

## London celebrates Italian design: Pininfarina in London

Exhibition: **Pininfarina in London**  
Venue: **Italian Cultural Institute in London, 39 Belgrave Square**  
Inauguration: **Thursday, June 21, 2012, 17.00**  
Period: **June 22 - July 15, 2012**  
Opening times: **10.00 to 20.00, free entry**  
Information: **+39 011 9438105**

- *In the Summer of the Olympic Games, London is hosting an exhibition about Pininfarina as an emblem of Italian design*
- *On display, iconic objects such as the Torino 2006 Olympic Torch, the Coca-Cola beverage dispenser, the Lavazza Firma coffee machine, the Calligaris Orbital table*
- *World debut for the innovative Personal Rapid Transit, system of electric urban public transport designed by Pininfarina for Vectus*
- *The exhibition explores all the areas in which Pininfarina design is expressed: industrial design, architecture and interior design, graphics and packaging, nautical design and aviation, special transport and sustainable mobility. Plus the dream cars created for brands like Ferrari and Maserati*
- *An exhibition designed for young people: the display will include works by the finalists in the design competition for students at the Royal College of Art*

Turin, June 21 2012 - **London** celebrates **Italian design** on the occasion of the Olympic Games and the International Architecture and Design Showcase. And it chooses to do so by dedicating an exhibition to the **Pininfarina** brand as an expression of Italian excellence exported all over the world. The exhibition **PININFARINA IN LONDON** will be inaugurated on **June 21**, at the London headquarters of the **Italian Cultural Institute** in Belgrave Square, open to the public **from 22 June to 15 July 2012** with free admission.

**PININFARINA IN LONDON** stems from the desire of the Italian Cultural Institute in London and of promoter Pino Pietrolucci to present a protagonist of **Italian style** and an example of the most prestigious products **Made in Italy** to the Londoners, tourists and athletes who are in the capital during the pre-Games period. The exhibition will obviously include a reference to the car, which has always been Pininfarina's core business. A **Ferrari FF** and a **Maserati GranTurismo** will be displayed on the day of the inauguration, at the entrance to the Institute. The exhibition will also feature four **sculptures in cedar wood**, made by **Riva 1920**, which reproduce four Pininfarina design icons: the **Cisitalia** of 1947, the **Dino** of 1967, the **Birdcage 75th** of 2005 and the **Cambiano**, the concept car launched by Pininfarina in Geneva this year. The **Zuettottanta**, Pininfarina's concept car launched to celebrate the company's 80<sup>th</sup> anniversary in 2010, is represented by a limited edition scale model.

But the real focus of **PININFARINA IN LONDON** is the 'other' Pininfarina, the company that for 25 years has been experimenting with design in all those fields where beauty merges with innovation and functionality. **Pininfarina Extra**, which was established in 1986, specialises in **product and interior design, architecture, nautical design and aviation**, has developed more than **400 projects**. Research, obsessive attention to detail and a focus on man's needs and dreams, have projected Pininfarina Extra to the peak of the industrial design market. Some of its creations have become true icons and they are included in the London exhibition. Starting with the symbol of Turin 2006 Winter Olympics, the **Torch**, which Pininfarina designed and engineered, manufacturing more than 12,000 units. Among the other works on display are the Free Style beverage dispenser, that **Coca-Cola** is placing all over the United States, the **Lavazza Firma coffee machine**, which will be soon all over the world, but also innovative concepts such as the **Pininfarina helmet** or **Calligaris Orbital table**, **Lange Fluid ski boots**, the **Ares Line Xten chair** and **Premiere conferences chairs**, the **Gorenje-Pininfarina fridge**, the range of **Bric's by Pininfarina** suitcases, the **bike** from the range of **Panatta Sport Pininfarina cardio fitness machines**. Plus, in the graphics on display, the design for the **Juventus stadium**, the **Keating Hotel in San Diego**, the **luxury apartments** for the Millecento project in **Miami**, aircrafts, trains and photovoltaic stations to charge electric cars.



**Pininfarina in London** also marks the **world debut** of the innovative **system of urban public transport Personal Rapid Transit (PRT)** developed in collaboration with **Vectus**, Korean company, leader in urban mobility solutions. Vectus concept is based on a system of small, light and driverless vehicles, efficiently navigating on a network of interconnecting tracks. It is an on-demand service: the passengers are carried from one point to another on demand, without intermittent stops, optimizing travel time. A 1:18 scale model of the vehicle will be on display at the exhibition.

