



The “Rossa” on display at the Louvre in Paris

Wednesday, 24 April 2002

The "rossa" - the research prototype Pininfarina created in 2000 to celebrate the firm's seventy years in the business - it is now to be one of the exhibits at the European Way(s) of Life exhibition to be staged by the Carrousel du Louvre in Paris on May 4-12 2002.

Organised by SAD (Salon des Artistes Décorateurs) on an annual basis for the past one hundred years, the exhibition is an event that is intended to promote and develop the cause of contemporary design among manufacturers, designers, distributors, design schools, engineers and consumers. In this context, Pininfarina has been invited to exhibit the Rossa, the two-seater spider on Ferrari 550 Maranello mechanicals that in 2000 picked up the award as “Concept Car of the Year” at the ceremony hosted by Automotive News International, coincidentally in Paris.

This year and for one week Paris will be the capital of European creativity at an exhibition which will feature 20 different nations, 60 major international design schools and 500 exhibitors from the most diverse sectors: architects, interior architects, designers, graphic artists and even couturiers.