUND YOURSELF

CONFIDENCE

INSTANT SKILLS



DEFIES THE FUTURE

CONNECTED

BACK TO YOUR ROOTS

REGAL EXTRAVAGANCE

DRAMATIC ELIZABETHAN ERA

THE ACCENTUATED NECK RUFFLES, THE DRAMATIC USE OF THE FARTHINGALE (HOOP SKIRT), THE LAYERS OF FABRIC, ALL EXUDED THE ELIZABETHAN ERA LOOK BUT WITH A DRAMATIC EFFECT. THE IMPECCABLE STYLING, THE ART NOUVEAU INSPIRED BACKDROP, THE USE OF DIFFERENT CROWNS AND HATS WHICH HELPS YOU DIFFERENTIATE BETWEEN THE ROYALTY AND THE COMMONER LEAVES YOU TOTALLY AWED AND INSPIRED.

THIS IS WHO DEFIES GRAVITY AND LIVES HER LIFE IN THE CLOUDS – ONE THAT’S FULL OF ORNATE LEISURE, REGAL EXTRAVAGANCE, AND DECORATIVE ESSENCE. SHE IS NOT BOXED IN BY THE CONFINES OF A PALACE WALL – INSTEAD SHE PLACES GREAT IMPORTANCE ON THE ACT OF MOVEMENT AND FLUIDITY IN HER DAILY INTERACTIONS. INDEED, THE WORLD IS LITERALLY HER STAGE.

A woman in Elizabethan attire, featuring a large, ornate ruff collar and a farthingale (hoop skirt). She is positioned against a dark red, damask-patterned background. Her hair is styled in an updo, and she wears dark lipstick. Her hand is raised near her chest, adorned with a ring.

GO BACK TO THE ELIZABETHAN ERA OF SOPHISTICATION:
THE ROYAL COURT OF ENGLAND

THE EMERGING MIDDLE CLASS IS DEMANDING HIGH PERFORMANCE PRODUCTS WITH LOW IMPACT
ON THE ENVIRONMENT, AESTHETIC, FUNCTION, FEATURES AND “GREEN MATERIALS” COME TOGETHER.

VERSATUS FEATURES





WHY VERSATUS?

VERSATILE: ADAPTABLE TO MANY USES OR FUNCTIONS. CAPABLE OF TURNING EASILY FROM ONE FUNCTION TO ANOTHER.

“VERSATILE” IS AN ENGLISH MODIFICATION OF THE LATIN WORD VERSATILIS, A WORD BASED ON THE INFINITIVE FORM OF THE VERB VERSARE.

VERSATUS “TURNED” OR “TWISTED”, IS THE PAST PARTICIPLE OF VERSARE “TO TURN”, AND THE PRESENT OF THIS VERB IS VERSO, IN ENGLISH: LINE OF POETRY.



DRAMATIC FASHION PERSONA

THERE IS A STRONG FASHION STATEMENT OF GO BACK TO YOUR ROOTS. ACCENTUATING THE SENSUALITY AND THE STRIKINGLY SOPHISTICATED PERSONA; WITH STRUCTURED SHAPES AND COLOR CONTRAST, MAKES A DRAMATIC STYLE. THIS REFLECTS AUTHORITY AND CONFIDENCE, TO CONVEY A SENSE OF STATUS.