*"London has a vitality that few cities can boast,"* says company Chairman **Paolo Pininfarina**. *"This year the city will be at the centre of the world because of the Olympics and thousands of collateral events. This exhibition, which is organised with the full support and active participation of the Italian Embassy in the UK, is an opportunity for us to represent Italian Design at a magical time for the city, for its inhabitants and for the millions of people who will visit it in this period."*

*"We are proud to be recognised as a style icon,"* **Pininfarina** continues. *"From Pininfarina's perspective, style must be able to face the challenge of long-term exposure, and must be characterised by innovation and essentiality. Innovation is a continuous search for new formal languages that are not conditioned by current issues but, instead, have the goal of establishing a new trend. Essentiality means harmonious volumes, shapes and lines, in the classic tradition of Italian design, in which simplicity is combined with the strong aesthetic personality of the product. Our goal is the combination of these characteristics: elegance"*.

*"Having proudly shown great artists, such as Michaelangelo, Leonardo and Antonello da Messina, the Italian Cultural Institute in London are now thrilled to present the classic yet utterly modern design of Pininfarina whose renown is nothing short of global,"* says **Carlo Presenti**, Director of the Institute. *"This exhibition also launches Italy on Stage, a brand new and exciting initiative by Pino Pietrolucci, promoting the most important Italian brands to the World."*

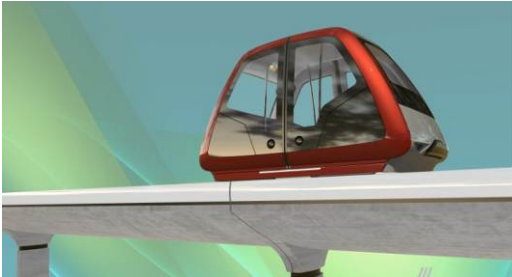
A special area of the exhibition is dedicated to **young people**: to coincide with PININFARINA IN LONDON, the prestigious **Royal College of Art** has launched a **design contest** among its students, to celebrate the cultural value of creativity and innovation while London gets set to host the Olympic Games. Last February students were invited to submit a design proposal that could enhance London's reputation as a world capital of creativity and contribute to the social and economic wellbeing of its citizens and guests. Ideas for products, services, experiences, communications and environments have all been considered. Entries had to refer explicitly to at least one of the key themes of the London 2012 Olympics: culture, employment and skills; accessibility and equality; health, safety and security; legacy; sustainability. The jury, chaired by Paolo Pininfarina, selected the finalists, whose work will be exhibited in a room at the Italian Cultural Institute. The three winners will receive their prizes on June 21, during the inauguration of PININFARINA IN LONDON.

In the following pages, descriptions of the projects on display:



## PROJECTS ON DISPLAY

### VECTUS PERSONAL RAPID TRANSIT – WORLD DEBUT (2012)



**Pininfarina in London** marks the world debut of the innovative system of urban public transport **Personal Rapid Transit (PRT)** developed in collaboration with **Vectus**, Korean company, leader in urban mobility solutions. Vectus concept is based on a system of small, light and driverless vehicles, efficiently navigating on a network of interconnecting tracks. It is an on-demand service: the passengers are carried from one point to another on demand, without intermittent stops, optimizing travel time. The simple, clean design of the vehicles was intended by Pininfarina to insert the PRT harmoniously into the

urban environment. The large windows, allowing passengers to enjoy the view, are integrated in a lightweight carbon fibre frame that can be customized with a choice of colors consistent with the urban style of the context in which the system will be inserted. The search for simplicity and universality of the forms makes the project suitable to be introduced in urban areas very distant and different from each other. Pininfarina team worked also on the styling definition of stations and tracks. According to **Paolo Pininfarina**, *"this is a further step confirming Pininfarina commitment in sustainable mobility. The system designed in collaboration with Vectus will provide a low emission transport solution, efficient, comfortable and excellent from the point of view of integration into the environment. In fact the first application of our project will take place in the nature reserve of the Bay of Suncheon, South Korea in 2013"*. A 1:18 scale model of the vehicle will be on display at the exhibition.

