



The legendary Pininfarina Cisitalia 202 meets the Venetian dolphin at the Riva 1920 exhibition



Turin, April 14, 2010 - A mooring dolphin recovered from the Venetian lagoon and sculpted in the form of a 1947 **Cisitalia 202**, one of **Pininfarina's** historic milestones, is taking centre stage at the exhibition "**Tra le briccole di Venezia**", (Among Venice's dolphins) staged by Riva 1920 at the Milan Triennale from 14 to 19 April.

The idea behind the exhibition staged by Riva 1920 was to bring together natural, ecological elements and a modern, aesthetic approach, by restoring the "dolphins" of Venice, the oak beams that the city was built on, and which are used as mooring points for the gondolas and to mark out navigation routes. Riva 1920 asked 22 big design names, including Pininfarina, to create their own interpretations of this extraordinary historic material that has been worn down and transformed over time by the water of the lagoon.

The sinuous lines of the Pininfarina Cisitalia have been sculptured in the wood, giving rise to a work of art which appears to be shaped by nature. The Cisitalia was chosen with the idea of replicating a dream car in the form of a wooden sculpture, evoking the timeless beauty of what in its day was described as a "sculpture in motion". The model is a masterpiece of Italian style, and an internationally recognised symbol of design excellence from Pininfarina, and there is still a Cisitalia 202 on display at the MoMA in New York, which describes it as "one of the eight most beautiful cars of all time".

With a tubular chassis and produced in a limited series (around 170 were made, including the cabriolet versions), it marked a turning point in car design and led to the company's founder being acclaimed in the American press of the day as "that design genius called Pinin Farina".

"We are grateful to Riva 1920 for staging this initiative," stated Pininfarina Extra Chairman and MD, **Paolo Pininfarina**, "which enables us to recoup a noble material which would otherwise be thrown away, giving it a new life by creating an object destined to last over time. And that's not all. The complicated, delicate craft work carried out by the team makes the Cisitalia-Briccola a unique piece which conveys the values of creativity and experience, combined with tradition, which represent the core of Pininfarina's design philosophy".