



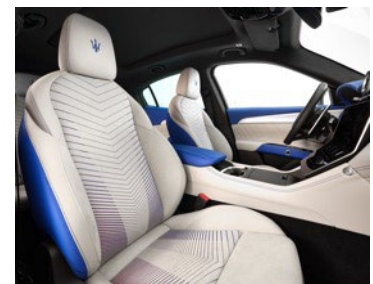
## **Ken Okuyama × Maserati**

### Maserati Korea Unveils First Global Concept Store and Grecale Special Edition 'Colors of Seoul'

(September 4, 2024) - Maserati, the Italian luxury car brand, has opened its first New Global concept store in Korea, located in Gangnam, Seoul. Alongside the store opening, Maserati unveiled 'Colors of Seoul' which is the Grecale Trofeo Special Edition through the "Fuoriserie" customization program for the first time globally.

The Grecale Trofeo Special Edition 'Colors of Seoul' can be customized through Maserati's Fuoriserie program. The 'Colors of Seoul' is based on the Grecale Trofeo, Maserati's luxury SUV, and features a design inspired by Korea. The exterior color, 'Bianco Audace', is reminiscent of white porcelain, symbolizing Korea's Confucian heritage, with blue accents that evoke traditional Korean architecture.

The interior of the car is also distinctive, featuring white seats with a hint of blue that matches the exterior color. The seats are made from soft leather and Alcantara, with a V-shaped pattern on the backrests and surfaces, similar to the MC20 Cielo. Blue accents are applied throughout all the interior.



Kiyoyuki Ken Okuyama, KEN OKUYAMA DESIGN CEO, commented, "It goes without saying that Korea has become a hub of trends in Asia, and it's no exaggeration to say that Korea is currently driving the cutting-edge trends in the region. Having the opportunity to collaborate with Maserati once again, I wanted to design a car inspired by these powerful, leading trends from Korea, with the hope that this design would spark new trends that could spread to the rest of Asia. My focus was on reimagining the Grecale, not as an SUV, but as a sports sedan, with meticulous attention to color choices that evoke both sportiness and luxury. I'm thrilled to have taken on this new challenge going beyond the automotive industry norm, and it's deeply meaningful for me to be part of Maserati's design journey in this way once again."

Official Site: <https://www.kenokuyamadesign.com/>

Press Release Related Site: [https://www.kenokuyamadesign.com/oneoff/press/grecale\\_cos/](https://www.kenokuyamadesign.com/oneoff/press/grecale_cos/)



#### CONTACT

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(Miho Hoshimoto /Advertising cooperation: EKKO PROJECT)

K E N O K U Y A M A



## Kiyoyuki Ken Okuyama

Industrial Designer/CEO, KEN OKUYAMA DESIGN

Born in Yamagata Japan, 1959. Ken has worked as Chief Designer for General Motors, Senior Designer for Porsche AG, and Design Director for Pininfarina S.p.A. His masterworks include the Ferrari Enzo, Maserati Quattroporte and many other automobiles. He is also known for his design work for various other products, such as motorcycles, furniture, and robots as well as in the field of architecture.

Since he founded KEN OKUYAMA DESIGN in 2007, based on YAMAGATA/TOKYO/LOS ANGELS, expands more his own brands such as automobiles, glasses, companies consulting. Other activities, providing lectures, publishing books. The Complete History of Okuyama Design is released by Shinchosha as the latest book (Author: Seiji Tanaka)

## COMPANY PROFILE

Company Name:	KEN OKUYAMA DESIGN Co.,Ltd.
Office:	2-27-13 Jingumae Shibuya-ku Tokyo Japan 150-0001(Representative: Ken Kiyoyuki Okuyama(CEO))
Capital:	JPY 100 million
Number of Employees:	45 (as of May, 2023)
Business Areas:	Design, Planning, Development/ Consulting/ Company Products/ One-Off Manufacturing/ Licensing

## History

October,	2006	Established headquarters in Yamagata
April,	2007	Converted to Stock Company
May,	2007	Launched eyewear brand KEN OKUYAMA EYES
January,	2008	Introduced a new collection of YAMAGATAKOUBOU at MAISON & OBJET
February,	2008	Issued new shares through third-party allocation
March,	2008	Launched k.o7 and k.o8 at Geneva Motor Show
April,	2008	Introduced a new collection of YAMAGATA KOUBOU at Milano Salone
May,	2008	Founded subsidiary company in U.S.A.
September,	2008	Opened Tokyo Office in Kita-Aoyama
April,	2010	Opened Yamagata Factory
May,	2010	Opened KEN OKUYAMA CASA Gotenzeki shop in Yamagata
November,	2012	Opened AOYAMA Studio & Showroom
November,	2013	Launched kode9 at Tokyo Motor Show
August,	2016	Launched kode57 in Monterey Car week
October,	2017	Launched kode0 in Monterey Car week
August,	2017	Tokyo Office Moved to Jingumae, Tokyo
June,	2023	Launched kode61 in villa d'este Car week
April,	2024	Opened Ken Okuyama TOKYO shop in Tokyo