



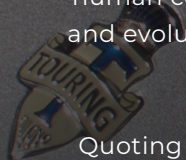
DESIGN PHILOSOPHY

Classic Concepts meets the future

The Veloce12, while drawing inspiration from Touring Superleggera's iconic models, stands as a distinctive creation in its own right. Matteo Gentile, Head of Design at Touring Superleggera, emphasizes, "We deliberately honour our heritage, but it is also a modern interpretation of Touring Superleggera's timeless elegance." The Veloce12 advances the brand's legacy by pushing classic concepts further, embodying design evolution and reflecting Touring Superleggera's rich history and ongoing commitment to innovation in automotive design and engineering.

"Touring Superleggera's design philosophy is also characterized by a profound respect for the natural world," says Gentile. This reverence is evident in the organic shapes and flowing lines that define their cars, inspired by the elegance and efficiency of natural forms. This biomimetic approach aligns with human cognitive biases towards roundness and smoothness, as discussed by cognitive scientists and evolutionary biologists. These shapes evoke a sense of familiarity and comfort, enhancing the emotional connection between the car and its owner.

Quoting Yuval Noah Harari, Gentile reflects on humanity's unique ability to create and believe in shared myths, which shape our realities. "Touring Superleggera taps into this cognitive trait by crafting vehicles that are not just modes of transportation but symbols of a certain lifestyle and aspiration." The Veloce12, like all Touring Superleggera cars, is a blend of storytelling and engineering, with each model narrating a tale of elegance, speed, and innovation.



Superleggera

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