

AUTOMOTIVE

Maserati explores Italian craftsmanship with renowned chef

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Under the guidance of Maserati's customization program, Massimiliano Alajmo designed a custom vehicle. Image credit: Maserati

By LUXURY DAILY NEWS SERVICE

Italian automaker Maserati has teamed up with Michelin-star Italian chef Massimiliano Alajmo to promote its customization program.

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The youngest chef to receive three Michelin stars, Mr. Alajmo joined Maserati to create an exclusive vehicle under the guidance of the Maserati Fuoriserie customization program. United by the "Made in Italy" value and their shared desire for innovation, the automaker and chef embody Italian culture and craftsmanship.

Made in Italy

The Maserati Fuoriserie customization program, which the brand introduced last year, offers two routes for customers to take. They may start from scratch, creating a one-of-a-kind vehicle, or they may select from a menu of choices covering material, color and detail.

Mr. Alajmo's selection, the Levante Trofeo Fuoriserie, features the colors of the chef's logo: black exterior and gold interior.

According to Mr. Alajmo, gold is the highest expression of brightness. For him, the color has always been associated with saffron.

Fully designed and engineered in Italy, the custom Maserati Fuoriserie edition is characterized by soft gold interior, with contrasting gray stitching and matching embroidered Trofeo Trident stitching on the headrests.



The interior features gold accents, while the exterior has a glossy black finish. Image credit: Maserati

The exterior features a glossy black finish, accentuated with 22-inch Orione wheel rims with black brake calipers.

For the chef, eating with one's hands and "playing" with food can help regain an appreciation for sharing a meal with others.

In a similar way, Maserati believes its customization program provides clients a way to regain passion for driving and discovering new paths.

The Levante Trofeo Fuoriserie Edition Maserati was unveiled at the chef's three Michelin star-restaurant, Le Calandre in Padua, where guests enjoyed a "Fuoriserie" culinary experience.

In July, the automaker released a special edition of its Levante SUV in collaboration with Michelin-star Italian chef Massimo Bottura.

Born and raised in Modena, Mr. Bottura is a restaurateur and head chef of Osteria Francescana, which was voted World's Best Restaurant in 2016 and 2018. Levante Trofeo Fuoriserie was the outcome of the creative partnership between the brand and renowned chef, who both originate from Italy's Emilia region, and aims to express freedom of expression ([see story](#)).

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