



Sergio Pininfarina: seminar in Tokyo on machines

On Wednesday May 23 at 3 p.m. in Tokyo's Big Sight Trade Fair Centre, Sergio Pininfarina will be taking part in the Seminar on "Machines for making things and moving around in" that has been organised by the National Foreign Trade Institute to coincide with the Italian Technology Show, which is one of the many events on the "Italy in Japan 2001" programme.

Ing. Pininfarina's address will be on "Design: a typically Italian cultural value", based on his own experience as a designer. In it he will briefly trace the history of design, underlining its functions and values that extend far beyond the purely aesthetic aspects to assume technical and cultural significance. At the same time he will describe the way design evolved in parallel with the changing life-styles of the Twentieth century, and suggest some prospects for the future. Pininfarina will also emphasise the important back-up now being provided by information technology and the essential contribution that it is making to all manufacturing processes. Computers may lighten the human workload but can never replace the human being since genius and imagination are exclusively human faculties.

Finally Ing. Pininfarina will suggest several reasons why design can be considered "a typically Italian cultural value", looking back to the historical roots of so-called "Italian Style" which has become synonymous all over the world for creativity and innovative quality, beauty and functionality.