



The Trophée Sadecc for design awarded to the Ola 20 kitchen by Pininfarina



Turin, May 10, 2011 - A French accolade for Pininfarina design. During the Lyon expo, the most important event in the calendar for the French interior design sector, the Snaidero Ola 20 kitchen designed by Pininfarina won the Trophée Sadecc for kitchen furniture design.

Selected from a large number of exhibits by a panel of specialist journalists and professionals from the sector, Ola 20 received the largest number of votes from visitors to the expo. This was a testimony to the authenticity and originality of the design, whose bold architectural character breaks away from canons that have become commonplace and homogenous, resolving the fundamental functional requisites of the kitchen with new and harmonious forms.

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.”

The Trophée Sadecc is only the most recent in a series of accolades received by Snaidero for designs by Pininfarina. Among other international prizes earned is the Good Design Award assigned by the Chicago Athenaeum for the “Ola” kitchen in 1996, the “Acropolis” in 2004 and the “Venus” in 2006.