### LAVAZZA FIRMA (2012)



The new capsule system **Firma** has made its entrance into the world of coffee breaks, bringing all the quality of **Lavazza's** authentic Italian espresso into the office. Pininfarina Design, efficiency, elegance, quality, modernity and tradition: these are the qualities that underline the value of Lavazza's new system. The historic partnership Lavazza-Pininfarina, started in 1993, brought, over the years, the birth of iconic machines, from the Espresso Point, produced for decades in three main versions, to the long serie of Lavazza BLUE, until the most recent Lavazza in Black. *"The winning factor of such a long-term partnership - says Paolo Pininfarina - stands in the constant quest for innovative design elements, while respecting the characteristics and traditions of our partners. The look of the machine conveys a simple, clear style: even the new machines Firma have nothing in*

*common with previous ones, but they are clearly two machines designed by Pininfarina for Lavazza and we are very proud of them. A perfect mix of innovation and continuity"*.

### ARES LINE PREMIERE CONFERENCE CHAIRS (2012)



The innovative idea behind the **Première** conference chair is evident even when it is closed. Its compact volume gives small hints of how it will develop. The seat that is perfectly integrated into the whole, essential details like the ground supports, the lower handle, the continuous lines that are never static but lightly arched, the use of stylish materials, from polished aluminium to beautiful wood essences, all combine in a rare blend of elegance and practicality. The "Première" conference chair system won the **Wellness@Work prize** at the Milan Furniture Fair.



### COCA-COLA FREESTYLE® BEVERAGE DISPENSER (2011)



**Coca-Cola Freestyle®**, the proprietary fountain beverage dispenser designed by Pininfarina and the Industrial Design Team at The Coca-Cola Company, won the **2011 Good Design Award** for Industrial Design. Coca-Cola Freestyle, available all over the United States, utilizes innovative technology, combined with sophisticated, eye-catching design, to dispense more than 100 different beverages from a single freestanding unit. Each unit is touchscreen operated, enabling people to select from more than 100 brands, including waters, juices, teas, sports drinks and sparkling beverages, within the same footprint as a standard eight valve dispenser. *"The lines of Coca-Cola Freestyle - explains Paolo Pininfarina - were created with the user in mind, paying particular attention to aesthetic innovation and functionality. We believe the result is a product that is essential, advanced, and serviceable."*

### CALLIGARIS ORBITAL EXTENDING TABLE (2011)



Cutting edge design and technology meet on the **Orbital** extending table, designed by Pininfarina with the **Calligaris** technical studio, which devised the ingenious opening mechanism. The rigid polyurethane column, which can be painted black or white, makes the structure extremely stable, while the large central opening gives it lightness and character. The perfectly transparent glass top reveals the ingenious opening mechanism with its elegant metal arms. This uncluttered, minimalist system supports the two glass extensions, which open simultaneously from under the table with a fluid, circular movement. Fully open, the table can accommodate ten seats. All the metal parts are painted with a Matt Silver finish, with an

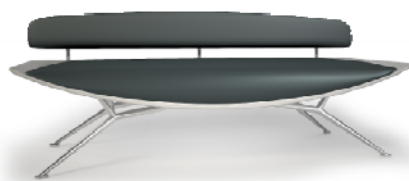
opaque silvery effect that enhances the whole. Orbital has won the **"Interior Innovation Award 2012"**.

### BOVET CAMBIANO CHRONOGRAPH (2011)



Combining a sporty design with prestige mechanics, the **Chronograph Cambiano** edition 2011 offers a high level of technical and aesthetic refinement. Following the example of its predecessor, from which it inherits certain aesthetic codes such as the oscillating weight and screws, the Chronograph Cambiano edition 2011 presents a varied topography united by a succession of curves and sharp angles. Architecturally rich, it is structured with contrasting finishes and surface treatments selected with meticulous attention to detail. The superbly proportioned Amadeo convertible case allows the timepiece to be used as a wristwatch, miniature clock, pocket watch or sports counter. For **Bovet**, Pininfarina has also designed the Tourbillon Ottanta limited edition, launched in 2010 to celebrate the 80<sup>th</sup> anniversary of Pininfarina.

### ARES LINE PF3 SOFA (2011)



Developing a range of armchairs and sofas for important, elegant waiting areas, for a wide range of uses (contract, the office, conferences and, why not, the home), was the goal reached with Pininfarina when the **PF3** line was created. It is an object that combines outstanding design with elegantly concealed modularity offering endless possible combinations. Particular attention was dedicated to eco-sustainability: the PF3 is a "green" product in every way, because it is 100% disposable.





