



Sergio Pininfarina receives an Honorary Degree in Industrial design

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Milan Polytechnic has awarded an Honorary Degree in Industrial Design to Sergio Pininfarina "in recognition of his professional activities, for having encouraged and promoted design as a cultural factor capable of combining the stylistic excellence of a product with extremely high quality, becoming one of the most outstanding supporters of the excellence of made in Italy in the world". The honour was conferred to Sergio Pininfarina today by Giulio Ballio, Rector of the Polytechnic, and by Alberto Seassarò, Dean of the Faculty of Design.

Sergio Pininfarina graduated in 1950 with a degree in Mechanical Engineering from Turin Polytechnic, returning to lecture there in "Car body Design" from 1974 to 1977. In 1983 he was appointed Honorary Royal Designer for Industry by the Royal Society of Arts of London, and has been a member of the Royal Swedish Academy of Engineering Sciences since 1988. In 1993 he received an Honorary Degree in Economics and Commerce from the LUISS University of Rome, and in 1995, the Italian Association for Industrial Design presented him with the "Premio Compasso d'Oro" for his career. On July 5, 2002, he also received the Honorary Degree from the Royal College of Art, at the Royal Albert Hall in London.

Of the many honours he has received, the ones mentioned above and today's Degree from Milan Polytechnic, reward his work as a designer and creative manager in over 50 years of activity during which the Pininfarina company, under his guidance, has proposed ideas and created milestones that have written significant pages of motoring history, and are the epitome of styling, innovation and manufacturing quality.