



## Pininfarina design for the interiors of the Juventus' new stadium

*The Pininfarina Extra project involves all internal areas accessible by spectators*



Turin, November 20 2008. The **interiors** of the **Juventus' new stadium** that will rise on the foundations of current Delle Alpi Stadium will be **designed by Pininfarina**. The designers team of the new stadium wanted **Pininfarina Extra** at its side to give further value to all internal areas accessible by spectators: honour lounge, boxes, glaxis seats, benches, locker rooms, restaurants.

*«Collaborating to the making of Juventus' new stadium – declared **Paolo Pininfarina**, President and CEO of Pininfarina Extra – makes me extremely proud because it allows us to express once more our creativity on a Turin city's icon, after the yet lucky experience of the Olympic Cauldron. During the planning of the plant we took advantage by the correspondence between Juventus' and Pininfarina's brand identity, both with elegance, essentiality and with that Italian touch that becomes a distinctive sign. Our work is focused on giving style and aesthetic personality to the stadium, never forgetting functionality, basic requirement for an installation which will hold thousands of people».*

Designers have planned a solution joining present and future, keeping the architectural memory of the old plant alive, and creating a city's new symbol, for supporters - who, starting from season 2011-2012, will have a wholly white&black plant - for sports' lovers and for citizens. In particular, the project set up by **Pininfarina Extra** involves the interiors of all the stadium's areas – **floors, lights, furniture, boxes and lounge** – besides glaxis seats. The **seats for the audience** will be drawn up like pixels of a huge picture, that when the stadium will be empty will show symbolic images of Juventus' great champions.