



Pininfarina joins Riva for the Heroes of September 11



The four tables presented at the Milan Triennale will be donated to the New York fire-fighters. The tables will be auctioned and the proceeds used to support victims' families.

The idea was to offer tangible assistance to the families of firemen who lost their lives in the Twin Towers tragedy. Ground Zero Ground Heroes is the project thought up by two brothers, Davide and Maurizio Riva of the Cantù-based company Riva 1920 which was presented at the Milan Triennale on March 14.

In a practical demonstration of their own sympathy with the victims of September 11, Paolo Pininfarina of Pininfarina Extra and other world-renowned architects and designers (Matteo and Renzo Piano of the Piano Design Studio, as well as Antonio Citterio and Terry Dwan) eagerly offered their collaboration to the Riva 1920 project, helping to design the four tables, each one of them unique, that will be handed over to the New York Fire Brigade so that they can be sold by a major American firm of auctioneers and the proceeds turned over to the fire-fighters.

In order to underline the truly unique character of these tables, they are made of Kauri from the Jurassic period, a priceless fossilised wood that had been preserved for over 30,000 years in New Zealand peat bogs. Each table auctioned will also be marked with the signature of the designer who created it.