



Pininfarina Extra and Ares Line present the office chair



The first prototypes of a set of office chairs designed by Pininfarina Extra for Ares Line, a Vicenza-based company well known on the international market, were presented at the "Orgatec" Office Furniture Show which took place in Cologne, Germany from 22 to 26 October.

With this range of chairs, Pininfarina Extra is bringing its ideas into the world of office furnishing, demonstrating a perfect partnership between technology and design: the aim was to develop a set of office seating intended for managerial and operational use at a high level, that would contain not only features of stylistic and emotional appeal, but would also stand out for its perfect ergonomics - since the culture of ergonomics is built

into the genes of Pininfarina - and its exceptional degree of comfort.

The chair which has resulted from the collaboration between Pininfarina Extra and Ares Line will be available on the market from Spring 2003.

Ares Line turned to Pininfarina as an "uncontaminated" designer, to create a completely new project, free from stylistic trends and influences. "It sends shivers down your spine", declared Roberto Zuccato, the Chairman and CEO of Ares Line, "to see the name of Pininfarina on one of our chairs - the same name you see stamped on a Ferrari!"

"Extra is interested in promoting Pininfarina design in all its potential", commented Paolo Pininfarina, CEO of Pininfarina Extra. "We want to put our know-how at the service of sectors that are receptive to our ideas, and the furnishing sector is one of those."