



Pierre Terblanche, Confederate Motors Designer January Chapter meeting recap

A wonderfully informative presentation hosted by St. John and Associates enlisted Pierre Terblanche from Confederate Motors to speak on the design development process that shares so many similar aspects with architectural methods. Utilizing his experiences and role under the Ducati development of the 999 Superbike, Pierre shared not only the procedural aspects of development but the difficulties and collaboration needed between the engineering and design teams as well as the multi discipline inspiration that leads into a creative design solution. The collective cultural attitudes in the creative process led to a spirited question and answer session that culminated with Confederate Motors Owner, Matt Chambers, reflections on the degrading direction of American design until recently reversed and the role of their rebellious design sensibility based on quality and excellence rather than the typical economic primacy. ([more photos of the January Chapter meeting](#))

Synopsis provided by Richard Carnaggio, Cohen Carnaggio Reynolds