

KM Conference 2025
Industry Day
Wednesday, 25 June 2025
University of Siena, Italy
<https://iiakm.org/conference/>

Invited Talk
From Track to Screen... and Back Again:
The Two-Way Street of Motorsport and Sim Racing

Emanuele Canova
Lead Designer at CubeControls
<https://www.cubecontrols.com/>

Abstract

Once upon a time, sim racing looked up to motorsport like a younger sibling watching a world champion. Real-world racing was the gold standard—fast, fierce, and gloriously physical. Sim racing? It was the digital apprentice, learning the ropes. But fast-forward to today, and the relationship has flipped into something much more exciting: a two-way street. In this talk, we will dive into how motorsport shaped the evolution of sim racing, we'll explore how sim racing is now giving back. Today, top-tier racing teams are taking cues from the virtual world, especially when it comes to design quality, cockpit ergonomics, and driver feedback systems. We will look under the hood of real-world examples from giants like Mercedes and Honda, and explore how their involvement in both arenas is reshaping how we define "racing." This is a story about innovation, collaboration, and passion.

About the Speaker

Emanuele Canova currently holds the position of Lead Industrial Designer at CubeControls. He possesses a diverse background that integrates mechanical design, computational design, electronics, and sports innovation. Over the course of his 15-year career in industrial design, he has focused on 3D modeling, mechanical design, advanced ergonomics and electronics, contributing to more than 40 new product developments brought to market. His expertise has been cultivated through freelance work as well as collaborations with several prominent global brands, including Adidas, Jaeger-LeCoultre, Kering, VERTU, and Speedo.