### GUERLAIN HOMME COLLECTOR PININFARINA FRAGRANCE (2011)



**Guerlain Homme Collector Pininfarina**, Eau de Parfum Intense, is a limited edition of Guerlain Homme, the male fragrance launched in 2008 by the French perfume house, that can boast a bottle designed by Pininfarina. The solid glass bottle is sculpted with the curves that are typical of Pininfarina design and branded with the Pininfarina logo. It also has a transparent finish that makes it even more dynamic. The front of the bottle evokes another detail borrowed from Pininfarina experience: the slightly inclined grille. On the anthracite grey package, two curving red lines inspired by the shape of the male torso underline that it belongs in a world dedicated to virile energy.

### PININFARINA HELMET (2010)



A small jewel of Italian design and technology, the **Pininfarina helmet** is produced entirely in Italy. Its characteristic features are its shape and the optimal position of the aerodynamic “flow inlets” (on the crown), the special cavities in the (internal) polystyrene layer that increase air circulation and help to eliminate the heat, and the gusset design of the ultra-breathable interior, which also increases air circulation and eliminates heat. The combination of these elements lowers the temperature by more than one degree. Comparative tests with other jet models have shown that the Pininfarina helmet with its ventilated interior is the one that lowers the interior temperature most rapidly.

### GORENJE PININFARINA STEEL COLLECTION COMBINED FRIDGE FREEZER (2010)



In 2005 the **Gorenje** company from Slovenia produced and marketed a new range of domestic home appliances, including refrigerators, built-in ovens, hoods, hobs and dishwashers, with a design that highlights the layout of the controls, confirming the impeccable formal definition of the individual elements in the range in the choice of the materials, aluminium and steel. In 2006 the international Jury of BIO 20, the Biennale of Industrial Design, awarded the **Design Excellence Award** sponsored by the ICSID (International Council of Societies of Industrial Design) to the refrigerator designed by Pininfarina. The unit exhibited in London is part of the new “Gorenje Pininfarina Steel Collection”, a perfect combination of technology and timeless elegance. The fridge

freezer presents an innovative window allowing immediate view of the interior. Integrated in refrigerator's elegant silhouette is a vertical stripe made of black glass with an interactive touch screen. When it is activated, a square area of tinted grey glass in the middle turns into a transparent window to reveal a practical and exciting view into the fridge interior.



### BRIC'S PININFARINA SUITCASES (2010)



Pininfarina Extra designed a product family for **Bric's**, from rigid 24/48 hour cases to small leather goods. The family of soft suitcases was launched in 2010. Even for this type of product, the designer had to tackle the problem of revealing important technical-practical aspects in the shape, offering the user a real and perceptible added value. The aesthetic appeal of a travelling bag or suitcase must express the elements that guarantee its safety and practicality. The display in London includes the 4-wheel trolley, even in a cabin version, built by assembling 2 shells of Makrolon polycarbonate by Bayer with a zip closing protected by a PVC seal. There are also three products made with a particular polyamide fabric obtained with a Jacquard process using single-thread extra-tenacious nylon, a type of textile that is particularly resistant to tearing and wear: a two-handled briefcase, with a single compartment and padded laptop holder, a brief case with one handle and Tuk metal lock, and a Messenger bag.

### PANATTA SPORT PININFARINA BIKE (2009)



The collaboration between Pininfarina and **Panatta Sport** has produced a range of cardio fitness machines that combine innovative performance with a strong aesthetic impact. There are two versions, Platinum and Gold, each comprising 4 cardio fitness machines: Runner, Elliptical, Bike and Horizontal Bike. *"Attention to sport,"* says Paolo Pininfarina, *"has favoured our collaboration with Panatta Sport, involving us at all stages of the design process, from stylistic research to the three-dimensional development of all the details, right down to the joint development of the first prototypes. Our design team focused first on the elements highlighted by sport – the flexibility of the human body, and dynamism – before*

*concentrating on comfort and user-friendliness. These new cardio fitness machines reflect the guidelines of Pininfarina styling: the search for pure lines and aesthetic synthesis which, in the case of the car or of everyday objects, strives constantly to blend beauty and practicality, form and technology."*

### RIVA 1920 GIULIA ROCKING HORSE (2008)



A rocking horse created from a single piece of cedar wood sculpted to produce an agile, precise form, decorated with a leather-covered handle. It is a small rocking horse made entirely of solid wood by **Riva 1920**, with no potentially harmful finishing elements or glues. Only natural wood and the simplicity of an object that has entertained many generations of children. An original design from the Pininfarina team, applied to a playful object that is extremely user-friendly.



