



A logo penned by Pininfarina for Euritmica-Torino 2008

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Pininfarina has penned the graphics of the Euritmica – Torino 2008 logo, presented officially today together with the program of the sports event. According to the partnership agreement with the Organizing Committee of the XXIV European Rhythmic Gymnastics Championship, to be held at the Palasport Olimpico of Turin from May 22 to 25 2008, Pininfarina has been entrusted with

styling of the new logo, also dealing with the graphic format of communication material, from paper to business cards, to posters.

“Our company returns with its usual passion to the field of sport – declares Paolo Pininfarina, Vice President of the Pininfarina Group and CEO of Pininfarina Extra – after the great success scored with the Torino 2006 Winter Olympics for which we designed and produced two objects-symbols: the Torch and the Cauldron. We are honored also to support Euritmica, a major event for the city of Turin in a year, 2008, in which it will also be world capital of design. This cooperation confirms our attention to the territory, reflected in the major projects in which we have been involved not only with the TOROC but also with the Egyptian Museum of Turin, the Staff College of the United Nations, GTT, SNOS and other local institutions”.

To design the Euritmica logo, Pininfarina Extra stylists started from the elements exalted by this fascinating sport: the flexibility of the human body, coordination, a sense of rhythm able to stimulate the imagination. A sport in which the athlete can incorporate infinite, different movements, also creating new gestures, with choreographies that express harmony, class, dynamic energy.

The underlying styling concept of the design of the logo is thus inspired by two “leading ladies” of Rhythmic Gymnastics, music and woman. The emblem combines the clef of a violin and a female figure with an erect, elegant and graceful stance: the spiral traced by the satin ribbon winds ideally round the sinuous profile of a gymnast in the same way as the internal curl of the clef intertwines with the line of the note Sol on the stave.

“A minimal sign – concludes Pininfarina – intended to convey the idea of fluid motion, grace and harmony, also reflecting the main guidelines of Pininfarina style: a search for purity of shape, simplicity of lines and an aesthetic ideal that, in the case of cars or objects of daily use, always seeks to blend beauty and functionality”.