

FESTIVAL

AUTOMOBILE INTERNATIONAL

PRESSE KIT
FAI 2022



FESTIVAL AUTOMOBILE
INTERNATIONAL

37TH EDITION

GIRARD-PERREGAUX



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EDITORIAL

2021, another difficult year for car manufacturers, marked by the Covid crisis, accentuated by the shortage of electronic components. Nothing spares this indispensable industry since the public authorities, especially the french one, are working hard to multiply the directives and taxes to discourage consumers.

Many car shows or events are cancelled or postponed, just like our Festival which is the first victim, which inevitably leads to a loss of audience and attention around this universe.

Fortunately, talent and audacity remain to leave a little room for emotion and passion. Engineers and designers are always surprising us by offering dreams, elegance and beauty.



Creativity has not faded with the crisis. On the contrary, it has been exacerbated to better prepare for the future.

We present you this very eclectic and brilliant list of winners, chosen by a passionate jury and chaired by the great architect and visionary of his time, Jean-Michel Wilmotte.

From futuristic and pure lines to reinterpretations of emblematic models, this 2022 list of winners is complete and innovative.

The talent of designers, artists, world rally champions, and design students is honored because it is the demonstration of the passion that drives them.

I would like to extend a special thanks to our partners whose loyalty and commitment honors them. They have all responded in such difficult times.

We too will remain faithful to our commitments and pursue our desire to remain the world's leading automotive design event.

We will be able to thank them quickly by innovating in a very new format of exhibition and ceremony, at the Invalides, next spring.

We will reveal it to you soon. This will be our new challenge!

Warmly,

Rémi DEPOIX

President of the Festival



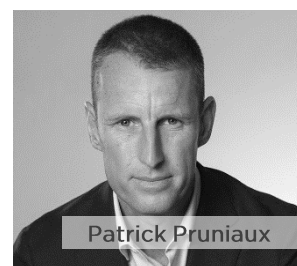
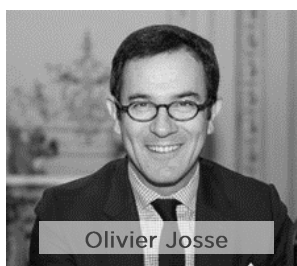
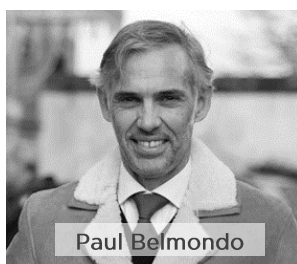
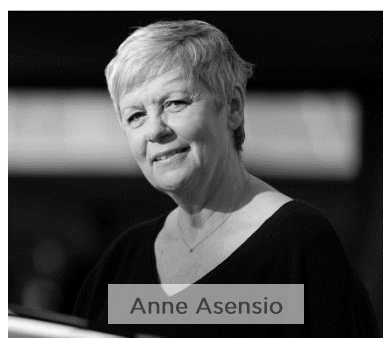
The Jury 2022

The jury of the Festival Automobile International is chaired by Jean-Michel Wilmotte with Anne Asensio as vice-president. This year, two new members have joined the jury : Ari Vatanen and Laurent Gardinier.

President of the Jury : Jean-Michel WILMOTTE, Architect

Vice President of the Jury : Anne ASENSIO, Vice-President of the Design Experience Dassault Systèmes

Members : Hermidas Atabeyki, President of D3 studio / Paul Belmondo, Former racing driver and TV consultant / Cyrille Duval, Director of companies / Laurent GARDINIER, Owner of the Maisons Taillevent / Etienne Gernelle, Director of Publication and CEO of Le Point / Olivier Josse, Director of Alcyone Relations Publiques / Jacques Nicolet, President of Everspeed / Patrick Pruniaux, President of Girard-Perregaux / Isabelle Schlumberger, Executive Director Commerce, Marketing & Development JCDecaux / Ari Vatanen, Former rally driver, former member of the European Parliament





Grand Prizes of the 2022 Festival

Deliberations of the Jury



Members of the 2021 jury during the Deliberations on December 3rd 2021 (© Guillaume Ombreux)

DAY OF DELIBERATIONS AND SELECTION OF THE GRAND PRIZES

The Grand Prizes of the Festival Automobile International are awarded each year by a Jury comprising eminent personalities from the automotive industry, the media, architecture or jewelry, who gathered at the Hôtel National des Invalides on December 3rd.

