

Interior Design of the Year Award to the Cambiano

Honoured today in Stuttgart for the best interiors of the year in the Concept Vehicle category

Turin, 12 June 2012 – Pininfarina's **Cambiano** has been honoured with the prestigious **Interior Design of the Year Award** assigned within the Automotive Interiors Expo 2012 Awards and collected today in Stuttgart by Design Director **Fabio Filippini**. The judges nominated Cambiano's interiors for being the most innovative in terms of design and occupant appeal among those of the concept vehicles launched in the last 12 months.



The Cambiano, on display until 2 July 2012 at the **Helsinki Musiikkitalo** along with other prestigious works from the **Collezione Farnesina Design**, stunned for its elegant and modern interior design combined with comfort, ergonomics and environmental sustainability. Like the entire lower part of the passenger compartment, the perfectly flat floor is made of recycled wood. A choice dictated by the discovery of a wonderful material, which is both poor and noble: the wood of the "briccole", the poles of European oak used to indicate the navigation channels and moorings inside the Venice lagoon. The **Cambiano** is also the first car to incorporate into the passenger compartment a contemporary video-art projection, created specifically by the Spanish artist **Javier Fernandez** with a very personal language of manipulated, overlapping images. The work is projected onto the ceiling where it can be enjoyed by rear seat passengers during the drive.

Fluid, sensual surfaces, a light, essential environment, with clearly defined functional zones: interactive controls and surfaces turned towards the driver, a more comfortable and tactile area for the other passengers. A fine, light fascia, light but enveloping front seats suspended between the consoles and the sill, in a delicate balance between solid and hollow designed to create tension. The asymmetrical access to the passenger compartment determines the leaf structure of the two rear seats, which are almost suspended in the car, where occupants enjoy an environment that is made more comfortable and refined by the generous legroom. The interior is upholstered with **Foglizzo** leather, personalised in certain points with a special diamond point punched pattern.



The atmosphere of extreme refinement in the car is underlined by another precious detail in the instrumentation: the timepiece manufactured in Limited Edition by the Swiss watchmaker **Bovet 1822**. This "**Cambiano**" **Chronograph** designed by Pininfarina can be removed from the dashboard and worn as a wristwatch, or used as a sports timer and even a table clock, due to its convertible concept.

A luxury sports saloon with plug-in extended range electric powertrain, the **Cambiano** debuted in Geneva where it was elected **most beautiful concept car of the Show**. In recent weeks the British monthly **CAR** included the **Pininfarina** concept car among the **15 best new cars** of Spring, while the weekly **Auto Express** included it among the most exciting models of the moment.

High resolution photos of the **Cambiano** are available for download in the Press Area of the Pininfarina site: www.pininfarina.com/en/news/press_releases/archive_120229

You can also follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA
www.youtube.com/pininfarinaofficial

Contacts: Francesco Fiordelisi, Head of Corporate and Product Communications, tel. 011.9438105/335.7262530 e-mail f.fiordelisi@pininfarina.it