

Pininfarina designs DognPeng ceramics

Starting from January 2008 ceramics designed by Pininfarina for DongPeng Europe will debut on the European market. DongPeng Europe is a joint venture between Guangdong DongPeng Ceramics (40%), one of the world leading ceramic tiles producers, and the Gruppo Mazzi of Verona (majority owner with 60%), since ever operative in the public and private building constructions.

The worldwide co-branding agreement will last 5 years. According to it, Pininfarina will design the product lines of ceramics intended for the middle and high bracket of Western and Eastern markets. In particular, DongPeng Europe aims at distributing its brand all over Europe starting with ceramics and later extending their offer to all bath products.

“This project – explains Paolo Pininfarina, President and CEO Pininfarina Extra – allows us to widen our experience in interior design to ceramics, which are considered since ever by architects and designers the best material application for their interior projects. Our designers will explore new decoration concepts for assuring an authentic and original proposal in the tiles universe”.

“Our goal – says Paolo Sammarone, General Manager DongPeng Europe – is to combine the style of an international designer to a high quality brand to realize Chinese affordable yet precious ceramics”.