On this occasion, the creative and visionary projects of car manufacturers are presented, highlighting the beauty of the automobile, its elegance, its design and its new technologies.

This year, 14 Grand Prizes have been awarded.

LIST OF THE GRAND PRIZES 2022 :

- GP Most Beautiful Car
- GP Most Beautiful Supercar
- GP Most Beautiful Hypercar
- GP Most Beautiful Book
- GP Creativ' Experience
- GP Advertising Film
- GP Advertising Poster
- GP Young Designer Awards
- GP of Art
- GP of Design
- Palme of Honnor
- Special Prize of the Jury
- GP of the Festival
- Special Mention



© Guillaume Ombreux

(GP : Grand Prize)



Grand Prize of the Most Beautiful Concept Car

This year, the Festival has reinvented itself : the Grand Prize for the Most Beautiful Concept has exceptionally been awarded by the public, based on design criteria. This prize rewards projects that are futuristic, truly creative and free of any constraints related to future industrialization and marketing.

RENAULT 5 PROTOTYPE

Elected the « Most Beautiful Concept Car of 2022 » at more than 70%!

From December 2nd, 2021 to January 16th, 2022, the general public voted online to elect "The Most Beautiful Concept Car of the Year 2022" among 10 candidates. The public was seduced by the neo-futuristic design of the Renault 5 Prototype, which won the election with over 70% of the votes.



© Renault

Presented as part of the "Renaulution" strategic plan, the Renault 5 Prototype a compact city car with a pop yellow bodywork, was inspired by the 1972 Renault 5, an iconic model from Renault's heritage, from which it takes its main lines (additional headlamps integrated into the front bumper, air intake on the front hood, vertical rear lights, angular headlights). All these elements have been modernized, both in their design and in their function, to offer a resolutely contemporary line. Also drawing its inspiration from the design of the Supercinq and the R5 Turbo, the car has logos that light up, tricolored flags on the mirrors and the number "5", a tribute to the R 5 in the center of its wheels, on the front bumper and the tailgate.

Chief designer : Gilles Vidal



The Nominees of the Most Beautiful Concept Car

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© Audi

AUDI Skysphere Concept

The Skysphere is a 100% electric and autonomous roadster concept car from Audi. It is the first concept car in the "Sphere" series that the manufacturer has unveiled to present its vision of innovative luxury.

The concept's aesthetic is strongly inspired by the Horch 853, a luxury car from the brand's past that won the 2009 Concours d'Elegance.

Chief designer : Gael Buzyn



© Smart

SMART Concept #1

The Concept #1 announces the arrival of a 100% electric compact SUV from Smart. The car is larger than the usual Smart cars and has a sleek, curvaceous style, but with a sporty feel to it. Totally devoid of rough edges, the design of the Concept #1 seems to be divided into 3 distinct parts : the bodywork, the windows and the plunging roof at the back.

Chief designer : Gorden Wagener



© Lexus

LEXUS LF-Z Electrified

The LF-Z Electrified concept car is a preview of the aesthetics of future Lexus models. The vehicle's sculpted design incorporates the brand's typical styling elements and is based on powerful lines.

The grille is solid, the headlights are very tapered, and the glass surface is reduced to a minimum to reinforce the dynamic character. Its profile is quite characteristic of electric concept cars (very thin front part and raised rear part).

Direction of design : Lexus Design Division



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Grand Prize of The Most Beautiful Car of the Year

This Grand Prize awarded a car presented during the year 2021 and marketed at a price below € 60,000.

DS AUTOMOBILES DS 4



Revealed in February 2021, the DS4 is a compact sedan with muscular and SUV-like lines. Its design is inspired by the concept car presented in 2020, the DS Aero Sport Lounge, particularly in terms of the front end and the new light signature. A plunging coupé-like roofline, a small, steeply sloping rear window, large wheels and sharp lines are just some of its aesthetic features. Longer, wider and more opulent than the previous version, the car features a black front grille with chrome diamond tips combined with glossy black "DS Wings" and the light signature.

Chief designer : Thierry Metroz

RUNNERS-UP



BMW i4



PEUGEOT 308



CITROËN C5X



Grand Prize of The Most Beautiful Supercar

This prize rewards new models on the market - limited-edition or mass-produced products - but sold for more than € 60,000 and not competing for the price of the Most Beautiful Car of the Year.