### HECK BOTTLE (2008)



Pininfarina has entered the wine business with its **Pininfarina Wine**, the fruit of collaboration with the **Heck Estates** winery in California. The first Pininfarina wine was “Vino Rosso 2005”, a red wine that is a blend from the Napa Valley (60% Cabernet Sauvignon, 29% Cabernet Franc, 6% Sangiovese and 5% Petit Verdot), created by the well-known winemaker Mia Klein. Pininfarina Extra created both the single bottle and the 6-bottle gift pack. “*This form of artistic expression,*” says Paolo Pininfarina, “*perfectly combines my passion for wine with Pininfarina’s passion for functional beauty.*”

### UNILEVER STYLE TECH TOOTHBRUSH (2007)



The **Mentadent Style Tech** toothbrush designed by Pininfarina for **Unilever** shows multilevel bristles and a metal inner part inserted in a body made of transparent plastic and rubber. “*The project – explains Paolo Pininfarina – takes origin from the idea of using design – seen as part of an engineering process of industrial goods of common use and as maximum expression of functionality and aesthetics – for revolutionizing the concept of an apparently simple object.*” Aesthetics, ergonomics and functionality, assured by the Pininfarina contribution, come together with an innovative

technology which allows an everyday-use object to combine metal and plastic in one producing process at a reasonable cost.

### TORINO 2006 OLYMPIC TORCH



The **Torch** is a concentrate of the skills of Pininfarina, which was an Official Supplier of Torino 2006. The company was responsible for styling, engineering and manufacturing 12,000 numbered torches for the Olympics and 150 for the Paralympics. The torch designed by Pininfarina had to meet much more stringent requirements than those for the Athens Olympics in 2004. The performance specifications of TOROC, the Organising Committee, demanded a flame that was extremely visible and resistant, with great scenic presence. Pininfarina produced a torch that was visible from a distance of 100 metres even in daylight, and resistant to rain, snow,

temperatures from  $-20^{\circ}\text{C}$  to  $25^{\circ}\text{C}$ , wind up to 120 km/h, and altitudes of 5000 metres. The Torch won the “**Lorenzo il Magnifico**” prize, the highest award from the Florence Biennale of Contemporary Art, with the following motivation: “*The Magnificent Lorenzo de Medici bows before the pure beauty of the Olympic Torch created by the multiform genius of Turin and the sublime master craftsman, Pininfarina.*” The Torch was recently included among 25 iconic objects that have changed Turin.



### GANCIA BOTTLE AND PACKAGING (2006)



Tradition, the territory and innovation. These are the cornerstones of the experience shared by two important Piedmontese families, the face of Italian genius around the world. **Gancia** and Pininfarina combined forces to create three new spumantes, setting off the excellent quality of the contents with Pininfarina's design for the bottle and packaging. The century-old experience inherited by the fifth generation of the Gancia family, the descendants of Carlo Gancia who invented the first Italian spumante in the mid-19<sup>th</sup> century, is contained in the elegant, exclusive form of the packaging designed and created for Gancia by Pininfarina Extra: three different bottles, individual packs and gift packs for three bottles.

### LANGE FLUID SKI BOOTS (2006)



The **Fluid** boot developed for **Lange** and presented at the Ispo Winter 2006 fair, embodies the innovation, dynamism and essence of Pininfarina design. Its construction is derived from the racing world, and the design incorporates the power and precision of a superb hull, guaranteeing outstanding smoothness in every type of skiing. The structure was designed for the Torino 2006 Winter Olympics, revolutionising the relationship between design and performance. Fluid has the best technological features of innovation and design to obtain the utmost in terms of performance and control for every class of skier. The boot seems to be a natural extension of the foot, so that the skier is always in contact with the snow, and it transmits energy/power from the body to the ski, for unbeatable control and precision.

