

# DENUNCIATION OF DESIGN PLAGIARISM

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Alfa Romeo **Orbita** The **Original** Design

Alfa Romeo **Tonale** The **Copied** Concept

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by Engin Tulay  
web: [www.engintulay.com](http://www.engintulay.com)  
e-mail: [engin.tulay@icloud.com](mailto:engin.tulay@icloud.com)

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## ANNOUNCEMENT OF DESIGN PLAGIARISM

The **Alfa Romeo Orbita Concept** is my master degree project that was held by myself, as car designer and architect, at Scuola Politecnica Di Design, Milan, during the 2007-2008 academic year. I studied this degree with full-filled scholarship. The project is originally designed by myself in collaboration with Alfa Romeo Centro Stile.

The **Alfa Romeo Tonale Concept**, is a concept car that was presented by FCA, Alfa Romeo, at Geneva Motor Show 2019. This project was held by Alessandro Maccolini, Alexandros Liikis and other unknown team members as car designers.

Although it has a different volume, The **Tonale Concept** has got the main design characteristics that create the actual project, the authentic creativity, the original idea, the design value and the identity from my master project The **Orbita Concept** without giving any credits. Obviously, the Alfa Romeo team, mentioned above, has copied and stolen my design. Alessandro Maccolini, one of the team member, knows my master project The Orbita better than anyone since he was there with me during my master as the person from Alfa Romeo Centro Stile for the collaboration.

This documents contains the information, continued below, about the said design plagiarism in comparison with the common design details. This case is about to defend my reputation in the industry and my rights as a car designer.



*Alfa Romeo*

Alfa Romeo Orbita Concept



Alfa Romeo Tonale Concept



Alfa Romeo Tonale Concept



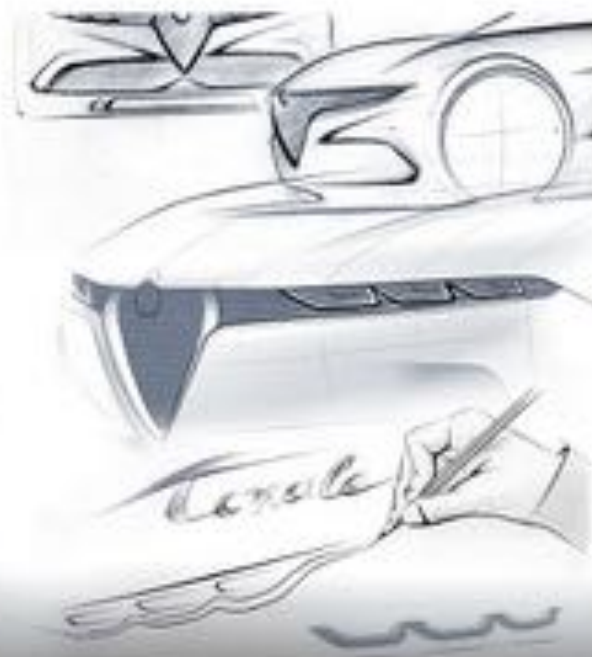
Alfa Romeo Tonale Concept!



Alfa Romeo Tonale Concept



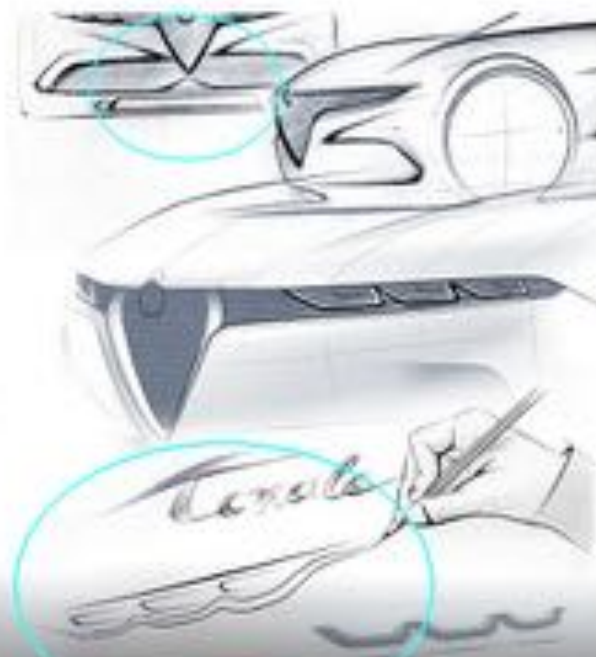
Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept



Alfa Romeo Tonale Concept

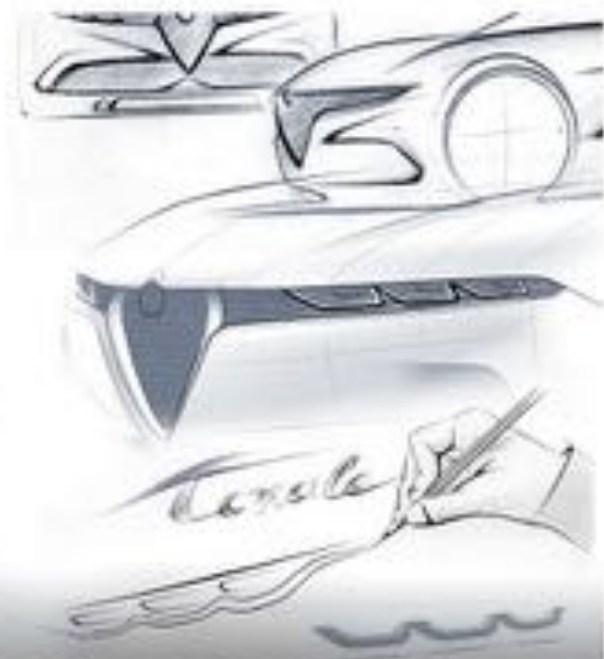


Alfa Romeo Orbital Concept





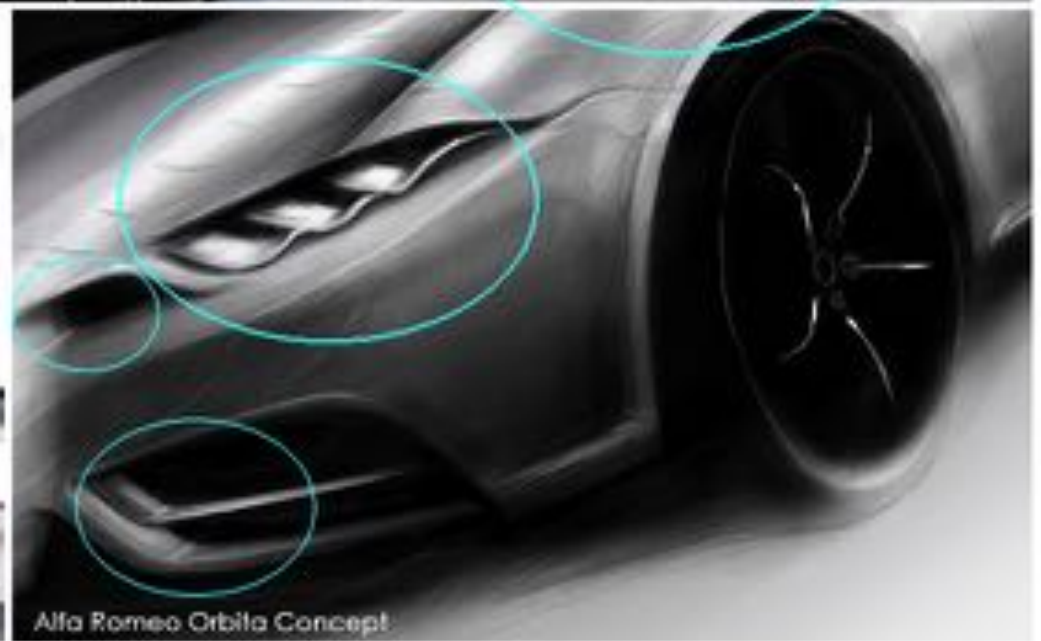
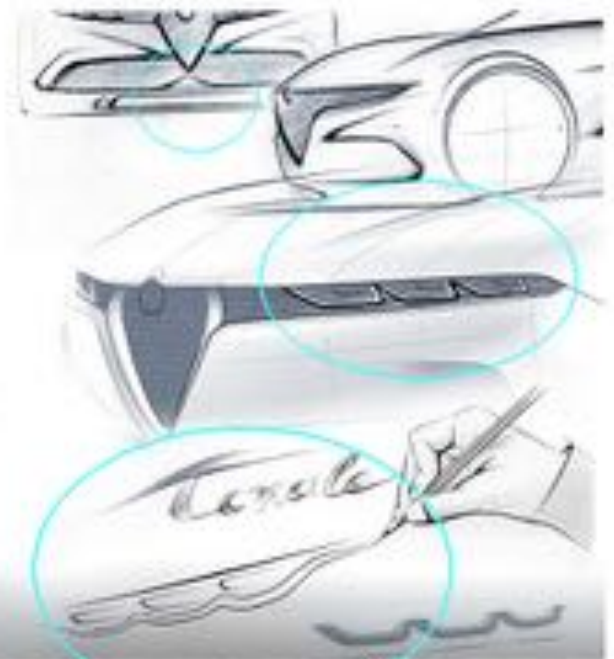
Alfa Romeo Tonale Concept