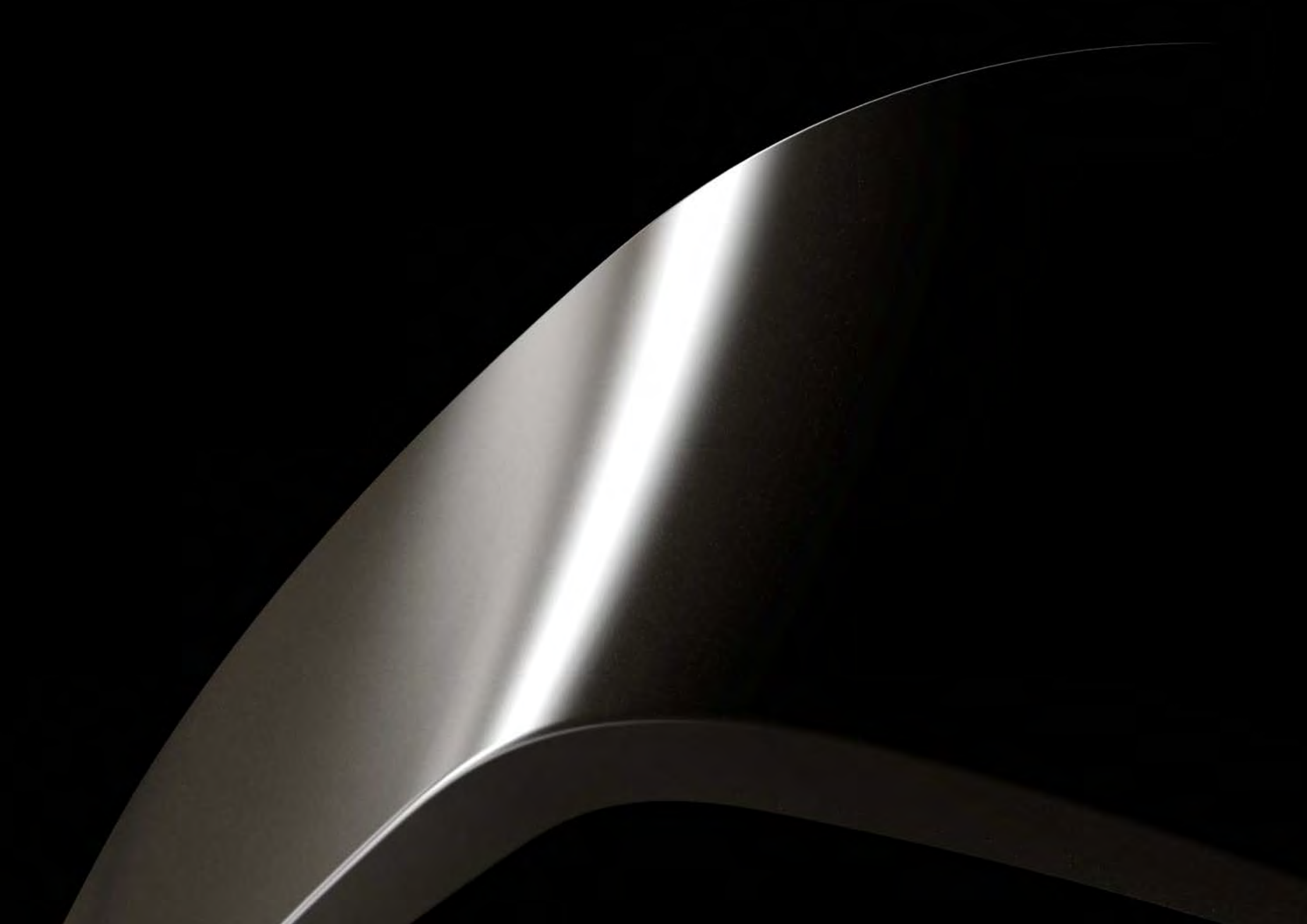
ADAPTABILITY: VERSATILE DESIGN

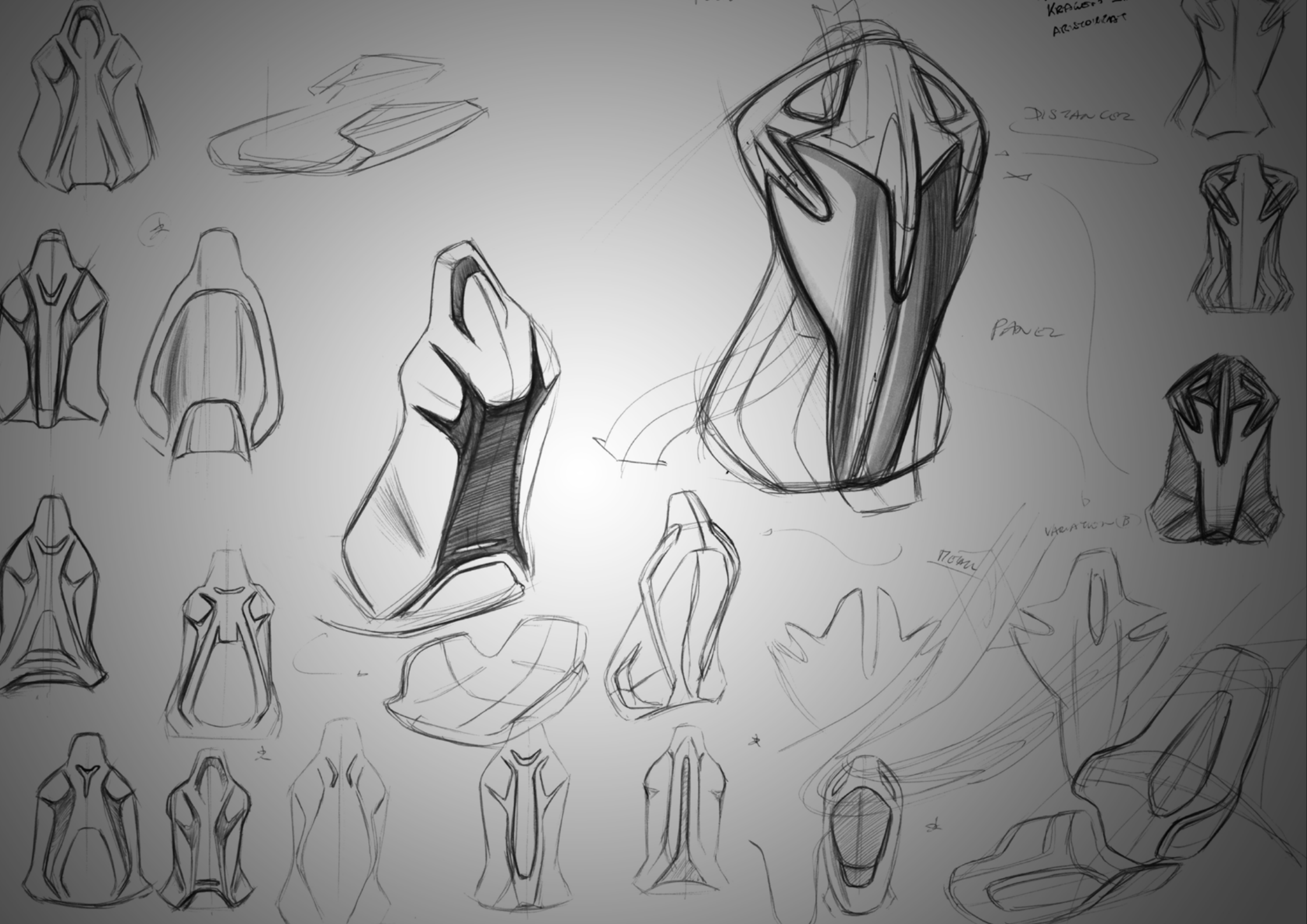
ONE OF THE AIMS WAS TO SUBDIVIDE THE DESIGN AND HAVE ONE MAIN CHARACTER IN THE SEAT,
IT GIVES THE POSSIBILITY OF GETTING DIFFERENT DESIGNS, AS WELL AS A COST REDUCTION.
ONE FRAME WOULD DEFINE THE SEAT CHARACTER, AND THE "CLOTHING" WOULD TELL US THE STATUS.



