

## Pininfarina wins the Fiaba award for the Design Ability exhibition

**The exhibition born from an idea of Paolo Pininfarina, held last November, has been awarded for helping to awake to the elimination of physical and cultural barriers**

Turin, December 10 2008. The **Design Ability** exhibition, developed by **Pininfarina Extra**, won the **2008 Fiabaaward** assigned by Fondo Italiano Abbattimento Barriere Architettoniche (Italian Fund Elimination Architectural Barriers) "for underlining the importance of design in every area of our life, a journey to discover the most innovative elements of contemporary design that can overcome the conflict between man and environment in every context: design that is accessible to everyone, made up of objects, equipment and environments that can be exploited autonomously by users with diversified needs and abilities". President of Fiaba Onlus, Comm. Giuseppe Testa, will hand out the prize to Pininfarina tomorrow in **Bologna** at the **Motor Show**.

Born from an idea of Paolo Pininfarina and held last November at the Pininfarina plant in Cambiano (Turin) within the **Torino 2008 World Design Capital calendar**, the DesignAbility exhibition had great success from the press and the audience recording more than 1,500 visitors in two days. DesignAbility, whose **display and catalogue were also accessible to the sight impaired**, exhibited 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: from the **monoski** designed in preparation for the Vancouver 2010 Paralympic Games, to the first **electrical wheelchair** designed by Pininfarina, an **electronic device for the PC** that makes a mouse unnecessary, and a **modular office system**.

At its fourth edition, the Fiaba award is assigned every year to 10 cities, associations or companies which distinguished themselves for building the "new" without architectural barriers and devoted themselves to eliminate barriers or for their contribution in awakening and informing on the elimination of physical and cultural barriers.