

Central Florida's Premier Motoring Event



*"An Invitational, Judged Event
Celebrating the Art of Automotive Design"*

The Winter Park Concours d'Elegance

Italian Design,

with all its passion and soul, lives in Italo Fontana



Famed for quality and craftsmanship, the prestigious “Made in Italy” label is worth its weight in gold. This label has always been associated with prestige. Think fashion brands like Armani, Valentino and luxury automotive manufacturers like Ferrari, Maserati, Ducati and Lamborghini. Close to these automotive brands, Italy also boasts some highly specialized timepiece designers, especially in northern Italy.

Standard bearer of the “Made in Tuscany” values and born in Lucca, medieval city just few kilometers from Florence, Italo Fontana, watch designer and creator of U-BOAT, began to draw his first designs at a very young age. He has always been intrigued by design and also he never hide his infatuation with professional instruments. Italo also collects sensations and emotions which he shapes into his creations starting from his personal activities and passions including the ones for luxury cars and car racing.

The U-BOAT story began in 1942, following a government commission for the Navy. Italo’s grandfather made a draft of a large watch, with the crown on the left so that the wrist would have more freedom of movement, and it could also be used while wearing gloves. He designed a futuristic watch. The commission came to naught. The drawings gave Italo in 2000 the idea of rejuvenating the project. 15 years ago, He decided to bring the project back to life.

The first design, his grandfather’s, was just the starting point. Italo saves in the majority of his creations some of his features and many of them are characterized by their technical specifications, which make it possible for them to be resistant under the most extreme conditions. Their strength lies in their soul: you can see that Italo designed all of them himself; they have an identity and a powerful image, and they can be recognized from a distance. Every U-BOAT creation also from different collections such as Classico, Flightdeck and Thousands of Feet is always characterized by a “retro-style look” and unique design.

The majority of U-BOAT pieces in fact use advanced and unusual techniques and materials — acid baths, carbon fibre, etc. All materials interest Italo, from the classic steel to titanium, tungsten, carbon, bronze, gold, silver and ceramic. Italo loves to try things out without being influenced by the market.

Italian design, with all its passion and soul, is so often fetishized in the automotive world that it has become a cliché, there’s no denying that the Italians have consistently produced some of the best-looking cars of the last century but not just that. Italy has the greatest artistic and creative history in the Western world and no doubt Italo Fontana has his right part in that history.