



Pininfarina exhibits a new 'rest system' at the Milan Furniture Fair



Unusual synergies between the Morfeus company of Pesaro and Pininfarina Extra have created "FluxAir", the innovative "rest system", which will have its world preview at the Milan Furniture Fair from April 16 to 21.

With the Morfeus "FluxAir", Pininfarina revolutionises the classic format of bedding products, inaugurating a new approach to "sleeping systems" and to the bed, which is no longer an object to hide, but an active system with strong design elements. The FluxAir design concept is based on studies regarding the ergonomics of the body at rest, heat exchange and the elimination of humidity during the different phases of sleep. The structure made of Aquacell M.a.c. - an extremely elastic, breathing spongy product - comprises a system of independently moving "pistons": the various parts of the body are supported differently and calibrated to generate continuous air changes to guarantee maximum hygiene.

"Minimal design and innovative materials are the salient features of what we like to call the "sleep machine," explained Paolo Pininfarina, Chairman and CEO of Pininfarina Extra. "Thanks to the work done on shapes and materials by our designers, the focus is now on the mattress, which becomes an object with a great stylistic impact."

The Riva 1920 stand, on the other hand, hosts the debut of three objects inspired by "green design", true wooden sculptures that all feature simple, clean surfaces, in perfect Pininfarina style. The "Slonghè" wooden chaise longue is a sculpture with a sinuous, ergonomic line, designed above all for health farms, which originates from a single piece of wood, covered with leather to guarantee comfort. The "Fust" stool was created out of a cedar log. The "Fust", with its essential, modern design, comes in two sizes: the tall version with a diameter of 40 cm and height of 78.2 cm and the "cit" or small version, which is 40 cm x 50.2 cm. And finally, "Giulia", a rocking horse for children made of scented cedar wood. The object starts from a single piece of wood, sculpted to create agile, painstaking shapes, decorated with a leather-covered handle. The collaboration between Pininfarina and Riva began in 1999, and has produced original collections for the living area of the home as well as the sleeping quarters. The most recent creations include the "Gala" chair, which was presented at last year's Furniture Fair, and the Ardea bookcase.

The Uffix stand celebrates the 2007 GOOD DESIGN Award which was awarded to the "Luna" office furniture range designed by Pininfarina: to mark the award received from the Museum of Architecture and Design of the Chicago Athenaeum, the "Luna Gold limited edition", specially created with 24 carat gold micronised powder paints, now has its world première. The Furniture Fair will also host the first presentation of the bookcase system for the home designed by Pininfarina for Uffix Concept, the domestic environment division created by Uffix. In 2006, visitors to EIMU, the biennial dedicated to office furniture held in Milan, awarded "Luna" the prize for the ideal office as part of the Wellness@Work competition. In 2007 "Luna" also won first prize – Design & Innovation Award at the BNV in Budapest.

Another Pininfarina Extra client, Lauretana, is one of the protagonists of "Tavole Meravigliose" (Marvellous tables), a project launched by Cosmit for the 2008 Fairs: four interpretations of outstanding tables will be the subject of an exhibition that draws on the history of companies, architects and designers who have written pages of "living styles". The sinuous design of the Lauretana bottle designed by Pininfarina is one example, with a cylindrical formal development, the most natural "dress" for water.