

AUTOMOTIVE

## Maserati taps godfather of street culture' for special edition vehicles

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*Hiroshi Fujiwara for Maserati. Image credit: Maserati*

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati is crossing disciplinary borders through its latest collaboration with Japanese musician, designer and visual artist Hiroshi Fujiwara, blending the energies of music, street culture and cars.

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Presented in an exclusive global premier in Tokyo, the artist designed two special editions of the Maserati Ghibli, Operanera and Operabianca. The encounter between the visual codes of the automaker and the street style of Mr. Fujiwara's brand, fragment design, introduces an exclusive collection of 175 vehicles for global distribution.

### Maserati meets fragment

Considered the godfather of street culture, Mr. Fujiwara pioneered the streetwear culture of Tokyo in the 1980s, and was one of the first DJs to bring hip-hop to Japan. As a musician and producer, he has worked with numerous international recording artists.

As a visual artist, he specializes in expressing aspects of an urban atmosphere.

Like Maserati, Mr. Fujiwara aims to break down barriers in the spirit of "itanji" a Japanese term meaning non-conformist.

The partnership stems from the capabilities of the Maserati Fuoriserie customization program, which permits customers to create their own Maserati, tailored to their unique tastes.

*An illustrated portrayal of the new collaboration, animation and music by ODDJOB and Mr. Fujiwara*

A total of 175 vehicles will be produced for global distribution: the Ghibli Operanera, in a glossy black finish and the Ghibli Operabianca, in a glossy white finish and opaque black.

The uniformity of color applies not only to the exteriors but also to the wheels and door handles. The interiors, on the other hand, are in premium leather and Alcantara, with contrasting silver inserts for the vertical stitching and the Trident on the headrests.

The seat belts are dark blue, and the front grille features a uniquely adapted logo by Mr. Fujiwara. To complete the

exteriors, Ghibli Operanera and Ghibli Operabianca are fitted with 20" Urano matte black wheels and a specific badge with the Fragment logo on the C pillar.

The code M157110519FRG appears underneath the three-side air ducts. The first four characters are the Ghibli ID code, while the following six numbers record the date of the first meeting between Mr. Fujiwara the Centro Stile Maserati, Nov. 5, 2019.

The final three letters are the acronym of fragment design.

The launch of the car is accompanied by a capsule collection in limited quantities that will be available via Maserati's official channels.

Maserati launched the Ghibli vehicle as its first hybrid car under its electrification program last year ([see story](#)).

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