

## **Silk-FAW announces an architecture competition for their future Production and Innovation Center located in Reggio Emilia, Italy**

*The announcement of the winning project is scheduled for mid-June at the Tecnopolo of Reggio Emilia*

Reggio Emilia, May 19, 2021 – Today, Silk-FAW announced the launch of an architectural competition for the construction of the new Production and Innovation Center in Reggio Emilia, Italy.

The competition aims to identify the best design ideas so that the architectural intervention is conceived through the criteria of high environmental and landscape quality characterizing the Emilian context, while interpreting the design formula curated by Walter De Silva for Silk-FAW. The final selection will come down to the best representation between futuristic vision and the sensitivity of classic elegance embracing the full luxury essence of the Hongqi 'S' series cars that will be produced in the future production and innovation center.

Innovation, aesthetics, and sustainability will not only be the distinctive features of the cars produced by Silk-FAW, but also the structural DNA of the plant where they will be produced. Seven architectural firms have been invited to participate, all of them with Global experience and perspective yet they all foster the Italian heritage to best capture the spirit of the Motor Valley. The selected firms were chosen based on their technical skills and successful track record are Elastico Farm, Geza Studio, Iosa Ghini Associati, Labics, Peluffo & Partners, Piuarc., Cino Zucchi Architects.

The competition, whose editorial approach has been entrusted to Carlo Quintelli, Professor of Architectural Composition at the University of Parma, aims to propose a work plan that can combine all the different souls of this project: technological innovation and digital avant-garde on the one hand, craftsmanship excellence, quality, and creative genius on the other. All this according to a set of functions that include, in addition to production, design research, engineering experimentation, university training and business incubator, as well as reception services, exhibitions and events in the automotive world. It is through the integration of these factors that the architectural firms invited to take part in the competition will develop their own interpretation of the design as a contribution to the settlement characteristics of the Reggio Emilia area where the center will be built.

"This important initiative represents the perfect synthesis of our open approach to innovation, based on the sharing of information and the search for the best talents" – said Jonathan Krane, Chairman of Silk-FAW – "Precisely with these objectives we intend to leverage the expertise of a successful ecosystem such as the Motor Valley of Emilia to create a production and innovation center that harmoniously integrates into the territory and enhances its main features".

The competition is set to award and announce to the winning Architecture firm in mid-June 2021, the projects will be presented and evaluated at the Tecnopolo of Reggio Emilia.

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