



Ken Okuyama is back to Pininfarina as Creative Director

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Starting from May 10 2004 Ken Okuyama will take on the role of Creative Director of Pininfarina S.p.A. reporting directly to Executive Vice President Design Lorenzo Ramaciotti.

It's a coming back to the Company of a designer who has given an important personal contribution to numerous successful projects during his stay at Pininfarina.

Pininfarina considers design as one of its fundamental activities, both in visibility and business terms. In order to maintain a leadership recognised among the independent designers in this more and more professional and competitive context, it is necessary to have talented persons and competences at the highest level.

For the last four years, Ken Okuyama has been Chair of the Transportation Design Department at Art Center College of Design in Pasadena, California, one of the most prestigious institutes in the world and a leader in design education. Ken Okuyama has widened his knowledge of the automotive international world, deepening as well the relationship with a new generation of designers and strengthening his managing abilities.

His international education and deep knowledge of Pininfarina and its esthetical philosophy assure the continuity of the Pininfarina style in a more and more global scenario still remaining careful of the specificity of esthetical characters and culture.