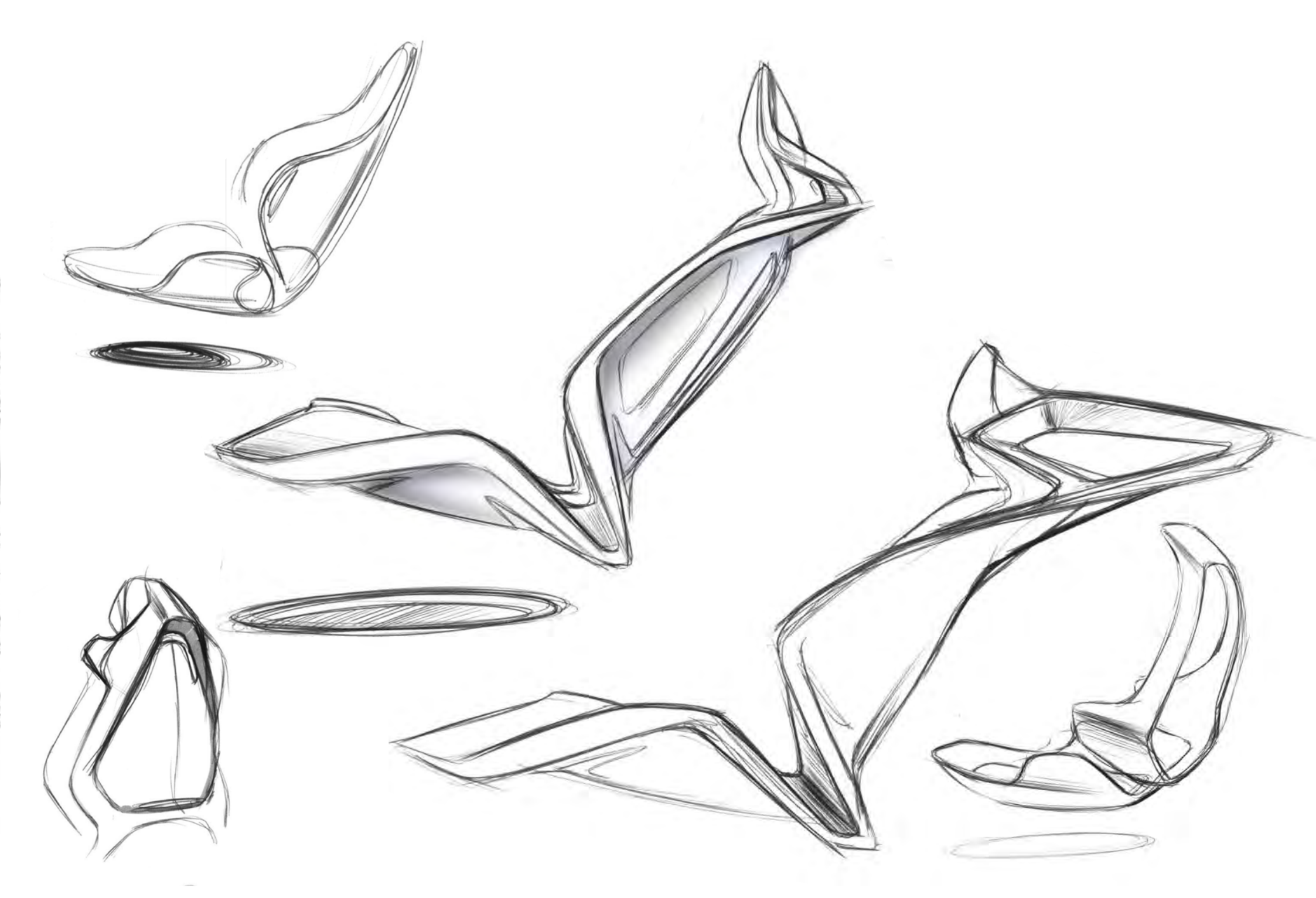
VERSATUS

LIVE AS AN ARISTOCRAT





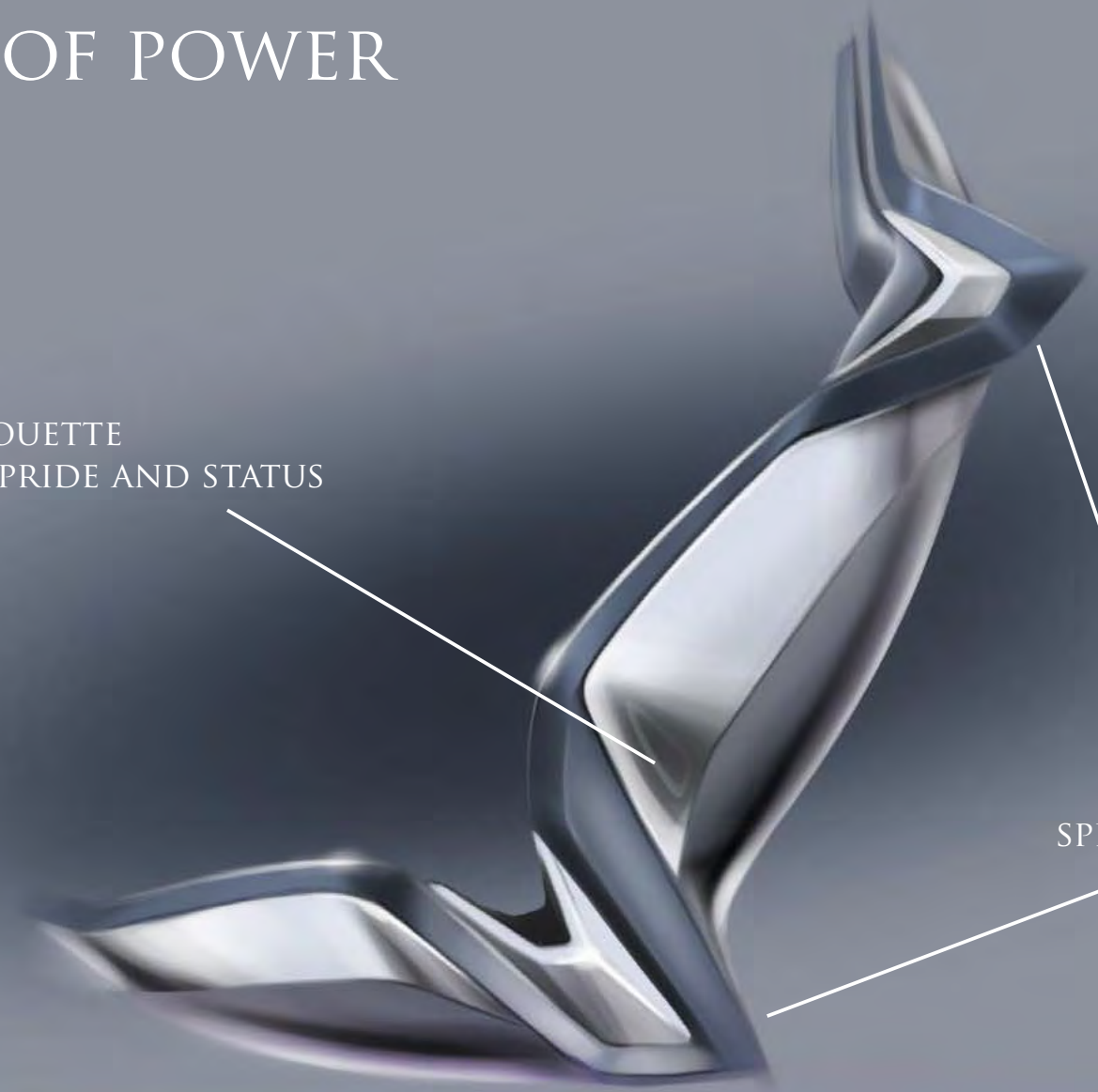
FINDING THE SHAPE



SIDE VIEW:
STATEMENT OF POWER

THE SILOUETTE
SHOWS PRIDE AND STATUS

SPEED SHAPE



