



Seoul to host the itinerant "Shape Mission" exhibition of the work of Italian coachbuilders (06/23/2003 - 07/30/2003)

Friday, 20 June 2003

Following the success in Shanghai of the itinerant exhibition "Shape Mission: Car design in Turin and Piedmont", acclaimed by critics and general public alike, the event now moves on to Seoul. The work of Pininfarina is among the main attractions of this exhibition that will be hosted by the KIDP-Korea Institute of Design Promotion - from June 23 to July 30 2003.

The aim of this exhibition, which will also be put on in Berlin in early 2004, is to illustrate the prestigious history of a trade - that of the coachbuilder - to a vast international public, a trade that over the course of one century has seen the Turin metropolitan area establish itself as one of the capitals of the motoring world. This, thanks to the intuition, creativity, dedication to craftsmanship, design and engineering expertise, technological research and entrepreneurial courage of its coachbuilders.

Shape Mission describes the design process by presenting research and technical renderings and drawings, case histories and both scale and life-sized 3-D models. Pininfarina will be present with the life-sized model of the Ferrari "Rossa" prototype (2000), the 1:5 scale models of the Peugeot 406 Coupé (1996) and Ferrari Mythos (1989), and the Honda Argento Vivo (1995) and Metrocubo (1999) prototypes.