FERRARI Daytona SP3



Presented at the Ferrari Finali Mondiali 2021, at the Mugello Circuit, the Daytona SP3 is inspired by the sports prototypes of the 1960s and more specifically by the lines of the 330 P3/4 (fenders and wing mirrors, very enveloping windshield or the stripes at the front and rear). Based on the LaFerrari Aperta, the Targa-topped supercar (for an open driving experience) features an imposing grille, framed by a series of overlapping horizontal blades. Other features include a highly advanced cockpit and raised stern.

Chief designer : Flavio Manzoni

RUNNERS-UP



ALPINE 110 Légende GT 2021



LAMBORGHINI Aventador LP
780-4 Ultimae



ASTON MARTIN Valhalla



PEUGEOT 9X8

Chief designer : Matthias Hossann

MCLAREN 720S GT3X

GENTY AUTOMOBILE Akylone

ASTON MARTIN Valkyrie Spider

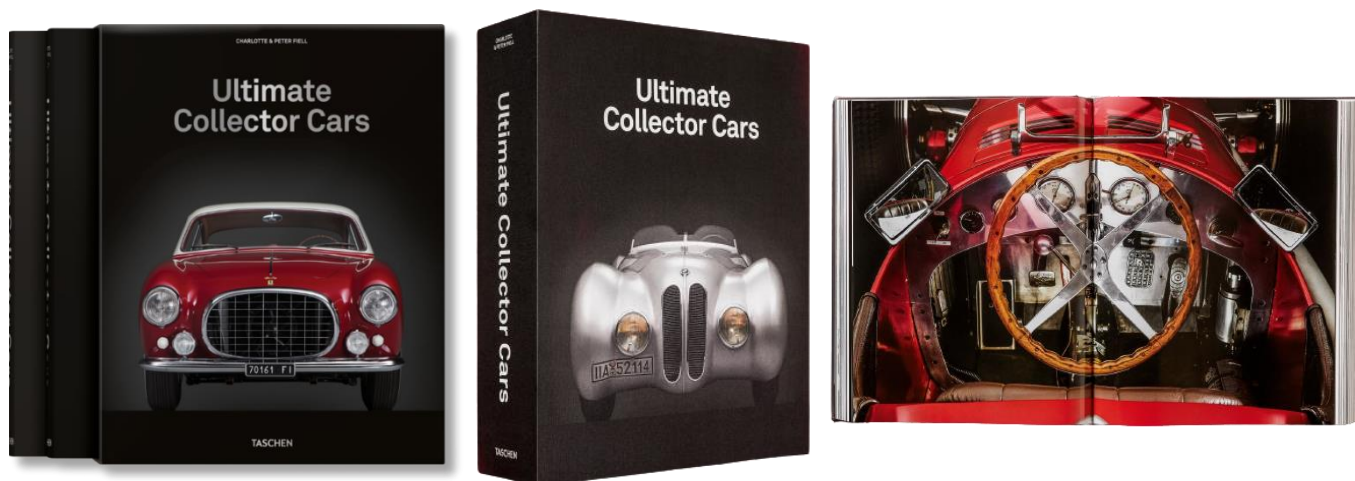


Grand Prize of The Most Beautiful Book

The automobile, an inexhaustible source for authors, the Jury is interested in works showing an original presentation, particularly careful in terms of layout and iconography.

« Ultimate Collection Cars »

Charlotte and Peter FIELL, TASCHEN Edition



These two volumes constitute the reference anthology on classic cars. They are presented by design specialists Peter and Charlotte Fiehl, with the support of the creator of the Goodwood Festival of Speed, and experts from RM Sotheby's auction house. The book reviews the 100 most spectacular and coveted automobiles of all time, from the illustrious 40 hp Mercedes-Simplex of 1903 to the radical silhouette of the Speedtail released by McLaren in 2020. Each of these extraordinary models is presented through the images of the world's greatest automotive photographers and exceptional archival documents and is the subject of a detailed description of its specificities (make, model, year, engine size and transmission type).

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« **Car Racing 1965** »
Johnny Rives & Manou
Zurini Cercle D'art Edition



« **Inside Valkyrie** »,
Bart Lenaerts & Lies De Mol
Waft Edition



« **Joseph Figoni T.1 : Alfa Romeo** »
Peter M. Larsen & Ben Erickson
Moteurs Edition



Grand Prize Creativ' Experience

This category rewards a manufacturer offering a specific interaction between the driver and the car, as well as a new experience in both design and driving assistance.

