

The Cambiano displayed in Helsinki with the Collezione Farnesina Design

Collezione Farnesina Design: "EcoSoluzioni – Il Design del Quotidiano"

Venue: Musiikkitalo (Helsinki Music Centre)

Date: from 5 June to 2 July 2012

Turin, 31 May 2012 – As part of events related to **Helsinki World Capital of Design 2012**, in the year in which the city celebrates its 200th anniversary as capital of Finland, **Pininfarina's Cambiano** will be on display from 5 June to 2 July 2012 at the **Helsinki Musiikkitalo** along with other prestigious works from the **Collezione Farnesina Design**.

In addition to being called on to represent Italian design, the **Cambiano** proposes conceptual and technological content that merges to perfection with the subject of the exhibition, "**EcoSoluzioni – Il Design del Quotidiano**" (EcoSolutions – the Design of Everyday Life) linked to the ever more deeply felt need to resort to technology and innovation for the design of environmentally compatible and sustainable solutions. It is in this context that complementary aspects of the Finnish and Italian country systems emerge which are able to reinforce the competitiveness of the two countries in global markets.



The "**Collezione Farnesina Design**" is a project of the Ministry for Foreign Affairs supported by the Ministry for Economic Development and the Ministry for the Cultural Heritage and Cultural Activities. "Farnesina Design" is usually housed in the Palazzo della Farnesina, premises of the Italian Ministry for Foreign Affairs. The purpose of the exhibition is to promote Italian design, the cutting edge of Italian industry, and represents the meeting point between Italian industrial and creative know-how. "Farnesina Design" is also the hub of initiatives to sustain and spotlight the creativity and ability of Italian entrepreneurs through design. **Paolo Pininfarina** heads the Scientific committee of the Collezione. The exhibition curators - Angelo Capasso and Renza Fornaroli – were responsible for selecting the works on show and promoting young designers: the Collezione thus becomes a benchmark for their work and a veritable "cultural, entrepreneurial and scientific bridge" into foreign markets. "Collezione Farnesina Design" is able to take advantage of opportunities for international communication and promotion of Italian design, a business card for Italy in the world. In recent times the exhibition has been staged at the Olympic Games of Vancouver, in South Africa for the World Cup (soccer), at the University of Kadir Has in Istanbul, in Tel Aviv at the Holon Museum, and at Rabat at the Ecole Nationale d'Architecture. In **Helsinki**, alongside Pininfarina's **Cambiano**, works by the following designers will be on display: Ad Hoc, IFI, iGuzzini, Loccioni, LumineXence, Metalco, Rondine Motor, Stone Italiana.

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

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