

Paolo Pininfarina awarded in London with the Simon Taylor Award

He will be presented with the award for an outstanding contribution to kitchen and bathroom design.

Paolo Pininfarina has been invited today to the Design Awards organized by British magazine Designer where he was presented with the "Simon Taylor Award" for an outstanding contribution to kitchen and bathroom design over a number of years.

Presenting the award, Grahame Morrison – the former editor of the Designer - said: "Paolo Pininfarina is receiving this award today because, ever since the launch of Ola for Snaidero in 1991, he has consistently set the benchmark for many of his fellow designers. He has brought innovation and fresh thinking to three interiors sectors: whirlpools, appliances and kitchen furniture. He amazed us with the Morphosis whirlpool for Jacuzzi; showed us how freestanding and built-in appliances could coordinate with each other for Gorenje and stunned us again with Venus, his latest kitchen for Snaidero."

Previously known as the Editor's Award, the Simon Taylor award is named in memory of an extremely talented kitchen designer who was one of the first people to receive the award and who sadly died a few weeks after he was presented with it.

It is an award that is unique within the UK kitchen industry, limited to a maximum of just four people in any one year. This year only Paolo Pininfarina has received the award.