



## 19th ADI Golden Compass award

The jury of the 19th ADI Golden Compass Award, the most important prize for industrial design in Italy since 1954, has awarded an Honourable Mention to the Pininfarina Metrocubo research prototype, which has already received three prestigious prizes from the Concept Car of the Year Awards '99, and the Bibendum Michelin Challenge Special Prize for the Best Technological Design (Paris 2000).

The award-giving ceremony was held on October 15 at the Milan Triennial together with the inauguration of an exhibition of the best products created in the 1998-2000 period and selected by an international jury. During the ceremony, Ferrari received a Career Award, which was presented to Luca Cordero di Montezemolo, Chairman and Managing Director of Ferrari, by the Chairman of Pininfarina, Sergio Pininfarina in person, to underline the importance of the stylistic and technical contribution made to Ferrari by Pininfarina from 1952 to the present day.

During the ceremony, Pininfarina also received:

- a mention for the design and engineering of the Ferrari 550 Barchetta Pininfarina, the first Ferrari to be given the Pininfarina name, to mark the company's 70th anniversary, built in Maranello in a limited number in 2001;
- a mention for the design of the innovative Sirio tram for Ansaldo Breda, presented in Toronto in 1999, which has won a number of important contracts from cities such as Milan, Naples, Sassari and Gothenburg, where it will soon go into service;
- a mention for the design of a machine tool, the Salvagnini L2 laser cutter.

Over the years, Pininfarina has won the following ADI Golden Compasses:

1957 – Golden Compass Award to Battista Pinin Farina

1979 – Golden Compass Award for research into the best aerodynamic form Product: CNR prototype  
Design: Pininfarina Studi e Ricerche

1994 – Golden Compass Award to Sergio Pininfarina for his Career

1994 – Golden Compass Award Product: Blitz/Drago fork lift truck for Cesab Carrelli Elevatori Design:  
Pininfarina Studi e Ricerche