



Pininfarina's innovations in interior design at the Furniture Show



Launching of the Uffix collection of day-zone furnishings and of the Riva 1920 "Gala" chair. The Dema and Gancia customers explore the interior and food design duo.



Following on the success scored at last year's edition, when it carried off two elite design awards, Pininfarina puts in an appearance at the 2007 Furniture Show with the "Luna" line of day-zone furnishings within the framework of the new Uffix Concept division, developed by the Uffix customer for home environments. "Luna" furnishings are inspired by the collection of office furniture of the same name and with the same signature, that of Pininfarina. Presented at the EIMU, the two-yearly exhibition dedicated to office furniture held last year in Milan, "Luna" won the prize for the ideal office assigned by the popular jury of the Wellness@Work competition in which the thirty-two companies present participated.



Another innovation in Pininfarina design made its debut on the Riva 1920 stand: the "Gala" chair, also presented in the bar-stool version, and characterized by a solid walnut back, leather-lined seat and round, satin-finish steel central rotating base. The cooperation between Pininfarina and Riva, initiated in 1999, has already spawned original collections both for the day and night area. The most recent creations include the Ardea bookcase presented last year at the Furniture Fair.

On the stand of another customer, Dema, the partnership between interior and food design will be celebrated through the "Palio" line of armchairs and settees designed for Dema by Pininfarina and the three new wines specially studied to mark the cooperation between Gancia and Pininfarina: Asti Docg Gancia Method, Prosecco Extra Dry and Rosé Brut. Just a few weeks ago, the bottles designed by Pininfarina for Gancia won the "Packaging 2007" special prize in the wines category in the 12th international competition organized as part of the 41st Vinitaly event.

"The Dema and Gancia projects differ considerably as regards commodity sector – comments Paolo Pininfarina, CEO of Pininfarina Extra and Deputy Chairman of Pininfarina S.p.A.. - but, apart from Pininfarina design, they are both characterized by the refinement and good taste that is still a distinguishing factor of Made in Italy all over the world and, also, by the firm roots of the companies in the areas where they were founded, Tuscany and Piedmont".