



Uffix collection designed by Pininfarina won the 2007 Good Design Award



The Uffix collection of office furnishings, designed by Pininfarina, has won the 2007 GOOD DESIGN™ Award assigned by the Museum of Architecture and Design of the Chicago Athenaeum.

Founded in 1950, Good Design publicly acknowledges the world's most prestigious industrial design firms and manufacturers for advancing new and innovative product concepts and originality. For the 2007 edition the Chicago Athenaeum received hundreds of applications from 40 countries. "Luna" furniture collection was selected by a distinguished jury of recognized architects, designers, and authorities in the design world basing their decisions on a

criteria which measures innovation, form, materials, construction, concept, function and utility, as well as aesthetic appeal.

"We are proud to start 2008 with an award to our design – states Paolo Pininfarina, President and CEO of Pininfarina Extra, Company of the Pininfarina group specialized in product and interior design, responsible for the design of the Uffix collection "Luna". – In the Torino World Design Capital year, we believe the recognition for the value of our work from a prestigious institution as the Chicago Athenaeum contributes to confirm the excellence of the Torino district in creativity and innovation".

Unveiled at the 2006 Milan Furniture Show, "Luna" is an executive desking collection, which has been developed with accessories, meeting tables, and high-tech cabinets utilizing coplanar and sliding doors. Just in Milan the popular jury of the EIMU, the two-yearly International Office Furniture Exhibition, awarded it as the ideal office within the Wellness@Work competition. In 2007 "Luna" also won the first BNV-Design & Innovation Award in Budapest. Inspired by the collection of office furniture of the same name, Uffix has presented the "Luna" line of day-zone furnishings within the framework of the new Uffix Concept division, developed by Uffix for home environments.