



Hispano Suiza joins Auto Design & Sketching course launched by the Petersen Automotive Museum and Yellowbrick

- ***Hispano Suiza Design Director, Francesc Arenas, shares his knowledge with future car designers***
- ***The Auto Design & Sketching course, online and totally free, is structured in three modules***
- ***Yellowbrick, a world leader in online education, and the Petersen Automotive Museum teamed up to empower the next generation of industry professionals***

Barcelona, December 27, 2022.

Francesc Arenas, Hispano Suiza Design Director, is one of the prominent figures who has joined the Auto Design & Sketching online course recently launched by the Petersen Museum and the Yellowbrick online education platform.





"It's an honour and a real pleasure to be included amongst the designers of the future. I like to think of designers as guardians: every time we start a project, we are working to shape a vision of something that can become a reality over the coming years, at least as far as mobility is concerned. This requires the ability to transfer a vision that comes from our minds, into something tangible", says Francesc Arenas.

The course consists of three modules, with short chapters lasting from 6 to 15 minutes. The first of them delves into the principles of design and its history. The second module consists of real case studies and, finally, a third, practical module to learn how to draw like a real car designer, from simple lines to futuristic concepts. All three modules of Auto Design & Sketching are now available online. Participants only need to provide an email address and be at least 13 years of age to participate.



This course is designed to be the first step for students, passionate about the automotive sector, who want to direct their career toward design in the transport sector. ***"High-level training in this field is not always easily accessible to everyone. We wanted to remove some barriers and offer a free training programme involving leading figures in the industry,"*** says Justin Wolske, director of partnerships and strategic initiatives for Yellowbrick.

For more information or to register: <https://www.yellowbrick.co/autodesign>



About Yellowbrick

Yellowbrick is on a mission to inspire the next generation to pursue a career that aligns their talents and passions with the universities and brands they know and trust. Working in partnership with the world's leading universities, brands, and industry experts, Yellowbrick creates learning experiences that help tomorrow's leaders discover and pursue career paths in growing global industries that align with their passions, including fashion, sports, beauty, music, and media.

About the Petersen Automotive Museum

The Petersen Automotive Museum Foundation is a non-profit charity. The museum is located at 6060 Wilshire Blvd. (at Fairfax) in Los Angeles, 90036. Admission prices are \$19 for general admission adults, \$17 for seniors and \$12 for children ages 4 to 17. Active military with ID, personal care attendants and children under the age of four are admitted free. Museum hours are 10 a.m. to 5 p.m. daily. For general information, call + 1 323-930-CARS or visit <https://www.petersen.org>.

About Hispano Suiza

Hispano Suiza is a historic Spanish automotive brand owned by the Suqué Mateu family, now in its fourth generation. Hispano Suiza Automobile Factory S.A. was founded in Barcelona in 1904 by Damián Mateu, together with technical director and engineer Marc Birkigt, also a partner in the company.

Between 1904 and 1946, Hispano Suiza manufactured more than 12,000 high-performance luxury vehicles and 50,000 aircraft engines. Currently, with its headquarters, technical center and manufacturing plant located in Barcelona (Spain), it embodies a spirit that combines the pride of being a Spanish brand with a solid family legacy.

In 2019, the brand presented the Hispano Suiza Carmen, its new 100% electric hypercar, and a year later, it upped the ante with the Hispano Suiza Carmen Boulogne. In total 24 exclusive units will be produced.

In 2022, the first unit of Carmen Boulogne in the United States was delivered to collector Michael Fux.

Since its foundation, four generations of the Suqué Mateu family have preserved the brand, providing impetus and dynamism to maintain its significant heritage. Currently, Miguel Suqué Mateu, great-grandson of the brand's founder, is at the helm of Hispano Suiza as its Chairman.

Hispano Suiza is part of the Peralada Group, which represents the pinnacle of luxury dining and entertainment through its global portfolio of casinos, restaurants, hotels, golf courses, vineyards, music festivals and marinas.



Social Media Hispano Suiza



Media contacts:

For further information about Hispano Suiza, please contact the Press Office:
press@hispanosuizacars.com