



The Pininfarina design protagonist of Piemonte Torino Design

Five products designed by Pininfarina Extra on display at Palazzo della Regione of Torino from June 20 to September 21



Five products signed by Pininfarina enrich the “Piemonte Torino Design” exhibition, which is back in the Piedmonts’ main city on the occasion of Torino 2008 World Design Capital: the Olympic Torch of Torino 2006, the Lange Fluid ski boot, the Lavazza coffee machine, the 3M Bravo videoprojector and the three Gancia-Pininfarina wines.

The exhibition - 200 products designed and/or produced in Piemonte - will be fit out in the central Palazzo della Regione in Torino from June 20th to September 21st after two years of an international and prestigious travelling that took the exhibition from Seoul to Kyoto, from Santiago to Istanbul.

The five objects chosen to represent to excellence of “made in Italy” design have been designed by Pininfarina Extra, the company headed by Paolo Pininfarina, specialized in product e interior design, architecture, yachts and airplanes.