BMW i Vision Circular Concept



Presented at the Munich Motor Show, the BMW i Vision Circular is a concept car with a futuristic and minimalist look, representing the "circular design" philosophy (Re:Think, Re:Duce, Re:Use and Re:Cycle). The classic screens of a car are replaced here by an interface that takes the form of a 3D printed sculpture. Its crystal look represents the brain of the car and allows a whole new experience of interaction with the vehicle's functionalities. Touch pads are placed on the dashboard, to the right and left of the steering wheel, also 3D printed. Information needed for driving is projected onto the windshield surface in front of the driver, while the front passenger can watch multimedia content projected on their side.

Chief designer : Adrian van Hooydonk

RUNNERS-UP



CANOO Truck



AUDI Skysphere Concept



MERCEDES MBUX Hyperscreen



Grand Prize of Advertising Film

This category rewards a car manufacturer proposing an original, beautiful, atypical advertising.

ALPINE

« Aller tout droit. Prendre un virage »

Havas Paris Agency



Newly invested in Formula 1, Alpine, relaunched in 2016, communicates for the first time on television.

Conceived by Havas Paris, the ad film directed by Casper Balslev (Frenzy) depicts an Alpine launched on curvy mountain roads.

The straight line is the metaphor of a normal, easy and boring world, while its alternative, the bend, symbolizes the ability of everyone to get off the beaten track, the norm.

Through graphic and virtuoso images, the film intensely translates the idea of the ultimate sports car, lightness, agility, iconic design and different driving experience, all characteristic elements of Alpine.

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SKODA
« Epic Option »
Rosa Paris Agency



RENAULT « Renault Scénic aime les familles depuis 25 ans »
Publicis Conseil Agency



CADILLAC
« ScissorHandsFree »
Leo Burnett Detroit Agency



Grand Prize of Advertising Poster

This category rewards an outdoor advertising creation (OOH - Out Of Home). Sponsored by JCDecaux, this Grand Prize presents a selection of the most beautiful posters and the best Digital Out Of Home (DOOH) creations produced in 2021.

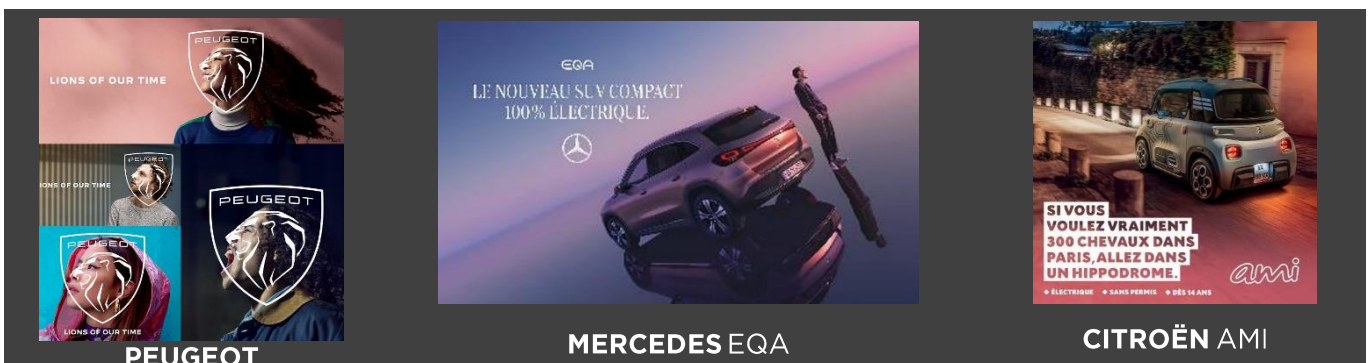
BMW Serie 4



Through this campaign, conceived by the creative agency Serviceplan, BMW wanted to highlight the pleasure of driving and the pleasure of the eyes.

The two models, the BMW 4 Series Coupe and the BMW 4 Series Convertible, are highlighted here thanks to a bi-format display with visuals "in duo".

RUNNERS-UP





Young Designers Award

Interior Design “Quattro Stagioni”

The Festival Automobile International encourages design school students by rewarding them for their projects. Two distinct themes are proposed : one for the interior and the other for the exterior.

