



Culture and Creativity: Pininfarina and Turin's image

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Established in Turin on May 22 1930, Pininfarina has always remained closely linked, during its history, to its native city and eager to participate in any project that might advance its international and cultural role.

One of the corporate sponsors of the International Open Championship held at the Turin Golf Club in 1999, Pininfarina also supported the city's successful bid for the 2006 Winter Olympics and is currently sponsoring several other cultural and social projects. First of all the new Foundation "Teatro Regio di Torino", Opera House pride of our city and then the "Consulta" for the enhancement of Turin's artistic and cultural heritage, which is currently engaged in the restoration of the splendid 18th century courtyard of Turin's University.

Furthermore, as a company with a tradition in creative design and innovation, Pininfarina is naturally a whole-hearted supporter of events like "BIG Torino 2000" (the International Biennial of Youthful Creativity). This initiative is a vital addition to the cultural life of the city that will become point of reference for the European creative youngsters.

Finally Turin's reputation as a hive of creative and technological activity, not just in the automotive industry, stretches far beyond our national borders: within this context, Pininfarina is a member of the "Italian Association for Friendship with Japan" and of "Italy in Japan 2001" which are planning a series of exhibitions and events in Tokyo and other large Japanese cities: they will highlight Turin's particular skills as part of a general campaign to promote the image of Italy in Japan.