Aim formal harmony

Paola Sorbara

“We are a solid company offering the best possible quality through the three core principles of dimension, proportion and harmony”. This is how Matteo Broglia, Franco Carone and Andrea Sartori – the three founding members of Quartostile – define the activities of the company they established in Turin in 2004 to combine their shared passion for design.

After its initial projects in industrial design, very soon the studio broadened its scope to include the automotive and marine sectors. The company’s first important jobs were in fact for the nautical sector, a sector in which it has since developed the skills necessary to develop projects from a blank sheet of paper to the finished project – whether this be a production model, the architecture for a custom vessel or the design of a 50-metre-plus bespoke yacht. Some of the company’s most prestigious clients in this area include major Italian boatyards such as Benetti, Cerri, Prinz and Sogica.

But it is the automotive sector that plays the most prominent role in the activities of Quartostile. Complementing the professionalism of the three partners, who have worked with some of the most important design houses in Turin – Azimut-Benetti, Idea Institute and Pininfarina – and are still today lecturers at IED, IAAD and Turin Polytechnic, is the Quartostile team. A team in which the experience of proven professionals is fused with the exuberant creativity of young designers from the leading Italian and international transportation design schools.

Quartostile currently has a workforce of around thirty passionate employees, which over the years have contributed to establishing the company as a key partner for many clients in the European automotive world and in Italy in particular.

In the airy spaces of the current Quartostile headquarters, you are met by the sight of the young designers working intently at their computer screens, creating style sketches and developing the C-B-A class 3D mathematical models for both exteriors and interiors which will be used to mill masters ready for industrialisation. “Our work focuses on the development of a design up to the 3D modelling stage, with the particular goal of creating a model that is effectively realisable. Making a product with a high degree of feasibility is fundamental.” To support its design services, Quartostile uses a large network of suppliers and partners in the Turin area for the engineering and fabrication of physical models.

The company’s key clients today include the Fiat Centro Stile – with its Fiat, Alfa Romeo, Lancia, Abarth, Maserati brands – and Pininfarina for automotive applications, and Honda, for motorcycle projects.

A fundamental component in creating a good product is a firm belief in the core values of Italian style – as this is the key that opens the door to timeless design and a guarantee of quality to the client. “Italian design traditions and formal harmony are two of the many strengths of Quartostile” say the three partners. “The goal of every good designer should be to create something truly unique, and we commit ourselves to this goal each time we embark on a new project.”

The strong team spirit that has grown between the partners and all of the studio’s staff is yet another strength of a company.
Obbiettivo
armonia formale

«Una realtà concreta che mira ad offrire la migliore qualità possibile attraverso tre principi basilari: misura, proporzione e armonia». Così i tre soci fondatori, Matteo Broglia, Franco Carone e Andrea Sartori, definiscono l’attività di Quartostile, l’azienda che hanno fondato nel 2004 a Torino fortificata dalla loro comune passione per il design.

Dai primissimi progetti nel campo dell’industrial design, ben presto lo studio ha ampliato il suo campo di azione ai settori dell’automotive e della nautica. I primi importanti lavori sono da ricondurre proprio all’ambito nautico, dove ad oggi si sviluppano competenze per gestire i lavori dal foglio bianco al progetto completo, sia per la produzione di serie che per l’architettura del custom-line, fino alla progettazione di one-off per imbarcazioni oltre i 50 metri. Tra i committenti più prestigiosi, figurano importanti cantieri italiani come Benetti, Cerri, Prinz e Sogica.

Ma è il settore automobilistico ad occupare un posto di prima fila nell’attività di Quartostile. E qui entra in gioco, a supporto della professionalità maturata in precedenza dai tre soci nelle più importanti design-house torinesi – Azimut-Benetti, Idea Institute, Pininfarina, oltre ad essere tuttora docenti presso IED, IAAD e Politecnico di Torino – il team di Two creative proposals for open-topped cars: above, a Maserati cabriolet, right, the Fiat 500 Capri. Top right, a CAD drawing for the interior of the Fiat Punto Evo. Below, the entire Quartostile team.
Design studio

Quartostile has produced numerous creations for the nautical sector, in which the company has built the skills necessary to develop a complete project from a blank sheet of paper. Left, the interior designed for the Sogica 55 Openbridge. Below, an image of the Sogica 47 Openbridge.

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Molte le realizzazioni per il settore nautico, dove ad oggi in Quartostile si sviluppano competenze per gestire i lavori dal foglio bianco fino al progetto completo. A sinistra l'interno progettato per la Sogica 55 Openbridge, e sotto un'immagine della Sogica 47 Openbridge.

“Un consolidato gioco di squadra, quello maturato dallo studio insieme a tutti i suoi dipendenti, che si rivela un ulteriore valore aggiunto per un'azienda desiderosa di mantenere le proprie risorse interne e, soprattutto, il passo con i tempi. Guardando al futuro con ottimismo, tanto che Quartostile è alla costante ricerca di giovani diplomati in trasportation design per incrementare il suo potenziale creativo.”

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