



The 2011 Good Design Award to the Ola 20 kitchen by Pininfarina

Turin, 20 December 2011 – Snaidero's Ola20 kitchen designed by Pininfarina has been awarded once more. Following the assignment of the prestigious Trophée Du Sadecc, the Chicago Athenaeum Museum of Architecture and Design has announced the Ola20, submitted by Snaidero USA, as a winner of the 2011 Good Design Awards.

It is not the first time that the Pininfarina design for a Snaidero project has been awarded by the Chicago Aetheneum, the oldest and the world's most recognized program for design excellent worldwide. In the past, the Good Design Award was already assigned to the "Ola" kitchen in 1996, the "Acropolis" in 2004 and the "Venus" in 2006.

Pininfarina is Snaidero's longest standing design partner, and in the twenty years of collaboration between the two companies it has designed iconic products such as Ola, Viva, Idea, Acropolis and Venus. The two most recent designs – Ola20 and Idea 2010 – were presented at the 2010 edition of the Milan Furniture Show.

"This award – said Paolo Pininfarina, President and MD of Pininfarina Extra – is an acknowledgement of the intentions of Snaidero to invest once again in the ambitious alchemy of history and inventiveness represented by the original Ola, fusing the unmistakable image of a classic from the brand's history with boldly contemporary elements. Moreover, it also acknowledges Pininfarina's ability to measure up to the challenge and create a refined and elegant kitchen with precise, immediate lines."