For the interior design, the idea was to imagine, draw and design an individual vehicle adapting to the different seasons, either automatically or instinctively or through operations carried out by dealerships/specialized companies.

« Cross 4 Season »

Du Yu, Xinyu Zhang and Gala Meng (Strate, School of Design)



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« BLOOM »

Valentin Garel and Louis Gauthier
(Strate, School of Design)



« R4mbler »

Aurélien Thélér and Marine Grislin
(Strate, School of Design)



« Vivaldi »

Matthieu Lhopitault and Tanguy Leroy
(Creapole)



Young Designers Award

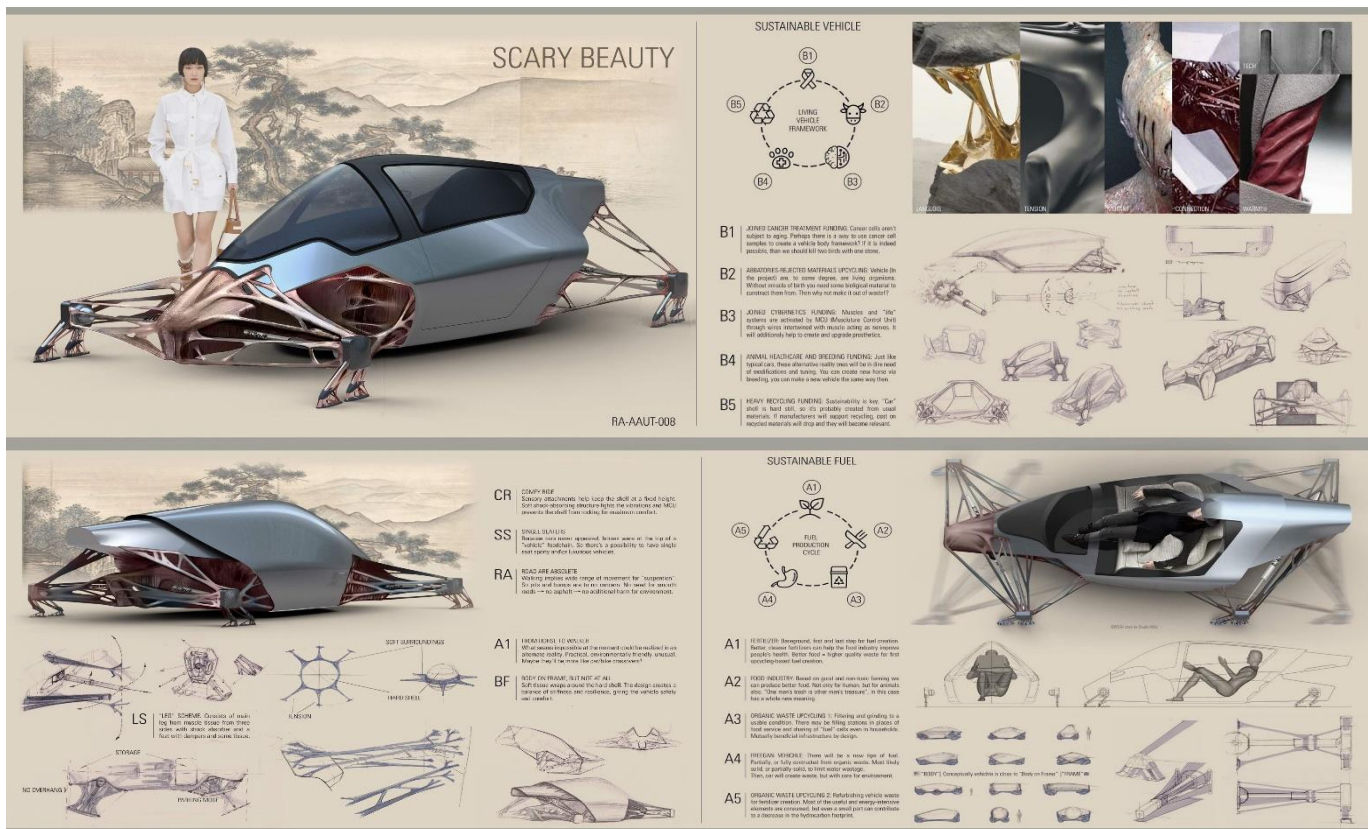
Exterior Design “Reset All”

The Festival Automobile International encourages design school students by rewarding them for their projects. Two distinct themes are proposed : one for the interior and the other for the exterior.

