



## Murat Günak

### World-Renowned Automotive Designer

*"The joy of design is to imagine, to create and to bring to reality what started as an idea in the head"*

Murat Günak was Head of Design at leading automotive companies, such as Peugeot, DaimlerChrysler and Volkswagen as well as Skoda and Bentley. He is currently the CEO of Mindset, an innovative idea company in Switzerland. Since 2007, he has been devoting himself primarily to the development of vehicles with electric drive.

#### TOPICS:

- Innovation
- Design
- Automotive Design
- Creative Working and Living Atmosphere
- Inspiration

#### LANGUAGES:

He presents in English, French, German and Turkish.

#### IN DETAIL:

After some work experience with the opera stage design he got a sponsorship from Ford Motor for a Master of Automotive Design at the Royal College of Art in London. He had his first breakthrough with the design of the first Mercedes C-Class car and then with Peugeot 206, 307 and 607. At DaimlerChrysler he was responsible for the design of Mercedes Passenger Cars, Maybach and SLR. He designed the round lights which appear on every Mercedes. After having completed the Swiss hybrid car Mindset, Günak designed the mia - the heart of mia electric GmbH, a company of which he is also a managing director.

#### WHAT HE OFFERS YOU:

Murat Günak draws on his extensive experience in design to give fascinating insights into the innovative concepts and designs he creates. His approach to innovation and creativity is strongly influenced by the disciplines of design. He takes up the challenge of reinventing the relationship between design and business.

#### HOW HE PRESENTS:

Murat's presentations unlock people's passions, demonstrating tactics for inspired ways of thinking and creating an atmosphere where people enjoy working and living.