



3M and Pininfarina present the new range of 3M multimedia products



At the Milan Triennale the Visual System Department of 3M, a leader in the field of research and innovation, presents a new range of multimedia video projectors designed by Pininfarina that completely resolve the dichotomy between design and function, performance and look.

This first joint project between Pininfarina Extra and the 3M Design Centre of Excellence sees a remarkably stimulating and highly personalised redesign of 3M's range of multimedia video projectors. A detailed study in terms of styling, form and materials to eliminate the superfluous and retain only what is essential. But above all, a perfect

balance between beauty and aesthetic tension, technological research and ease-of-use.

Paolo Pininfarina, CEO of Pininfarina Extra, emphasised how "the Pininfarina Group's consolidated cultural and industrial roots, formed in over 70 years of design activity, and 3M's 100 years of successes in the field of innovation, represented an essential point of convergence while working on this project.

The new range of 3M video projectors combines the elegance and essentiality typical of Pininfarina design, with an input of technical innovations that offer end-users real, perceivable added value in terms of ergonomics and functionality. Bravo and Encore are the first fruits of the strategic cooperation of this winning team that will give life to a series of original, innovative collections, the perfect blend of American high-tech and the creative force of Italian design."