

CNH Industrial and Car Design News recognize young talents in China

On the eve of the Shanghai Motor Show, aspiring designers from across China came together for the 10th edition of the Car Design Awards China. This edition was the first occasion in the history of the awards to include agricultural machinery design submissions.

Shanghai, April 17, 2019

Ten categories, close to 400 submissions from some 90 universities narrowed down to 30 finalists: the 2019 Car Design Awards China showcased a new wave of budding designers with their own unique interpretations on the future of industrial design. Event organizer and leading global online design resource Car Design News, called on CNH Industrial to take part in this latest installment, marking a creative departure from the automotive-only pitches of past editions.

As the second largest global provider of agricultural equipment, CNH Industrial took the opportunity to challenge students to develop a groundbreaking vision of how agricultural machinery will look and work in the future. The Company's Design Director, David Wilkie, was also chosen as one of 19 expert judges. "We were delighted with the amount and quality of entries we received for this brief. It shows us that young designers are looking beyond the automotive industry for their future careers and examining how design can help to address real world requirements, such as the future needs of farming," said Wilkie.

The awards ceremony took place on April 15 in Shanghai ahead of Auto China, the annual international motor show. Some 300 guests were greeted with an exhibition of the finalists' projects, before the winners were announced. Those in attendance included representatives from the design, automotive and industrial sectors, media, members of academia from the participating universities and of course the young finalists.

Representing CNH Industrial were both David Wilkie and Luca Mainardi, China Country Manager. "Initiatives such as this competition are of the utmost importance for our Company as well as for the industry to attract more young talents, who represent the future. The next step will be to provide students with the right agricultural background and understanding in order to make their future design proposals even more meaningful and suitable for real world application," commented Mainardi.

Amongst the winners of the evening was Minghao Luo from Tongji University who won the Judges' Highly Commended Award for his entry to CNH Industrial's competition brief. His concept imagines a machine that is highly automated for different farming operations, while taking styling cues from architecture for a future farmland living concept.

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