



Extradesign: Pininfarina design in 20 everyday articles”, an exhibition in San Francisco

Tuesday, 27 June 2000

Pininfarina Extra has organised a travelling exhibition with the title "Extradesign: Pininfarina design in 20 everyday articles", supported by both Confindustria and the Ministry of Foreign Affairs, Cultural Relations Department. After opening in Pesaro in June 1998, the exhibition then moved on to Udine, Mantua, Paris, Madrid, Mexico City, Puebla, Washington and Los Angeles. Finally on February 3 this year it opened at the Italian Cultural Institute in San Francisco.

Pininfarina Extra's aim in presenting this exhibition was to promote the image of both its own work and that of Italy in general, thereby helping to raise the profile of Italian manufacturing and design particularly in countries like the United States where its reputation is already high.

The opening ceremony in San Francisco was attended by Amelia Antonucci, Director of the Cultural Institute, Paolo Pininfarina, Managing Director of Pininfarina Extra, and many other ranking representatives of the city's cultural, entrepreneurial and political life.

Paolo Pininfarina delivered an address entitled "Industrial design on the edge of the New Millennium" which was warmly received.

The exhibition closes in early March and then immediately returns to Italy where a new and bigger version is being prepared for Milan's Palazzo della Triennale.