

## Press Release

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# CVs and Biographies - The Inside Story, Barcelona 2005

**José Luis Diaz de la Vega**, born 1947 in Mexico City, Creative Director Strategic Design & Global Studios, Gothenburg and Barcelona, Volvo Car Corporation

Education: Graduate in Industrial Design from the UIA (Ibero American University in Mexico). Post Graduate, Master's Degree in Automotive Design from the RCA (Royal College of Art in England) in 1979.

Career: Began in 1969 with general design work at Pedro Ramirez Architect Design Studio. Own business for a couple of years designing furniture. Worked as design consultant for the Mexican Institute of Foreign Trade and continued with studies at Royal College of Art until 1979.

Worked from 1979-1980 with British Leyland cars, and in the 80ies with Talbot Motor Company, Citroen, Peugeot, Citroen.

Started with Ford Motor Co, Australia in 1984, and from 1985 with Mazda.

Assigned by Volvo Car Corporation in 1986 as Consultant Designer had other assignments at IAD UK, Nissan and Ford.

Joined Volvo Car Corporation in 1990 and was Chief Designer for interior, colour and trim, 1993-2000. Went to Ford Motor Company, Detroit US as Chief Designer Colour and Trim and Product Design 2000-2001.

Concept Cars contribution and guidance in various forms towards the design and or development of the ACC1, ACC2, PCC, SCC and the latest was Versatility Concept Car (VCC) "smart luxury". Responsible for the "new architecture, function and colours interior and exterior" in Volvo cars from 1993 and forward (Volvo S70, V70, C70, V40, S80 and XC90).

Leisure: Married, two children. Swedish and Mexican nationality.

Car: V70 AWD D5

Email: [jvega7@volvocars.com](mailto:jvega7@volvocars.com)

**David Ancona**, born 1960, Chief designer Volvo Strategic Design Barcelona, Volvo Car Corporation

Education: BA (Hons) in Industrial Design / Transportation at Lanchester Polytechnic (now Coventry University)

Career: Automotive Designer with "International Automotive Design" for 10 years, during which time worked with clients such as Ford Motor Company, Mazda, Nissan, Renault, Kia and many others, even including a panel van for the (then) Soviet Union.

After a 2 year period in Barcelona working on concept vehicles for Seat the opportunity arose to found a new company with a group of Spanish colleagues and named "Integral Design and Development". For 7 years as major shareholder and Design Director carried out projects including submarine interiors, trains, electric vehicles (from sketch to build, testing and homologation of prototypes), scooters and the tram for the city of Barcelona.

Left IDD in 2000 to rejoin the mainstream automotive world with Volvo Car Corporation with the task of setting up and running the studio in Barcelona, the studio has been contributing to project and strategic programs since then.

Leisure: Too many hobbies to list, but including the "nut and bolt" restoration of a 1958 Jensen 541 coupe, large scale wooden model sailing ships, naval history, model aircraft, in fact a general passion for design and all things mechanical, (preferably beautiful old and covered in oil). When not covered in paint, oil or sawdust weekends are spent with the family

(married with daughter (10)) either working on the house or exploring the Pyrenees.

Cars: Aforementioned Jensen (in bits) and Volvo XC70 2.5T

Email: dancona@volvocars.com

**Guy Burgoyne**, born in 1970, Studio Chief Designer, Volvo Car Corporation

Education: MA Automotive Design, Post grad. diploma and BA (Hons) Transport design all at Coventry University.

Career: Worked as a freelance designer whilst still at university and joined a consultancy for a few years with various automotive clients before coming to Volvo in 1995. Created the first XC vehicle (cross country). Recently responsible for the interiors, especially the centrestack, on S40 and V50. Also been lecturing back at Coventry University as well as Umeå and Sydney Universities and been Judging for the 'Interior Motives' student awards and for Australian Design awards.

Leisure: Snowboarding, cinema, reading, travelling, and photography whilst travelling.

Cars: Austin Healy Sprite 1962

Email: gburgoyne@volvocars.com

**Maria Ugglå**, born in 1962, Designer, Colour & Trim, Volvo Car Corporation

Education: Master of Fine Art in Industrial Design at School of Design and Craft at Göteborg University

Career: Industrial Designer of mainly white goods at Electrolux Industrial Design Centre, Stockholm. Has also worked as a freelance designer for Hackman Hammarplast and BodaNova Höganäs Ceramic, with the design of a thermos and a coffee cup. Came to Volvo in 2001 and has worked with colour and trim on S40 and V50.

Leisure: Spending time with my family, husband and three kids, 9, 7 and 5 years old, and with my friends. Rebuilding our old house and work in the garden. Interested in all kinds of design; product design, furniture, glass and ceramic.

Car: Volvo V70 Bi-Fuel

E-mail: muggla@volvocars.com

**Birgitta Andrén Pihl**, born in 1962, Senior Manager Brand & Product Experience, Volvo Car Corporation.

Education: Marketing & Business Economics, PR, Marketing Communication, Art, Literature.

Career: ...always in communications – e.g. Account manager Advertising agency and MD of Berghs School of Communication. Joined Volvo Car Corporation in 2001 as Global Exhibition Manager. Since 2002 Brand & Product Experience, a unit within Global Marketing that includes Special Events, Exhibitions, Retail Environment, Merchandise and Licensing with global responsibility for all areas.

Leisure: Enjoy art, skiing, yoga, golf, gardening, driving great cars, cooking and most of all – my family; i.e. partner and two kids 15 and 17 years old, and my friends.

Car: A black Volvo S60 Bi-Fuel

Email: bandrenp@volvocars.com

**Gert Wingårdh**, born in 1951, Skövde Sweden, Architect, Wingårdh Arkitektkontor AB

Education: Master of Architecture, Chalmers University of Technology in Göteborg, Sweden

Career: Founded my own practice Wingårdh in 1977. Today Wingårdh Arkitektkontor AB employs 91 persons and can be found in Göteborg and Stockholm, Sweden.

Actual with the following projects: "House of Sweden" (the chancellery of the Swedish Embassy in Washington), Washington DC, USA, "House of Fashion", Vällingby - Stockholm, Sweden, "Biesse-Baenie", hotel, spa and multipurpose arena, Östersund, Sweden and "Muritzium", visitors centre and aquarium, Warren, Mecklenburg-Vor Pommern, Germany

Wingårdh Arkitektkontor AB was awarded the Kasper Salin prize three times. Wingårdhs gained the hearts of the Swedish people whom elected Universeum in Göteborg as the "Best Contemporary Building" 2001.

Started working with Volvo Car Corporation in the end of 2003 with the development of a new global interior design concept for dealer facilities, Volvo Next Face (VNF). This assignment was followed by Volvo's Exhibition concept for automotive motor shows and the new Gothenburg design office.

You will find more information at: <http://www.wingardhs.se>

Leisure: Enjoys cooking, wine and reading historic books. Married to Karin and has three children Rasmus (30), Marikka (24) and CA (11).

Cars: Favourite Volvo car; Volvo XC90, drives a Mercedes SLK 350

Email: <mailto:gert@wingardh.com>

Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

## Media Contacts

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