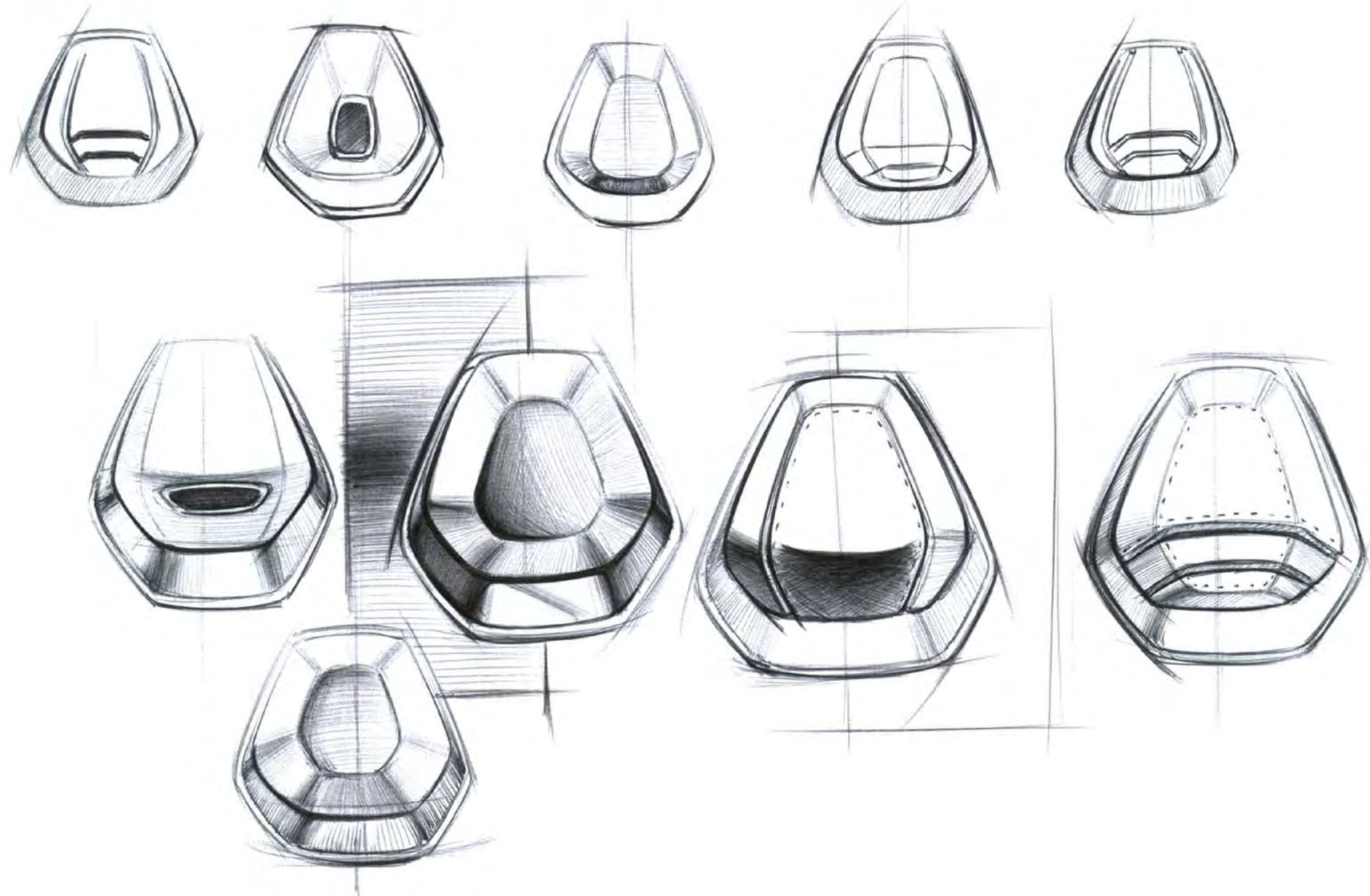
ALUMINIUM METAL LOOK FRAME

COLOR AND MATERIALS CAN BE
CONFIGURATED ACCORDING TO THE
RANGE: PREMIUM, ENJOY, ESSENCE.

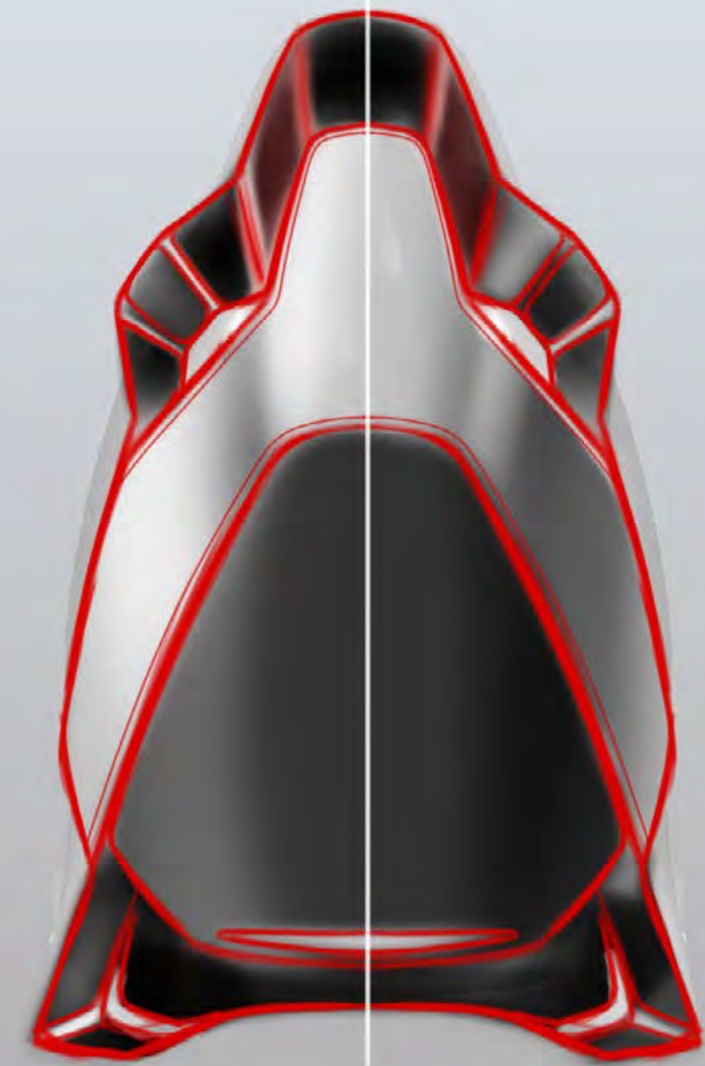
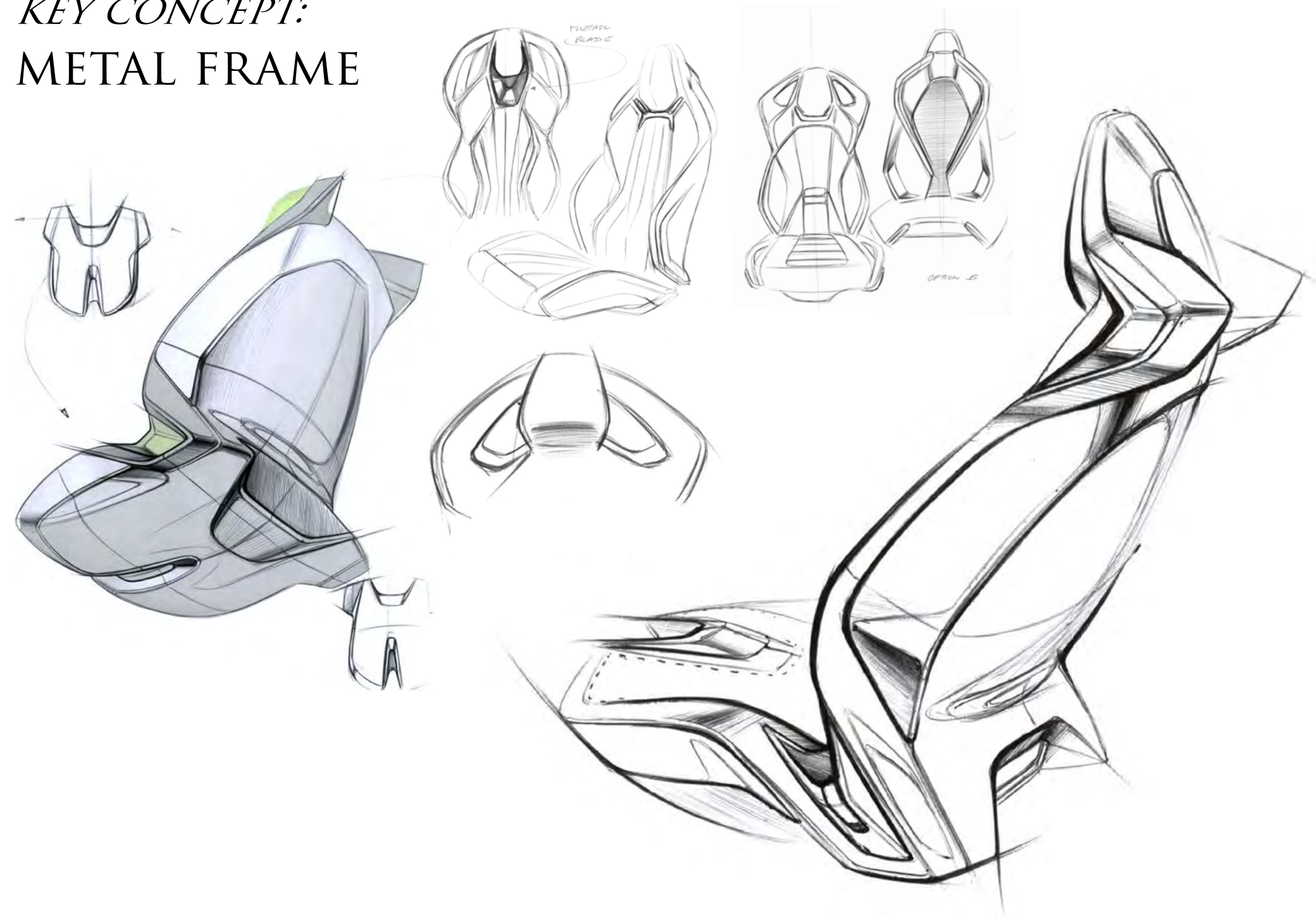


