



Pininfarina crafts on show at Lingotto Fiere (Crafts on Show, 01/17/2003 - 01/20/2003)

Tuesday, 14 January 2003

From January 17th to 20th Pininfarina will be present at the Lingotto Exhibition Centre in Turin for the first edition of "Crafts on Show", an event covering training, jobs and vocations and aimed at illustrating a wide spectrum of traditional and emerging crafts in a concrete, interactive manner. But also an opportunity for visitors to make contacts and receive information and advice that will help them make a more informed decision as regards their training and trade.

"Crafts on Show" is organised in four thematic areas: Crafts and Vocations, which gives an outline of various environments with an in-depth review of vocational roles; Job City, an area presenting suggestions for educational and training tools; a meeting place for direct discussion between visitors and representatives of crafts; the school showcase with work-related projects developed by students. Two key vocations relevant to Pininfarina activities will be illustrated in the Crafts and Vocations area: firstly, the Designer, by definition an innovator of forms and functions, a pioneer and interpreter of stylistic lines and functional needs in line with the times; and secondly, the Vehicle Performance Engineer, who participates in defining performance objectives that meet specific customer requirements, with tests ranging from single components to complete cars.

The Pininfarina stand will also host two cars: the Ferrari "rossa", a research prototype realized by Pininfarina in 2000 to celebrate the company's 70th year of activity, and the Ford StreetKa, a two-seater that will be launched on the market midway through 2003, a car for which Pininfarina has both engineering and production responsibility.