



Sergio Pininfarina is awarded an Honorary Doctorate by the Royal College of Art in London

Wednesday, 3 July 2002

At a ceremony staged in London's Royal Albert Hall on Friday, July 5 Sergio Pininfarina accepted an Honorary Doctorate from the city's prestigious Royal College of Art, which offers post-graduate courses in Design, Art and Communication.

In conferring this honorary degree the Royal College was honouring Sergio Pininfarina's great distinction both as a designer and as a design manager. The Doctorate acknowledges Sergio Pininfarina's consistent expression of his own personal idea of Beauty and his unfailing success over 50 years and more in obtaining an expressive and aesthetic homogeneous result, assuring to Pininfarina a stylistic consistency that outlives the generational turnover of the design group and depends on basic aesthetic choices.

The work of Sergio Pininfarina is held in high esteem by the academic staff and students, most particularly by those among them who attend the Vehicle Design programme and view his creations as paradigms of the application of fundamental design principles like purity of line, harmony of proportions, compliance with functional requirements and innovation.