FLEXIBLE DESIGN

SHIELD CONCEPT:
ROYAL COAT OF ARMS



KEY CONCEPT:
METAL FRAME





VERSATUS

THE RENAISSANCE OF THE ARISTOCRACY

VERSATILE DESIGN

VERSATUS IS A SEAT DESIGNED FOR THE C-SEGMENT. ONE OF THE MOST IMPORTANT FEATURE IS THAT IT HAS A VERSATILE DESIGN. THE MAIN CHARACTER IS THE METAL FRAME, AND THE “CLOTHING” WOULD SAY THE MODEL: PREMIUM, ENJOY, ESSENCE.

PREMIUM

ENJOY

ESSENCE

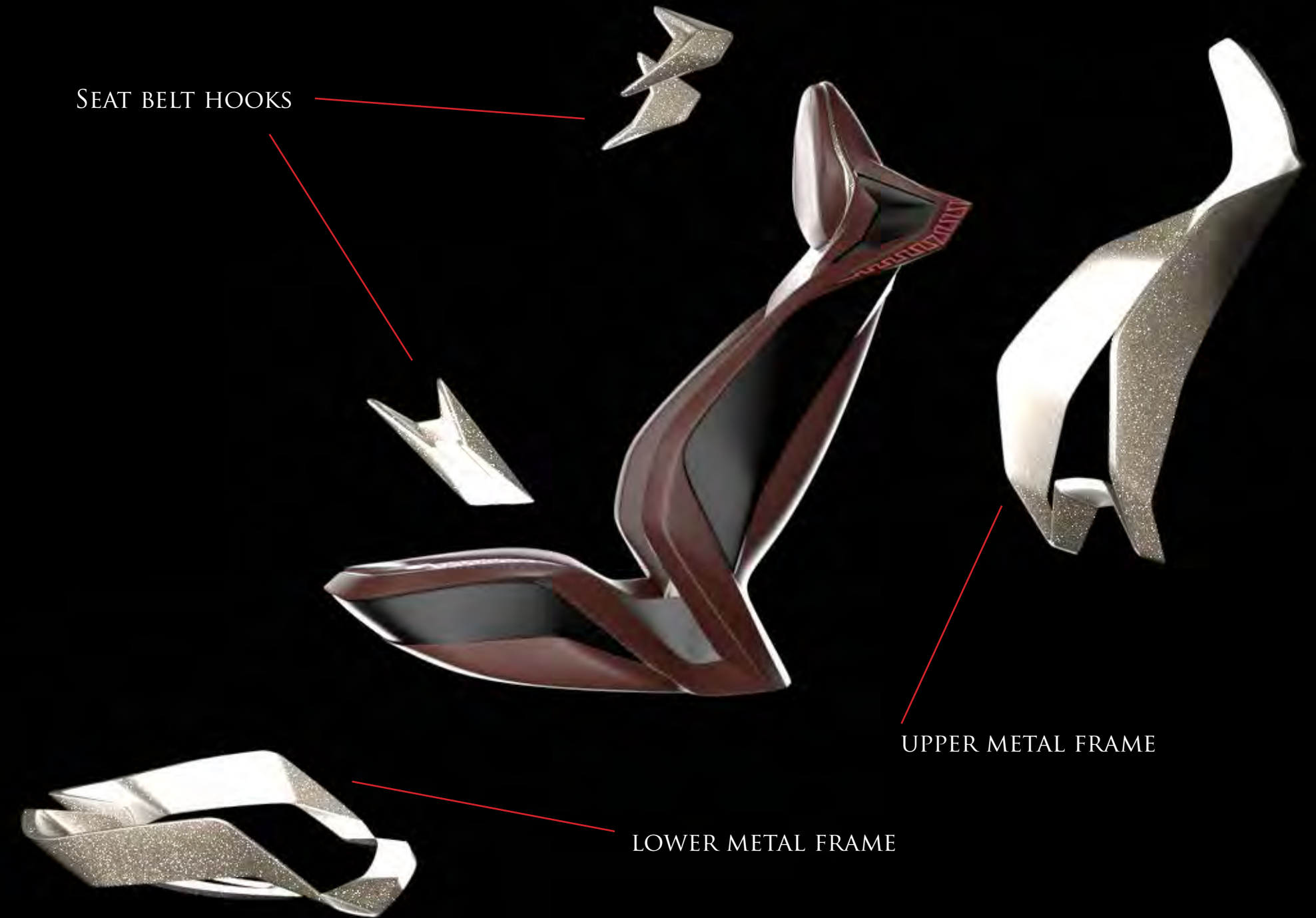


THE CHARACTER

THE FRAME IS MADE OF A SPECIAL ALLOY COATED WITH
CHAMPAGNE COLORED SOFT TOUCH MATERIAL.



VERSATUS





VERSATUS

SHIELD CONCEPT

ROYAL COAT OF ARMS OF BRITISH MONARCH

THE ROYAL COAT OF ARMS OF THE UNITED KINGDOM, OR THE ROYAL ARMS FOR SHORT, IS THE OFFICIAL COAT OF ARMS OF THE BRITISH MONARCH. THESE ARMS ARE USED BY THE QUEEN IN HER OFFICIAL CAPACITY AS MONARCH OF THE UNITED KINGDOM. VARIANTS OF THE ROYAL ARMS ARE USED BY OTHER MEMBERS OF THE ROYAL FAMILY. THE SHIELD IS QUARTERED, THE FIRST AND FOURTH QUARTERS REPRESENT THE GUARDIAN LIONS OF ENGLAND; THE SECOND, THE RAMPANT LION AND DOUBLE TREASURE FLOREY-COUNTERFLOREY (FLEUR-DE-LIS) OF SCOTLAND, AND THE THIRD, A HARP FOR IRELAND.



RUFF COLLAR

THE ELIZABETHAN RUFF IS ONE OF THE MOST RECOGNISABLE ITEMS OF ELIZABETHAN ERA FASHION.

RUFFS, OR RUFFLES, STARTED AS A HIGH FRILLED COLLAR, AND BECAME MORE AND MORE ELABORATE DEVELOPING INTO THE FAMOUS ELIZABETHAN RUFF, WHICH WAS WORN BY BOTH MEN AND WOMEN. THE RUFFS FRAMED THE FACE AND DICTATED THE HAIRSTYLES OF THE AGE, WHICH WERE GENERALLY SHORT FOR MEN AND SWEEP UP LOOK WAS REQUIRED FOR WOMEN.

