



João Dias, Co-Founder, ENNUA

João Dias' journey began with a pivotal moment – at just 21 years old, sitting alone in his car on a Portuguese beach, staring at the ocean for the third month running. Having just abandoned a degree in electronic engineering, Dias was confronted with the question of where to go from there, and how to realise his dreams – which were not even known to himself at the time. The answer presented itself unexpectedly – whilst helping his parents move, he opened a long forgotten box from his childhood bedroom which housed hundreds of sketches; cars, fighter jets and conceptual scenes, all imagined by a child who dreamed of becoming a fighter pilot. However, when Dias reached teenagehood, he set these dreams aside, convinced there was no future in Portugal for a creative career. He instead focused on swimming and the fast-growing world of technology. These experiences would prove useful however, as sport instilled in Dias discipline, and technology sparked curiosity. But, neither fulfilled the sense of purpose Dias was seeking.

In rediscovering this box, Dias reignited his true passion. He knew, without question, that he was going to become a car designer – and that he was going to leave Portugal to make it happen. What followed was three years of intense, unwavering commitment – Dias worked from 9am-6pm to finance a degree in industrial design, which he then attended from 6:30pm until midnight. During his studies, a seemingly insignificant moment would prove to be life changing years later. Dias' sister was completing her final project for a professional fashion programme, in which each group was instructed to design a piece of furniture for a high-end fashion brand. Her group chose Alexander McQueen, and were tasked with creating a sofa. Dissatisfied with their initial sketches, she asked Dias for his help. Together, they created something highly conceptual and sculptural – a sofa that did not look like a sofa. Dias had no idea how remarkable this moment would turn out to be.

Educated at the Universidade Lusófona, Centro Universitário de Lisboa – in Portugal – with a Bachelor's degree in Industrial and Product Design, Dias went on to pursue a Masters of Arts in Transportation Design from Hochschule Pforzheim in Germany; one of the world's premier automotive design schools. Upon graduating, Dias gained invaluable experience in European automotive markets during his time at Kia Motors Europe in Germany. Following this, Dias developed his design foundation at Jaguar Land Rover from 2012 through to 2016, a highlight from which includes working on the illustrious Range Rover Velar. Dias' journey with McLaren began in 2016, with the initial role of Creative Exterior Designer. From there, Dias advanced to take on the title of Principal Exterior Designer. During this pivotal time in his career, Dias devoted eight years to shaping some of the world's most extraordinary supercars – including the Artura, Elva, and W1 models – while rising to Head of Design.

At McLaren – immersed in the world of carbon fibre innovation – Dias found himself fascinated by the material's untapped potential. How incredible would it be, he thought, to apply this technology beyond the automotive realm. However, it was not until Dias



completed the iconic W1 that he felt it was time to pause and work towards something even bigger – and the concept of ENNUA first revealed itself, forging the connection between his memories of helping his sister with her design project all those years before and his ideas for leveraging carbon fibre in a revolutionary way. Dias immediately shared the idea with co-founder Patrick Carton, and from there it grew into something tangible.

Looking back, the lost 21 year old staring at the ocean feels like a different person – but Dias still carries this younger version of himself with him today, as a reminder that sometimes we have to be lost to ultimately find where we belong. And – just as design has always been his creative outlet – sport remains the discipline that grounds Dias; from swimming in his youth to the combined weightlifting and swimming he continues to implement now. All of these pursuits, combined, have shaped Dias with resilience, focus and unrelenting drive – qualities that now fuel every creation brought to life at ENNUA.