For the exterior design, it was about imagining a whole new ecosystem and considering the societal and environmental responsibility of the manufacturer/constructor, by integrating a circular economy approach (“design out of waste”).

« Scary Beauty »

Alan Kokoev (Stieglitz Academy)



RUNNERS-UP

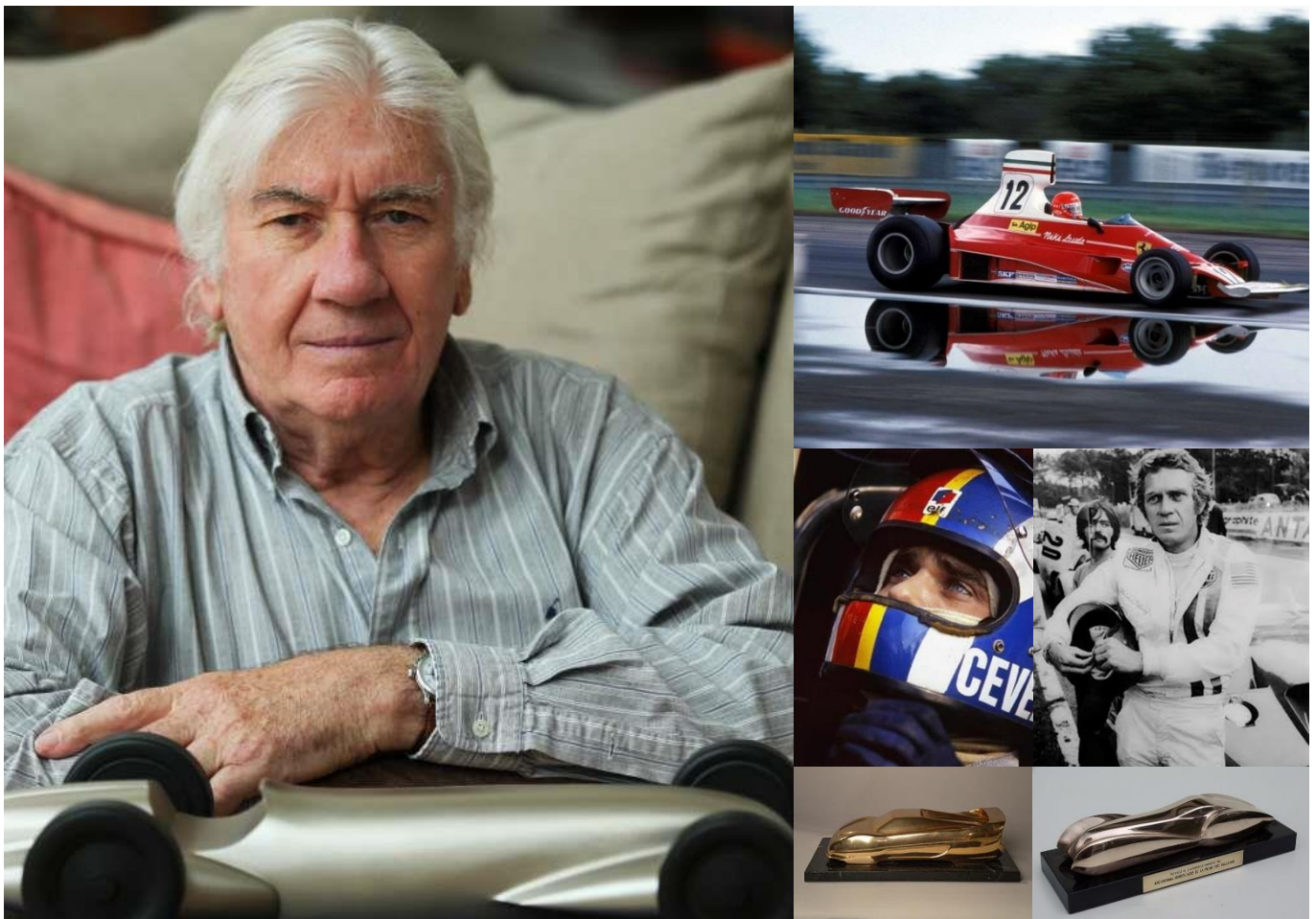




Grand Prize of Art

This grand prize rewards an artist or an institution for an individual work, for a whole career or for a cultural initiative exalting the role of the automobile in society.