Alfa Romeo Orbito Concept



Alfa Romeo Tonale Concept



Alfa Romeo Orbital Concept



Alfa Romeo Tonale Concept



Alfa Romeo Orbital Concept









Alfa Romeo Tonale Concept



Alfa Romeo Orbica Concept



Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept





Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept





Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept



Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept





Alfa Romeo Tonale Concept



Alfa Romeo Orbita Concept

# THE ALFA ROMEO ORBITA

Project description by Engin Tulay

The new Flagship Alfa Romeo ORBITA represents a fusion between elegance and dynamism of a coupe with the comfort of four-door sedan. The ORBITA envelops the brand identity and characteristics of Alfa Romeo by considering the genetic of the design elements from the history. Style, sport, elegance and executive luxury are the defining traits of ORBITA, with clean shapes and graceful lines flaming the surface. The ORBITA is a twin-track conversation with both those of the past and with contemporary Alfa Romeo styling cues, an approach is clearly to be seen on all over the body.

The new Flagship has sporty, dynamic and powerful flame surfacing to a much more mature and sophisticated look. The aim of the main volume of the ORBITA is to look serious but sporty in the same time, especially from the side by resulting a crisp and dynamic look from the front and rear. The ORBITA stands in a very sensitive and competitive four-door coupe category which makes no allowances for exaggerations, therefore the car is dynamic but not simply aggressive, sporty but not overstated. The long front volume exudes character and fits in perfectly with the rest of the body, with continuous lines which are taut but never busy. The body of ORBITA almost has an obsession about the 'rightness' of the proportions, to convey luxury and clarity in the classical beauty.

The Alfa Romeo ORBITA is strictly a four-door fast coupe in its emotional impact, in its muscular power, thanks to a high waistline and glazing. The size of the ORBITA seems to vary as you turn around it, as from certain angles, its lack of a rear overhang makes it look quite short, while other vantage points reveal it to be of a size that would seem longer than its original floorpan came from.

Appearance-wise, one of the ORBITA's key features is the treatment of the wrap-round tail-end, which extends to the classically Alfa Romeo groove along the sides. This typical Alfa design cue emerges in all its force under certain lighting conditions. In ORBITA's body, this treatment combines with the musculature that is more pronounced on the wing to create a play of convexities and concavities then sinks below the surface on the doors and re-emerges on the rear wheelarch, in the same time the taillights extend to make their presence felt on the the sides.

The new Alfa Rome Flagship ORBITA express the technology more than stylistic trends by exploring the beauty in particular of the current state of art statue. Perfectly balanced body develops an interpretation of the luxury and comfort of a car in this size with a coupe architecture. The idea of the fast-coupe comes with driving pleasure which is not bound solely to speed and power, but also to the lyrical and poetics aspects conveyed by ORBITA's existence.



Alfa Romeo Orbifa Concept





Alfa Romeo Orbita Concept

# THANK YOU

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PLEASE HELP US TO BAN

**DESIGN PLAGIARISM**

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by Engin Tulay  
web: [www.engintulay.com](http://www.engintulay.com)  
e-mail: [engin.tulay@icloud.com](mailto:engin.tulay@icloud.com)