



Sergio Pininfarina, “Michelangelo of the 20th century”

Tuesday, 27 February 2001

On February 27th, on the occasion of the Geneva International Motor Show, Sergio Pininfarina received the “Head of the Century in the International Automotive Hall of Fame” award for his contribution to the history and evolution of automobiles. The sculpture, especially designed for this aim, was assigned by Helmut Becker, Editor of the German magazine Auto Welt and promoter of the event.

The “Head of the Century” award has been assigned for the first time. The idea was to honour the heads who distinguished themselves by their professional experience in the automotive world. Auto Welt decided to begin with Sergio Pininfarina for “his unique design creativity which made people call him the ‘Michelangelo of the 20th Century’.”