



Interior architecture, Pininfarina designs the CEAN Training Center



Today marks the inauguration at Trofarello (Turin) of “Insegna”, the new CEAN training center, with interior design by Pininfarina Extra, the Pininfarina Group company specialized in product and interior design.



“Insegna”, an extremely modern, fully-equipped training environment, has been set up in the building that, for many years, has housed the Academy Market offices and experimental laboratory of CEAN, a services company specialized in the design and construction of supermarkets and shops: the Center aims to inform, prepare, motivate and involve sales-point staff through the organization of training courses. Italian franchisee business partners of the Carrefour Italia Group will also be trained at the Trofarello center.

The architecture of the Center, where the dominant color is white, is characterized by soft, sinuous walls. Curved structures also for the reception area and the counter of the bar area. Extensive glazing guarantees a brightly-lit environment, further reinforced by light wood floors and aluminum trimmings. The heart of the structure is the conference hall, equipped with an innovative lighting system and fitted with Xten seats for the table of the speakers designed by Pininfarina for Ares Line. The demo areas are equipped with refrigerated counters designed by Pininfarina for Pastorfrigor.

With the “Insegna” project, Pininfarina explores the sector of architecture design. “Although Pininfarina has built all its experience into this Center, it is not simply an exercise in interior design – explains Paolo Pininfarina, Deputy Chairman of Pininfarina S.p.A. and President and CEO of Pininfarina Extra. – We investigated all the functional problems of spaces required to cater to the typically multi-faceted requirements of those attending the training center, carefully analyzing the environment, colors and materials to be used, also making skilful use of lights. An all-round approach to interior design”.

“We firmly believe in franchising agreements, which we intend to develop even further - declared Giuseppe Brambilla di Civesio, Carrefour Italia Group CEO. - These are real partnerships that aim to create value, stability and market competitiveness. All the sales-points that operate under our banner, direct and franchised, must offer Customers the same quality standards and the same level of service. We also provide our franchisees with all the instruments necessary for efficient management of their company: from fully-trained staff to diversified assortments able to anticipate emerging requirements up to and including quality control on a par with that of the direct sales network.”

“Academy Market has been set up- stressed Francesco Dragotto, President and CEO of CEAN – in response to a strong impetus from our customers and stems from the conviction that innovation and training are the best value added for increasing the market success of our customers and guaranteeing long-term retention”.