



## Samuel Chuffart

GLOBAL DESIGN DIRECTOR

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Icona's Global Design Director, Samuel Chuffart, was one of the company's founding members in 2010. With a team of just two designers, from these humble beginnings, Samuel Chuffart has grown the company to astonishing heights. Eight years on, Icona's client list is now a Who's Who of global and Chinese automakers, and the company had a turnover of 18 million Euro in 2017. Mr. Chuffart manages a team of 74 designers across three continents and dozens of projects simultaneously. At Icona, he has been responsible for such iconic and successful designs as the revered Fuselage, Maxus SUV D90 concept and Lvchi Urano, as well as the Icona Vulcano, the world's first titanium supercar.

After graduating from Art Center College of Design California in 1998, Mr. Chuffart began his career at Nissan's European design studio in Munich, followed by London and later Michigan and California. Over eight years at Nissan's design studios Mr. Chuffart was directly responsible for several highly acclaimed design concepts and production cars for Nissan. They ranged from compact cars such as the Micra production and Evalia Concept to large iconic cars like the Crossbow. Mr Chuffart was instrumental in the creation and realization of the Nissan DNA which is known today.

Following Nissan, Mr. Chuffart was a Senior Designer at Jaguar Land Rover where his talent was immediately utilized for the creation of the next generation L405 Range Rover which appeared in 2012. He was later appointed Chief Designer at Stile Bertone in Turin in 2008. As Chief designer of Stile Bertone Mr. Chuffart garnered worldwide experience, successfully realizing numerous design projects.