



Pininfarina "Foot Locker Unlocked"



For the "Foot Locker Unlocked" event, Pininfarina Extra presents the project developed with Fila in 2001. Footwear which unites aesthetics with top performance, through the three main characteristics that define Pininfarina Extra design: elegance, essentiality and innovation.

Pininfarina Extra is the division of the Pininfarina Group dedicated to Industrial Design. While Pininfarina has a worldwide reputation for car design and all car-related styling and technological research, Pininfarina Extra represents the extension of that philosophy to all those areas of life, where the concept of beauty is directly linked to other

concepts of safety, comfort and evident ability to speak the language of modernity deployed in the service of man. Those are the eternal, non-ephemeral values of industrial design.

From cars to clocks to cellular telephones to shoes, the nature and dimensions of the product may change but the conceptual foundation, the cultural philosophy behind the design process remains the same.