



Pininfarina Extra in the limelight at the “Salone del Mobile”

Pininfarina Extra is one of the leading players at the 'Salone del Mobile' exhibition. To be more precise, the Pininfarina Group, headed up by Paolo Pininfarina and specialising in product and interior design, will be presenting five new product launches designed for five different customers at the Fiera di Milano trade fair, running April 5 to 10. They are as follows:

- Snaidero: "Venus" kitchen
- Dema: "Palio" range of armchairs and sofas
- Uffix: "Luna" line in office furnishings
- Ares Line: "Première" conference hall seating
- Riva 1920: "Ardea" living area furnishings.

"There is no better way to celebrate this year's twentieth anniversary of the 'Extra' product line", announced Paolo Pininfarina. "The sheer range of products on show this year in Milan goes to show that the company is active in a variety of merchandising sectors - sectors in which Pininfarina-branded goods have achieved worldwide recognition and acclaim. Furthermore, in some cases we have gone on to develop near-exclusive working relations with world-renowned customers".

Besides the business partners on view at the 'Salone del Mobile', 'Extra' can also boast a customer portfolio that includes famous international names such as Jacuzzi, Lange, Lavazza, Motorola, Primatist and 3M. Last year, in particular, business relations with Motorola iDEN were consolidated when the company worked alongside the Motorola parent company in developing the Maserati Birdcage 75th project. A number of other new products were launched, including the "Synus" refrigeration bench for Pastorfrigor, an entire new range of internal doors for Torterolo, the "Family" automatic monodose coffee machine, the Primatist G70' motorboat and a new line in household appliances for Gorenje.

2006 began with the Winter Olympics hosted by Turin. Both the Olympic and the Paralympic Torch, as well as the Cauldron, were designed by Pininfarina Extra. Thanks to its innovative design, the Torch was also awarded the "Lorenzo il Magnifico" Prize by an international jury at the Florence Contemporary Art Biennial. The current year is set to witness the launch of other significant projects - both product and interior design - with either new or established international customers. "Let us consider Snaidero, for example," declares Paolo Pininfarina. "Here we are looking at a working partnership stretching eighteen years - a relationship that has worked so well that Pininfarina is now its most 'senior' designer.

This year we are launching "Venus", the fifth kitchen designed for Snaidero following the success of the previous models: Ola, Viva, Idea and Acropolis".