

## Three Good Design Awards 2006 for Pininfarina

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The Museum of Architecture and Design of the Chicago Athenaeum announced the winners of the annual GOOD DESIGN™ Awards for 2006, won by the world's most prestigious industrial design firms. Three winners are penned by Pininfarina: the 3M air purifier, the Snaidero Venus kitchen and the SimpleTech portable driver.



Founded in 1950, Good Design publicly acknowledges the world's most prestigious industrial design firms and manufacturers for advancing new and innovative product concepts and originality. For the 2006 edition the Chicago Athenaeum received hundreds of applications from 40 countries. The winners were selected by a distinguished jury of recognized architects, designers, and authorities in the design world basing their decisions on a criteria which measures innovation, form, materials, construction, concept, function and utility, as well as aesthetic appeal.



For the Household products category, the award went to the 3M air purifier, a truly outstanding piece of design, one of many very successful projects coming from the long lasting partnership between 3M and Pininfarina.

Venus, the fifth kitchen designed by Pininfarina for Snaidero during their 18-year cooperation, won the award in the Kitchen/Appliances category: designed to transmit emotions and to arouse passions, through particularly attractive shapes which give character and personality to the space, Venus uses unusual materials and offers a spectacular impact achieved by chromatic effects and the innovative use of light.

In the Electronics category the winner was SimpleTech with its new line of sleek, sporty Pininfarina-designed portable drives, available in all major retail electronics and office supply stores of U.S..