



## Mitomacchina, Pininfarina at Mart with Modulo and Nido

### History, technology and future of car design in exhibition at the Museum headed by Franco Bernabé

*Turin, November 30, 2006.* **Modulo** and **Nido** will represent Pininfarina at the exhibition **Mitomacchina. History technology and future of car design** will be open between 2nd December 2006 and 1st May 2007 at Mart, the modern and contemporary art museum of Trento and Rovereto, whose Chairman is Franco Bernabé (Independent member of the Board of Directors Pininfarina S.p.A.).

The exhibition will set out the history of car design, focusing on major innovations in aesthetics and technology. Therefore Pininfarina chose two research prototype: one comes from the past, the other is a present day model. The first one, **Modulo**, realized in 1970, won 22 international design awards for its futuristic design; the second one, **Nido**, research prototype in the field of safety, presented at Paris Motor Show in 2004 and winner of L'Automobile più Bella del Mondo award in the category of prototype and concept cars. Together with these two prototypes will be exposed a Cisitalia owned by Gino Coen, and the sketches of the Cisitalia, Alfa Romeo Giulietta Spider and Ferrari 250 SWB .

The exhibition, produced by Mart under the direction of Gabriella Belli, curated by a committee of renowned designers and experts from the sector, among them **Andrea Pininfarina**, Chairman and CEO of Pininfarina S.p.A., who will substitute the Honorary Chairman, **Sergio Pininfarina**, resigned from the committee because of his institutional engagements due to his role of Senator for Life.

Pininfarina contribution includes also the essay "The designer's point of view" written by Sergio Pininfarina for the catalogue of the exhibition and copy of the corporate video of the company, presenting some of the cars become protagonists thanks to the fascinating suggestions created by international movies.