THE PLEAT OR FLUTE OF A RUFF WAS CALLED A PURL WHICH WAS SOMETIMES EDGED WITH FINE LACE. RUFFS WERE SOMETIMES ADDED TO THE CUFFS OF SLEEVES.

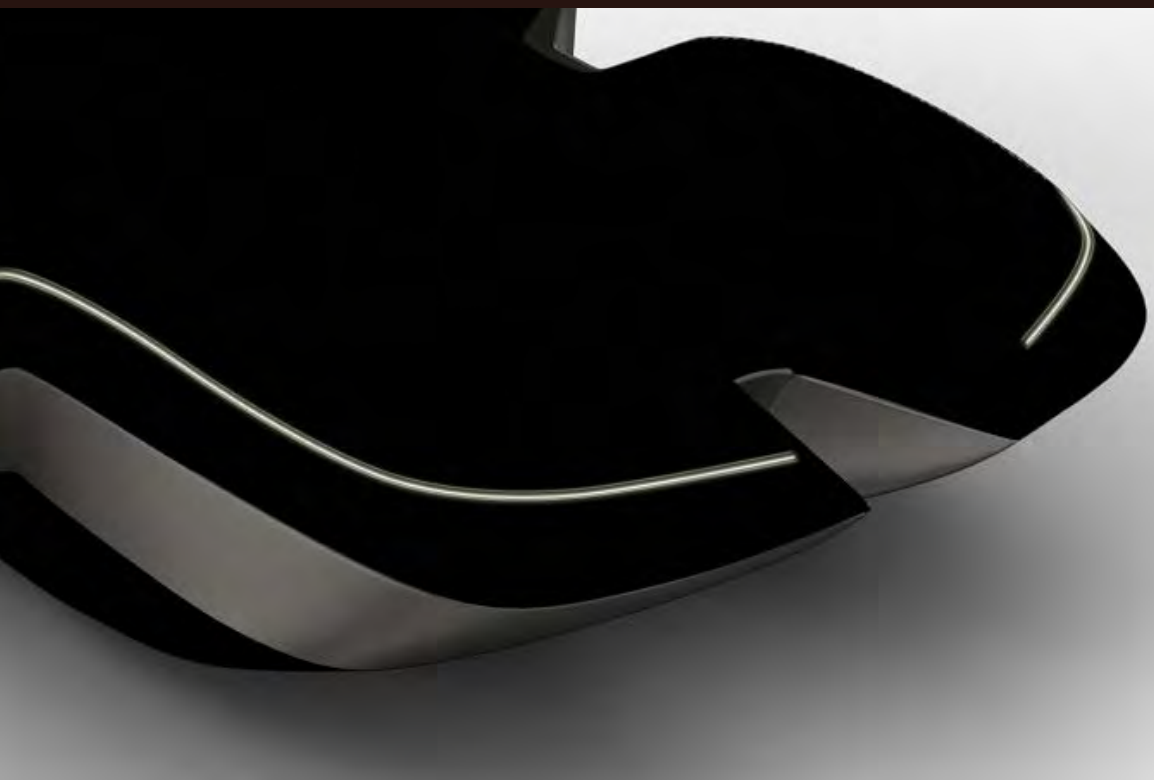


INTERACTIVE SEAT

OLEDs, INTEGRATED ON THE PIPING, TURN ON WHEN THE USER SEAT DOWN ACTIVATING THE SENSORS OF THE MAPPING CONTROL SYSTEM.



THE SEAT IS FITTED WITH A PRESSURE MAPPING CONTROL. UNDERNEATH THE LEATHER. WHEN THE USER SIT DOWN ON THE SEAT, THIS PRESSURE MAPPING CONTROL TECHNOLOGY ACTIVATES, AND TURN ON THE OLEDs INSIDE THE PIPING, DIFINING THE SEAT'S SHAPE. THIS VALUE ADD A UI EXPERIENCE, CONNECTING THE PERSON WITH THE DESIGN, MAKING THEM PART OF IT.

