



Pininfarina-Agemont, the debut of Nord Est Design

The new company (60% Agemont, 40% Pininfarina Extra), with President Paolo Pininfarina, will promote industrial design in the Triveneto area

Nord Est Design, a design laboratory intended to promote industrial design activities at small and medium companies in the Triveneto area and an offshoot of cooperation between Pininfarina and Agemont, Agency of the Friuli Venezia Giulia Region, made its debut today.

Agemont will hold a 60% stake in the new company, based in Maniago (Pordendone), while the other 40% will be held by Pininfarina Extra, a Pininfarina Group company specialized in product and interior design which will be responsible for management of operations. Paolo Pininfarina, Deputy Chairman of Pininfarina S.p.A. and CEO of Pininfarina Extra, will be President of Nord Est Design.

Nord Est Design has been assigned the mission of developing design as a competitive leading edge for companies operating in the Triveneto area, through research and design activities addressing new business initiatives, actions intended to promote local entrepreneurship, to attract businesses from outside the area, also including the organization and carrying out of training and professional update activities in the field of industrial design.

The operation has been made possible by an innovative agreement between the public and private sectors: the Friuli Venezia Giulia Region, which has provided the funds necessary for start-up of the laboratory, has chosen an industrial partner such as Pininfarina Extra which, during more than 20 years of business, has acquired firmly-entrenched know-how in the sector of industrial design.

Following feasibility studies carried out by Pininfarina, a design-office, equipped with forefront technological equipment that will be integrated with hardware already tested and tried at Pininfarina, has been designed.

“For our company – adds Paolo Pininfarina – the laboratory will not only provide an occasion to promote design but will also reinforce our presence in a crucial industrial area, paving the way to new business opportunities. It will also constitute an excellent logistics hub from which to follow up Extra’s customers in the Triveneto regions (Ares Line, Jacuzzi, Saratoga, Snaidero, Uffix) and also a bridge towards the Mitteleuropean countries with which we have already been cooperating for many years as, for example, in the household goods sector with the Slovene Gorenje”.

“Through our activities – explains the Agemont President, Alberto Felice De Toni – we aim to secure recognition of industrial design and promote absorption by the business culture of the North East: local industry must understand that design represents the value added that influences final consumers’ decisions, thus becoming a powerful factor of competitiveness”.