



New designs by Pininfarina at the Furniture Show 2011

For Calligaris the Orbital table, for Ares Line the PF3 line, for Riva 1920 the Coupé chair



Turin, April 13, 2011 - Three interior design projects for three different clients. These are the new designs created by Pininfarina that will be launched at the 2011 edition of the Milan Furniture Show. The Orbital extendible clear-glass table is the result of the new collaboration with Calligaris. For Ares Line, the PF3 waiting line is the third design project assigned to Pininfarina: a combined seat, divan and small table. Instead this time the long-standing relationship with Riva 1920 features a project for the Coupé chair.

A blend of progressive design and technology is the hallmark of the Orbital extendible table designed by Pininfarina for Calligaris, the leading home design group that has invented an ingenious opening mechanism (Calligaris: Pavilion 12/stand C11-D18).

Thanks to its fluid lines and the materials used, the Orbital table will be a scenic presence within the home, the real focal point of the dining room area. The rigid polyurethane base, painted black or white, provides an extremely stable structure, while the large central aperture creates a sensation of lightness and character. The new extra-clear glass top means that the ingenious opening mechanism with metal arms is in full view. This clean-lined, minimalist structure supports the two glass leaves that open up simultaneously from below with a fluid circular movement. When open the table can seat ten. All metal parts are painted using the new Matt Silver finish that adds a further highly decorative touch.

At the Office Show 2011, Ares Line - founded in 1987 and specialised in the production of seating for office and community use - presents the PF3 line: seat, divan and small table designed by Pininfarina. A new collection combining the appearance of quality furnishings with automotive comfort (Ares Line: Pavilion 24/stands D14 and D18).

PF3 is a combination of seat, divan and small table, an all-round furniture item intended for halls and reception areas in very exclusive settings. The aim was to design a line for areas where people are required to wait, one that incorporates design, comfort and functionality to create combinations for use in many settings: in offices, homes and for contract furnishers.

"This is an innovative and versatile product that, at the same time, is both attractive and comfortable. The choice of Pininfarina for this ambitious project was almost a must. Only the very top design house could include so many different and complementary features in a single collection – explains Roberto Zuccato, Chairman of Ares Line and of the Vicenza Association of Manufacturers. - We wanted a unique waiting line that could appeal to the office furnishings world in an original manner. We are proud to present this collection together with Paolo Pininfarina, a collection that represents a new departure for the market based on an unusual partnership between the furnishings and automotive design worlds".

"The PF3 line comes on the wave of two other projects developed by Pininfarina for Ares Line – explains Paolo Pininfarina, Chairman of Pininfarina. - The Xten chair from 2003 is still considered an icon in the field of office seating, whereas the "Premiere" conference armchair seating system immediately won the Wellness@Work award on its debut at the Furniture Show in 2006. And again in the case of the PF3, Ares Line has benefited from the know-how we have acquired over the past 25 years in the industrial design field, which ensures we achieve the right mix of stylistic and emotional content, ergonomics and comfort. The result is a refined, elegant design characterised by a clean, immediately recognisable line".

On the Riva 1920 stand (Pavilion 7/stand D23) yet another item makes its debut that, in common with the Orbital table and PF3 line, features simple, clear-cut surfaces in perfect Pininfarina style. The item concerned is the Coupé chair, conceived to offer a seat with an essential design that can fit in well in all types of setting.



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In this project there was a special focus on proportions: the back-rest is, in fact, lower than in normal chairs although it still remains correct in ergonomic terms. Treatment of the leather used for upholstery is similar to that usually seen in car seats and by using natural materials (leather, wooden frame, iron base) the chair fully reflects Riva's philosophy.