



## Design Ability exhibition: Pininfarina focuses on design that is accessible to all

*The exhibition is part of the Torino 2008 World Design Capital calendar of events, and will be held at the Pininfarina plant in Cambiano from November 14 to 16*



The **Design Ability** exhibition, which will be held in the Pinin Room at the Pininfarina plant in Cambiano (Turin) will be inaugurated on November 14, 2008. To mark Torino 2008 World Design Capital, Pininfarina Extra, in collaboration with Polytechnic of Torino, the IED, the AbleToEnjoy company and CEAN, will exhibit innovative solutions that combine design and practicality, allowing environments and products to be enjoyed by a wide public with different perceptive, motor and cognitive abilities. The exhibition will be open to the public, free of charge, on Saturday and Sunday, November 15 and 16, from 9am to 6pm.

Design Ability aims to underline the importance of design in every area of our lives. A journey to discover the most innovative contributions of contemporary design, aimed at overcoming the conflict between man and his environment. Through the projects developed by Pininfarina Extra and its partners, visitors will be able to discover design that is accessible to everyone, objects, equipment and environments that can be enjoyed autonomously by users with different requirements and abilities, including people whose functions are limited because of their age or as a result of malformations, disabilities or traumatic events.

“Society must come to terms with the culture of socially conscious planning,” explained **Paolo Pininfarina**, President and CEO of Pininfarina Extra. “For this reason, we chose to showcase Design Ability during the events to mark Torino World Design Capital, which gives the city and the whole of Piedmont a crucial international role to play. The title awarded to Torino has no historical precedents, and it will be passed on to Seoul in two years time. Our region can boast numerous points of excellence in the design field, and it is committed to a design process in which development draws on the collocation of innovation and creativity. Local points of excellence, where the influence of design cuts across the various contexts, can create a new, better balanced, sustainable economic and social system. In this context, we want to show that design really can and must be enjoyed by all members of society, regardless of their individual abilities.”

The Design Ability exhibition will also contain the works of the 3 finalists of the “Shop Ability” Competition for young designers, sponsored by CEAN, a service company that specialises in the design and development of supermarkets and shops. The regulations of the Competition are available on the [www.pininfarinaextra.com](http://www.pininfarinaextra.com) site, on the CEAN site [www.cean.it](http://www.cean.it) and on the Torino World Design Capital site, [www.torinoworlddesigncapital.it](http://www.torinoworlddesigncapital.it).

### **Design Ability**

Pinin Room - Pininfarina, Strada Nazionale 30, Cambiano (Torino), Italy

**November 14: inauguration for invited guests**

**November 15-16: open to the public, 9 am – 6 pm**

Tickets: free entrance

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