



College for Creative Studies of Detroit to Honor Sergio Pininfarina with Honorary Doctor of Fine Arts degree

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Turin – The College for Creative Studies (CCS) of Detroit, one of the American's leading arts education institutions, conferred the honorary Doctor of Fine Arts degree upon Sergio Pininfarina during the today's commencement exercises at the Detroit Opera House.

"Sergio Pininfarina is one of the most innovative automotive executives of our times," said CCS President Richard L. Rogers. "His ability to capture artistic vision and combine it with technical strength is remarkable," he added. In 2003, Pininfarina delivered a presentation at CCS entitled Tradition of the Italian Renaissance in Modern Industrial Design – A Meeting of Art and Technology. "He himself is a renaissance man, and it shows in his firm's products," said Rogers.

"Today, we honor Mr. Pininfarina because he truly reflects the qualities of innovation, creativity and excellence that we strive to instill in our students," Rogers added.

"It is a privilege for me to receive this tribute from such an extraordinary art and design institution as College for Creative Studies," said Sergio Pininfarina. "I hope my experience can serve as an inspiration for tomorrow's designers."