Emmanuel Zurini Sculptor and Photographer



Emmanuel Zurini, more commonly known as "Manou", is a French photographer and sculptor, specializing in the automotive world.

Great reporter photographer of the Formula 1 for over 30 years, and unmissable on the circuits, Manou Zurini is one of the first to have given to the photography of car racing an artistic dimension. Throughout his career as a photographer, until 1996, he covered more than 450 Grand Prizes.

The muse of the watchmaker Richard Mille has made his own way in the world of creation. Being a sculptor of great renown for over 40 years, he mainly creates automobile sculptures, racing cars and trophies in bronze or stone, but also sculptures of airplanes and offshore boats, giving them the illusion of speed and movement.



Grand Prize of Design

The Grand Prize of Design rewards a designer or a company for its global strategy of innovation or pursuit of beauty.

Flavio Manzoni Ferrari Design Director



Flavio Manzoni has been the chief design of Ferrari since 2010. From 2001 to 2006, he worked for the Fiat Group as design director for Lancia, Fiat and the light commercial vehicle division. In 2007, he joined the Volkswagen Group as Creative Design Director, helping to redefine the aesthetic philosophy of Skoda, Bentley, Bugatti and Volkswagen.

As head of the Centro Stile, he developed the Ferrari FF and LaFerrari concept, and presented the Ferrari SA Aperta roadster at the Paris Motor Show, and the F12 Berlinetta at the 2012 Geneva Motor Show, among other projects. Since Flavio Manzoni took over the design reins, limited series and special orders have multiplied. The Tailormade department receives and executes all special requests from the most demanding customers. There was the SP12 EC for Eric Clapton in 2012, F12 TRS and the F60 America in 2014, the F12tdf in 2015, the 458 MM Special and the J50 and SP 275 RW Competizione in 2016, the SP38 in 2018.



Palme of Honor

Exceptional prize, awarded to a personality for the whole of its work or a special economic, sporting or charitable result.

Sébastien Ogier Rally driver



This year, this special award is given to Sébastien Ogier, rally driver, world champion for the eighth time. His career took a real turn in 2008, with excellent results in the Junior World Rally Championship. He won the Rally of Mexico, Jordan and Germany, and finished second in his category at the Tour de Corse, where he won the Junior World Rally Championship title.

He then moved up to the premier class, the WRC, winning the first special stage he contested and then reaching the podium in 2009 and taking his first victory in 2010. With his co-driver Julien Ingrassia, he was crowned World Rally Champion in 2013, 2014, 2015 and 2016 with Volkswagen Motorsport, as well as in 2017 and 2018 with M-Sport, and in 2020 with Toyota.

On November 21, 2021, still accompanied by Julien Ingrassia, he won his eighth title by winning the last rally of the season in Monza, his fifth victory of the year and the 54th of his career. He is the second most successful driver in the history of the WRC behind Sébastien Loeb (9 titles from 2004 to 2012), with 8 titles won in three different cars.



Special Prize of the Jury

This grand prize rewards a vehicle, a personality or a major company that has marked the year in the automotive industry.

Land Rover for the « New Range Rover »



© Land Rover



© Land Rover



© Land Rover

This new Range Rover has a similar structure and lines to the previous generation Range Rover (simple lines, floating roof). Characterized by a clean design, the aesthetic evolution is about the positioning of the rear lights, now vertical, and the very present glass surfaces, from the windshield to the tailgate. Other new features include flush door handles, a horizontal bumper and high-definition full LED lights with a simplified look.

The vehicle is equipped with an active noise reduction system called Active Road Noise Cancellation. Working like headphones, the system makes the driving experience quieter and more relaxed and improves passenger well-being (reduced cognitive load and therefore reaction times).

Chief designer : Gerry McGovern



Grand Prize of the Festival

This Grand Prize rewards an achievement or a personality to whom the Festival wishes to pay tribute.

Opel and Hyundai



OPEL Manta GSE Elektromod

The Opel Manta GSE Elektromod is a reinterpretation of the 1970 Opel Manta A, from which it takes on the distinctive, almost symmetrical lines between the front and rear (long snout, ultra-plunging rear window).

