



## Lecture by Sergio Pininfarina at IABAT in Detroit

Wednesday, 28 May 2003

"The tradition of the Italian Renaissance in modern industrial design" was the title of a lecture given by Sergio Pininfarina today, in Detroit, at the College for Creative Studies of IABAT (the Italian American Business and Technology Alliance).

Later in the day, Sergio Pininfarina was the guest of honour at a gala event organised by IABAT and the Italian Consulate in Detroit, at the Detroit Institute of Arts, which is currently hosting the exhibition "Magnificenza. The Medici, Michelangelo and the Art of Late Renaissance Florence".

"The Renaissance, the rule of the Medici, and the artistic and literary production of 16th century Italy represent one of the most outstanding moments in Western civilisation," said Sergio Pininfarina, in front of a large audience of authorities, journalists and students. "The exceptional period of creativeness that was the Renaissance has influenced the history of Italy, its culture, the attitudes of the population, and even industrial activities and the way we have done business ever since.

This explains the success of Italian products in the world, and is the reason why, in many of our products, particularly those linked to design, innovation tends to approach and even to merge with creativity. Italian products can often be described as creative rather than innovative, because they have the characteristics of an artistic creation. You have one important example of this here in the United States, at the Museum of Modern Art of New York, where many of the products on display in the sector dedicated to industrial design are Italian masterpieces. And allow me to remind you that they include the Cisitalia 202 GT, the first car to be exhibited as a work of art; my father, Pinin Farina, designed that famous car back in 1947."

"Italian design," continued the Chairman of the Pininfarina Group, "is a value in the world and, because it succeeds in combining technical, functional and economic requirements with aesthetics in a single product, it has its roots in that extraordinary creative tradition that bound art and scientific research together in the Renaissance workshops."