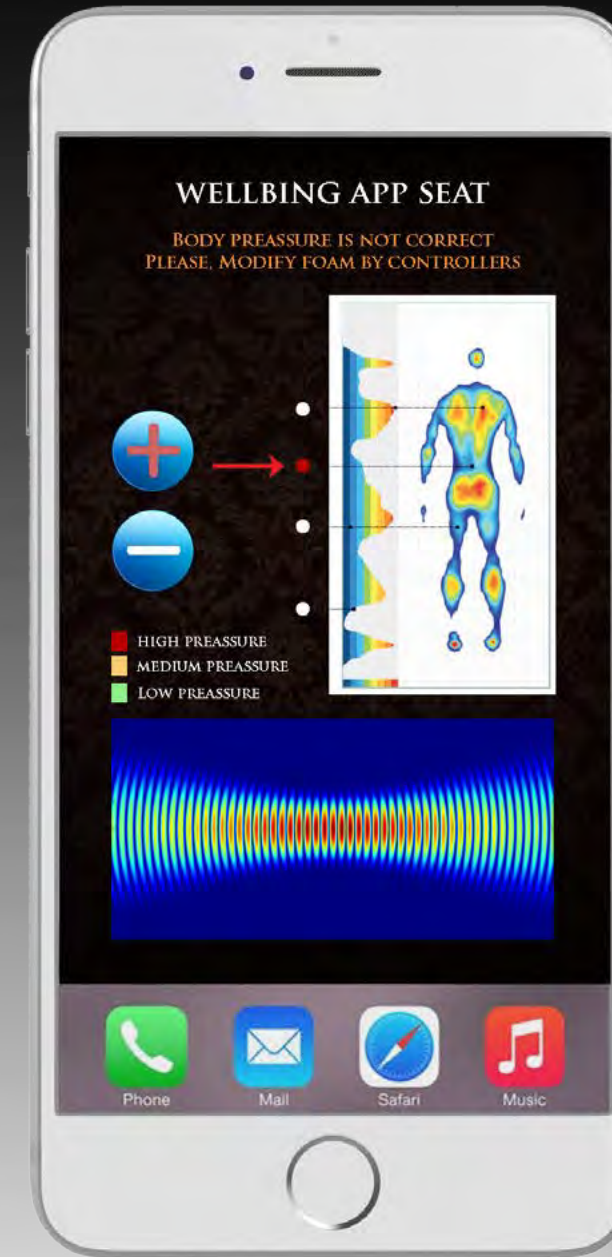


DIGITAL ERA

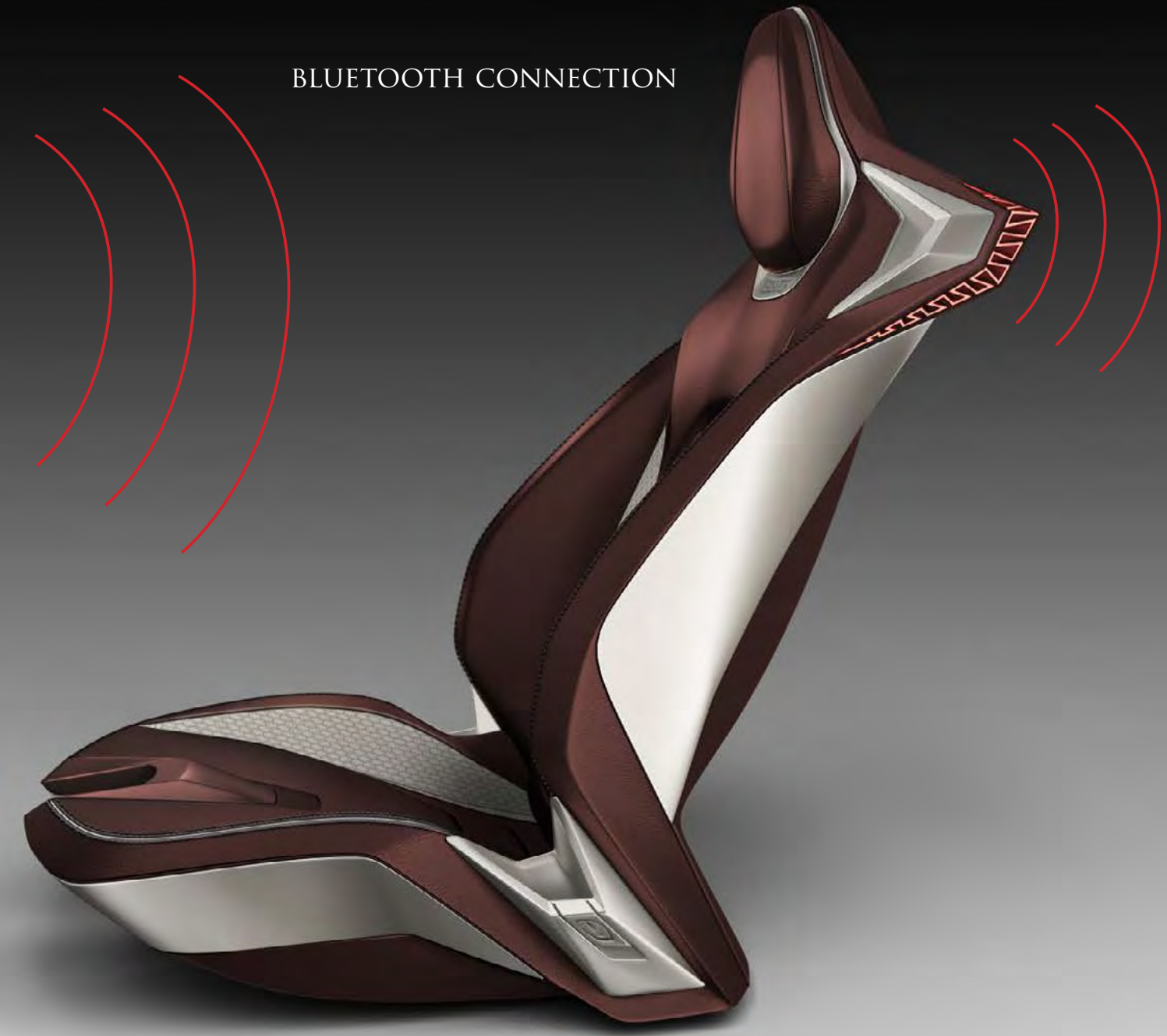
ADAPTIVE SEATING

YOUR SMARTPHONE IS CONNECTED TO THE SEAT VIA BLUETOOTH.

WHEN YOU SIT DOWN, YOUR SMARTPHONE WILL CONNECT TO THE SEAT THROUGH THE "WELLBEING SEAT APP". THE SENSORS OF THE MAPPING SYSTEM READ YOUR BODY PRESSURE AND SEND THIS INFO TO YOUR SMARTPHONE. WITH THIS INFO YOU CAN SET YOUR SEAT UP TO YOUR BODY POSITION AND DESIRED TEMPERATURE.



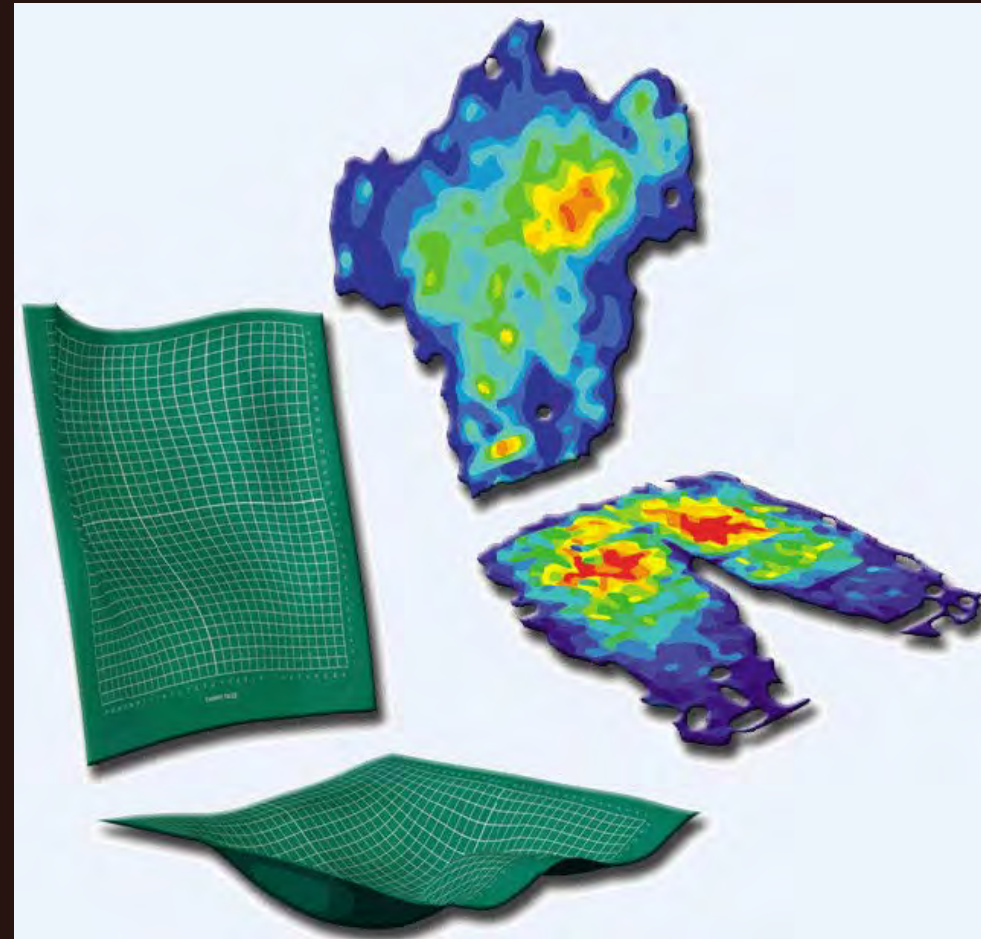
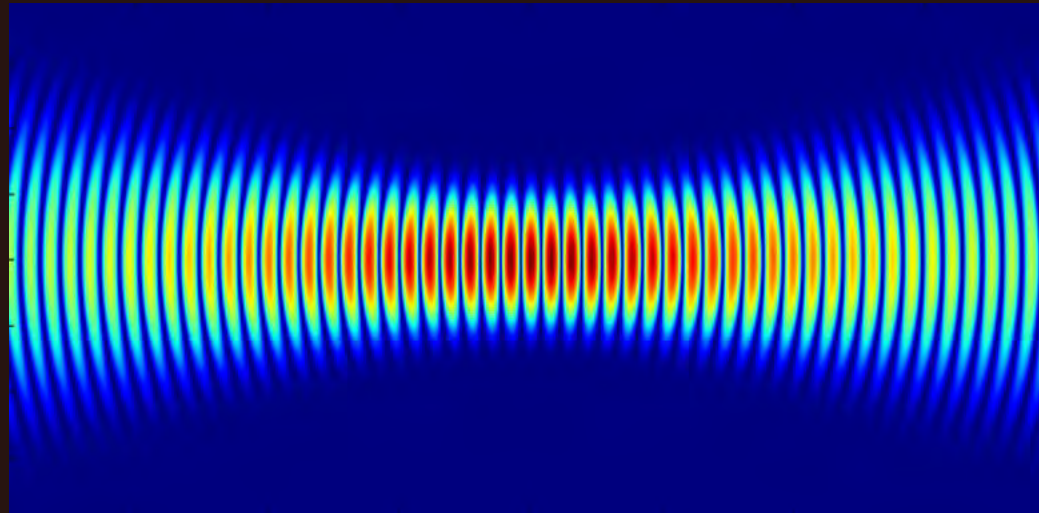
BLUETOOTH CONNECTION



