

ACHIM ANSCHEIDT JOINS DESIGNER FRANK STEPHENSON ON HIS ACCLAIMED YOUTUBE DESIGN PODCAST, 'THE FATE CREATORS'



Achim Anscheidt, Design Director at Bugatti, is one of the best respected automotive designers in the world. Hear his insight on life in the Bugatti design studio in the latest YouTube episode by fellow designer, Frank Stephenson.

When two high profile automotive designers get together, one thing is for certain — the conversation is going to be enthralling. When it's two experienced heads exchanging words, it's going to be impossible to miss. The latest 'The Fate Creators' podcast by legendary designer, Frank Stephenson, features Achim Anscheidt, Design Director at Bugatti, as a guest. It goes without saying that this is an interview that is a 'must watch' for all Bugatti enthusiasts. In this latest Episode 2 of 'The Fate Creators', which features guests at the forefront of design, stretching the boundaries to create their own version of the future, conversation between the two design visionaries revolves around five main points: how to see design, how to approach design, current tech, the future of design and sources of curiosity.

In his post as Design Director at Bugatti Automobiles since 2004, Achim has been responsible for the stylistic direction of the stunning creations to come from the French luxury marque since then; such as the original Veyron 16.4 Super Sport, the Chiron, and other models including the Divo, Centodieci and one-off La Voiture Noire.

Just like Frank, the podcast host and creator of many iconic cars and designs that have influenced the car industry, Achim is a true automotive enthusiast. He even restores his own Bugatti Type 35 in his spare time to be enjoyed when not working in the design studio.

Achim Anscheidt, Design Director at Bugatti Automobiles, said: "It is an honour to appear alongside Frank and talk about cars. We are both obsessed with everything to do with the automobile, so naturally we have a lot to talk about. Frank's designs are iconic, and for that reason I know that he truly values the significance of every Bugatti model that has ever been on the design table in Molsheim."

On having the chance to speak to Achim, Frank Stephenson said: "Achim values simplicity and minimalism; after working on the Veyron, he spent ten years developing Chiron. He's a true visionary and has preceded over some of the most iconic designs in recent times. I posted a video on my YouTube channel last year in which I reviewed the Bugatti Bolide, and I was completely blown away by it — it will be great to pick the brains of the person who preceded over its design. It was fascinating to hear the perspective of someone who has been with the business for so long, and to learn more about what he thinks about emerging technologies in design."

View the podcast here: https://www.youtube.com/watch?v=5a_hCxsJ0xl

² Chiron: WLTP fuel consumption, l/100 km: low phase 44.6 / medium phase 24.8 / high phase 21.3 / extra high phase 21.6 / combined 25.2; CO2 emissions combined, g/km: 572; efficiency class: G

² Veyron: