



Patrick Carton, Co-Founder, ENNUA

Growing up in the rural landscape of Ireland's ancient east, Patrick Carton's surroundings – which instilled in him a love of natural beauty – are what first shaped his understanding of the true meaning of art and design. Immersed in rolling fields and ancient stone walls, Carton developed an eye for the harmony between form and function, which would go on to define his career. This foundation – fused with Carton's natural attraction to automotive performance and an inherent fascination with Formula 1 – created a delicately balanced perspective on human design; one that insisted it should interact with and complement the natural world, but never dominate it.

Hailing from a family with creativity in their blood, his grandfather was a skilled craftsman, and this talent had been passed down through several generations – reaching Carton as well. However, he chose an unconventional route through which to funnel his creativity, instead realising his dream of becoming a car designer. This dream meant leaving Ireland behind however, and so Carton travelled to Wales to specialise in this sphere. Once there, Carton met someone who would turn out to be significant in his journey – his mentor, Sergio. Under Sergio's guidance, Carton shaped his design philosophy – rooted in the values of traditional, pure and exquisite Italian car design.

Carton graduated from Prifysgol Cymru Y Drindod Dewi Sant, in Wales, with a Bachelor of Arts degree in Automotive Design. This was followed by a Master's Degree in Vehicle Design from the Royal College of Art in London, where Carton dedicated his thesis to the integration of sustainable automotive design in rural areas, an area often neglected in favour of expanding, modern cities. The project embodied his core belief that no design challenge should ever result in something not beautifully crafted – always considering the user and the problem with equal intensity. Recognition for his work began to follow, with Carton earning prestigious awards, including placement in the highly regarded Forbes '30 Under 30' list; a list of young disruptors, entrepreneurs, innovators and game changers, a validation which felt surreal to Carton given his rural Irish beginnings.

The defining moment arrived when McLaren offered Carton an internship. After just three months with McLaren, something extraordinary happened – Carton's theme had been selected to be developed into production. This car would later be named the, now famed, Speedtail. Over the next eight years of his tenure with McLaren, Carton fulfilled instrumental roles as Senior Designer in developing some of the brand's most celebrated exterior and interior designs, including the Elva, Artura Spider, and W1. Carton's time at McLaren, combined with his thesis experience, exposed him to the cutting edge world of modern materials and precision craftsmanship. This was the perfect contrast to his earlier exposure to more traditional methods of creation, and soon Carton came to realise that both approaches could and should complement each other.



As his career flourished, Carton knew much of his success could be attributed to the outlook, values and work ethic developed in his personal life. From a young age, Carton had played team sports at a high level, before transitioning to marathon running and long-distance triathlon in adulthood. It was during those solitary, grueling miles that the deeper lessons about himself were revealed – the rhythm of breath and stride and the intense training weeks, balanced against his demanding workload at McLaren, are what led to discipline becoming Carton's meditation. Crossing the Dublin Marathon finish line in under three hours felt like the completion of a project of a lifetime – days, months, and years of methodical preparation crystallising into a single moment of flawless execution. Carton's upbringing had gifted him patience and resilience, but sport taught him that greatness lives in the space between comfort and breakthrough. This became the mentality he brought to executing any design vision – different canvas and tools, same unwavering commitment to the result.

Feeling as though his dream at McLaren had been fulfilled, it was time to pursue something new – to seek discomfort and clear a new path. When Dias shared his parallel vision, the planets seemingly aligned – two minds, two journeys, but one shared vision of what luxury could become. At ENNUA, Carton is weaving together every thread of his story – the craftsman's soul he inherited, the technical mastery forged at McLaren, the disciplined pursuit of perfection learned through endurance sport, and the aesthetic sensibility born in Ireland's natural landscape.