PRESSURE MAPPING CONTROL SYSTEM

THE CONNECTION BETWEEN YOUR SMARTPHONE AND THE SEAT IS VIA BLUETOOTH, IT WILL RECOGNISE YOU AS SOON YOU START THE APP YOU HAVE PREVIOUSLY DOWNLOADED TO YOUR PHONE. IT IS NOT NECESSARY TO BE CONNECTED TO THE INTERNET, YOU CAN WORK IN AN OFFLINE MODE. WHAT YOU WILL SEE IS YOUR BODY PRESSURE SCAN, WITH WHICH YOU CAN MODIFY THE FOAM TO COMPENSATE THE LOW PRESSURE AREAS FOR A BETTER POSITION OF THE BODY, SPECIALLY FOR THE LUMBAR AREA THAT IS ONE OF THE MOST SENSITIVE AREAS WHEN YOU ARE DRIVING.

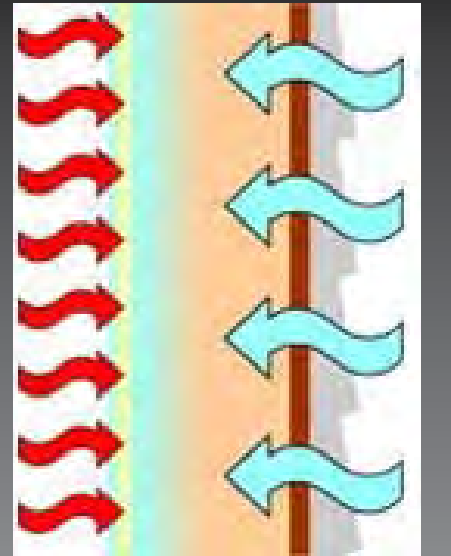
THE SENSORS OF THE MAPPING CONTROL SYSTEM WILL READ THE POSITION OF THE MUSCLES. THE INTENSITY OF THE PRESSURE WILL DETERMINE THE PRESSURE DISTRIBUTION OF THE BACK. AS WELL AS THE SEAT CAN WARM UP AND COOL DOWN YOUR BODY FOR A PLEASANT TEMPERATURE.



FOAM PADS WITH MECHANISM INTEGRATED TO ADJUST THE LOW PRESSURE AREAS OF THE BODY

SEAT HEATING AND COOLING SYSTEM

PRESSURE MAPPING CONTROL



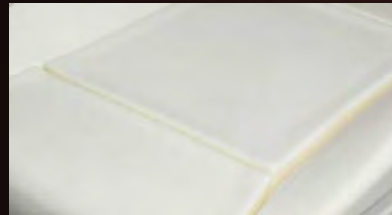
LIGHTWEIGHT & COMFORT



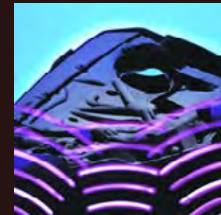
BOXMARK



BOXMARK LEATHER UPHOLSTERY COMBINES SENSUOUS BEAUTY WITH THE TIMELESS ELEGANCE OF A NOBLE NATURAL PRODUCT. IT IS CHROME-FREE TANNED UPHOLSTERY LEATHER. IDEAL PERFORMANCE CHARACTERISTICS: A COARSE GRAIN, A SOFT TOUCH COMBINED AND A HIGH FRICTION RESISTANCE.



BASF



ELASTOFLEX® FLEXIBLE PU FOAMS ARE LIGHTWEIGHT AND RESILIENT. BECAUSE OF THEIR OPEN-CELLED STRUCTURE, THEY HAVE GOOD AIR PERMEABILITY. THESE PROPERTIES MAKE THEM EXCELLENT CUSHIONING MATERIALS. CONTRIBUTING TO FATIGUE-FREE AND ENJOYABLE DRIVING, ERGONOMICALLY DESIGNED SEAT AND ARM REST COMPONENTS CAN BE PRODUCED AS MULTI-ZONE FOAMS USING PU FOAMS OF DIFFERENT RIGIDITIES IN JUST ONE PROCESSING STEP SYSTEM USING THE SAME EQUIPMENT.



BASF

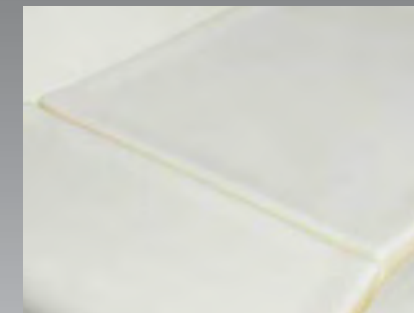


SUBSTITUTION OF THE CONVENTIONAL METAL STRUCTURE OF THE SEAT FOR COMPOSITE MATERIALS AS REINFORCED THERMOPLASTIC COMPOSITES.

ULTRAMID® STRUCTURE, A POLYAMIDE WITH LONG GLASS-FIBER REINFORCEMENT, HAVE THE PROPERTIES OF HIGH MECHANICAL STRENGTH, STIFFNESS AND THERMAL STABILITY. AND OFFERS GOOD TOUGHNESS AT LOW TEMPERATURES, FAVORABLE SLIDING FRICTION BEHAVIOR AND CAN BE PROCESSED WITHOUT ANY PROBLEMS. IT IS ABLE FOR INJECTION MOULDING, AND IT OPTIMIZED COST, WEIGHT AND REDUCE THE IMPACT ON THE ENVIRONMENT.



LEATHER



FOAM



STRUCTURE



A DESIGN CONCEPT BY



design consulting

WITH THE PARTICIPATION OF

LIANE WILLMS
THOMAS VANICEK
RICCARDO PIERUCCI
FERDINANDO CUSIMANO
DEBORA POUSSIF

SPECIAL THANKS FOR THEIR SUPPORT TO

THE IT TEAM AND
THE COMPANY'S MANAGERS

THANK YOU!