On the outside, however, the car does not have chrome fender flares, but instead features the new Opel Vizor look and a grille with an LED display that shows a message.

Chief designer : Pierre-Olivier Garcia



HYUNDAI Pony Heritage Series

The Hyundai Pony Heritage Series concept is a reinterpretation of the 1975 Pony, designed by Giorgetto Giugiaro. Characterized by a matte silver color, the car combines a retro look with many unique futuristic details such as pixel-like taillights and turn signals or mirrors replaced by cameras. The interior features a series of contemporary accessories, including a nixie tube dashboard display.

Chief designer : Luc Donckerwolke



HYUNDAI Grandeur EV Concept

The Hyundai Grandeur EV concept is a contemporary interpretation of the iconic 1980s Grandeur sedan. Hyundai has left the overall look of the vehicle intact, despite slight modifications, specifically the Grandeur's 1980s square styling, subtly smoothing the grille, wheels, taillights and body moldings. The look of the original car is transformed with the installation of Parametric Pixel lights. The sedan is also equipped with new side mirrors and specific solid wheels.

Chief designer : SangYup Lee



Special Mention

This grand prize rewards the Jury a vehicle, an original design, a personality or a major company in the automotive industry.

RENAULT Concept Suite N°4



This concept, called Suite N°4, celebrates the 60th anniversary of the Renault 4, which is a true legend in the automotive industry. Carefully cut out of the Renault 4's structure, it combines the world of the automobile with that of architecture to create an open-air hotel room, installed in an electric car.

The centerpiece of this concept, imagined by designer Mathieu Lehanneur, is the glass roof that replaces the entire upper rear part of the bodywork. Made of polycarbonate, it offers more light to the passengers.

At the front of the vehicle, the traditional grille has been replaced by a textured material appearing like a crumpled aluminum sheet, to accentuate the car's electric appearance.



Focus of the Jury

BMW i Vision Circular concept and Daniela Bolhinger

BMW and the sustainable design

Daniela Bolhinger is the Head of Sustainable Design at BMW. She is also an international lecturer, adjunct professor, and serves on several committees and juries.

She introduced the concept of ecodesign at BMW Group Design through Project I (I3 and I8) to design an electric car, where all production processes and materials were reviewed to have an "ecopositive" impact. The goal: a more efficient and environmentally friendly manufacturing process.

This means using resources efficiently, rethinking the way materials are used in the car, and ensuring that they can be quickly and easily separated at the end of the product's life cycle for more effective recycling and reuse.

The challenge for Daniela Bolhinger is for BMW to maintain the same luxury image, but in a more environmentally friendly way.

The i Vision Circular concept is the embodiment of these ideas and fulfills this ambition. The vehicle and its battery are built entirely from recycled materials, with all surfaces and components being 100% recyclable.

This means that its components can be reused to make other vehicles after its life cycle, minimizing the use of raw materials - the essence of "circular design".





Focus of the Jury (suite)

« Restomod, Retrofit, Neo-Retro »

Between nostalgia and future

Several of the projects presented at this 37th edition of the Festival Automobile International led the jury to take an interest in the reinterpretation by car manufacturers of emblematic models over the years.

The "nostalgic retro" style trend is widespread in all sectors of the consumer market, including the automotive industry. There are two different practices: restomod (bringing old cars up to date by introducing modern technologies such as more powerful engines, digital screens and improved safety features) and retrofit (conversion to electric propulsion).

Opel (Manta GSE Elektromod), Renault (R5 Prototype) or Hyundai (Grandeur EV, Pony Heritages)... several manufacturers have shown their creativity to revive, for the time of a concept, some of their emblematic models and thus important moments of their history and their heritage.



Converted to electric power, these concept cars serve as a link with current and modern models. The challenge for the designers is to find the right balance between tradition and modernity, without distorting the original lines, and to propose a real creation that goes beyond the simple restoration process.

The trend of the restomod, of the "neo retro", thus allows a "classic" car to offer some of the advantages of a modern car while keeping the charm and the sensitivity of an old model.



Most of these concepts remain faithful to the original design in order to pay tribute to the timeless lines of the old models.

Neo-retro initiatives go beyond the traditional manufacturers, as shown by the various restomod projects: Elegend EL1, Volvo P1800 Cyan, Kimera EVO37, Porsche 911 Singer, Jaguar XJ Coupe or the R5 Turbo3.





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