



The Cambiano doubles at the Wood Festival

The concept car will be on display in Cantù together with the sculpture made of Venice briccola wood which reproduces its shapes in 1:1 scale

Turin, November 9, 2012 - The **Cambiano** by **Pininfarina** will be twice leading at the **Wood Festival**, on **Saturday 10 and Sunday 11 November** at the **Riva Centre** in **Cantù**. During these two special days, from 10am to 6pm with free admission, visitors can admire the **Pininfarina concept car** and the **sculpture** made of Venice briccola wood by Riva 1920 reproducing in 1:1 scale the forms of the car.

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**, and was then honoured with the prestigious **Interior Design of the Year Award** assigned within the Automotive Interiors Expo 2012 Awards. From the cooperation between Pininfarina, Riva, the SCM Group and Licom System, a car done entirely in **Venice briccola wood** was created, an authentic sculpture showing a full scale reproduction of the **Cambiano**. The wood of the *briccole*, the posts of European oak used to mark the navigation channels in the Venice lagoon, was also used on the original concept car for the floor and the entire low part of the cabin.



On the occasion of the Wood Festival, the Showroom and Wood Museum and the Riva1920 production units will be open to the public also displaying the **San Patrignano exhibition** with design piece of arts made of wood recycled from the casks used by the Community of San Patrignano. **Pininfarina** participated in this project designing and producing a **lamp** with the aim of preserving the origin of the wood which carries the signs of three grape harvests, so responding also to the aesthetics of the exclusive object made with a single material. Leaving unaltered the hoop which characterises the side of the cask, Pininfarina has inserted LED light technology to the wood of the aged barrique. The cask

wood, which would otherwise have been destroyed, is thus given a new life and becomes an object of design in line with the philosophy of San Patrignano where the inmates live an experience which helps them take a new direction.

For further information: www.pininfarina.com

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