### PRIMATIST G70' (2005)



In 2005 the **G70'** launched the collaboration with **Primatist**, where creative imagination merged with all-round performance, from comfort to safety and speed. Thanks to Pininfarina's stylistic input, the G70' stands out for the hydrodynamics and harmony of the shapes, and the precision of the detail, the result of elegant, refined stylistic research. *"The G70' is not just a boat,"* explains Paolo Pininfarina, *"but a sort of laboratory. Like a research prototype in the car industry, it is an example in which the most advanced technical and stylistic solutions are concentrated, so that the experimentation can benefit the configuration of the units that will make up the modulated range, in actual series production. As a result, the G70' is the forefather of a family of boats that will follow, from the G46', to the G53' and the B60'. It established the sinuous flow of the lines from prow to stern, the strong cut of the lines that sculpt the cockpit and the rear of the extending, retractable airtop to make the best use of the space below".* On display in London, a scale model of the yacht.





### ARES LINE Xten® CHAIR (2003)



The **Xten** chair of 2003 is still considered an iconic office chair. The strong formal impact of the Xten® is evident in every detail. The arms trace a sinuous symmetry, enveloping the rear shell, and standing out against the transparency of the net seat back. The presence of applied technology is clearly visible and reinforced by the use of polished or chrome-plated aluminium which seems to guarantee the declared intention of expressing styling and practicality.

### SNAIDERO ACROPOLIS KITCHEN (2002)



**Acropolis** is a versatile system that is not fettered by preconceived schemes. It overcomes the classic concept of horizontality, continuity and staticness, interpreting the kitchen in a relational and cosmopolitan way. The Acropolis is the fruit of a long-term collaboration with **Snaidero**, which in the last 20 years has produced successful kitchens like the Ola, Viva, Idea, Venus, Ola20 and Idea 40. It was prompted by the need to go further, to think of the radical transformation of the kitchen, starting from the behaviour of those who are involved in its rites. The idea is to have all the tools within easy reach, creating a nucleus around which the life of the family is organised and pulsates. The result is the continuous strip, a runway for the different tools. The circular shape develops the theme of the relationship between different volumes. High-tech materials like aluminium and steel identify the different functions, making them easily accessible. In London, a scale model on display.

### LAURETANA BOTTLE (2000)



*"The peculiar identity of the content contrasts with the extreme simplicity of the container, in the anticipated balance of weight and measurement"* (Paolo Pininfarina). In 2000 Pininfarina designed a 75 cc water bottle for **Lauretana**. The bottle had to be as light and transparent as the contents, worthy of the dining tables of medium and top class restaurants. In other words, extremely sober and elegant. After the initial sketches, drawings and joint graphical research, Pininfarina experimented with solid Plexiglas prototypes, choosing five. Once the model had been chosen, the feasibility studies began, for series production in glass using symmetrical dies, paying particular attention to the join of the two glass halves.



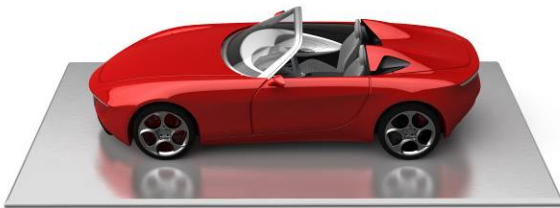
### CAMBIANO (2012) 1:10 SCALE MODEL - LIMITED EDITION 82 UNITS



The **Cambiano**, a luxury extended-range plug-in electric sports car, made its debut at the 2012 Geneva Motor Show, where it was voted the loveliest concept car of the Show. It is a new approach to luxury in the car, according to Pininfarina's school of thought. An elegant, sporty car that is refined and comfortable, an enticing combination of pure, cutting edge design and uncompromising engineering. It respects the environment in both the engine and the choice of

materials. And it is an expression of Pininfarina today, embodying all the company's skills in terms of style, planning and research in the field of sustainable mobility. The Cambiano, winner of the **Interior Design of the Year Award 2012**, is the first car to incorporate a contemporary video-art projection into the passenger compartment. The interior blends an elegant, modern design with comfort and environmental sustainability. Like the entire lower part of the passenger compartment, the floor is made of the recycled wood of the "bricole", the poles of European oak used to indicate the navigation channels and moorings in the Venice lagoon. The sculpture exhibited in London is made of cedar wood.

### 2UETTOTTANTA (2010) – 1:18 SCALE MODEL



**2uettottanta**: a name that evokes both the legendary Duetto and the years that Pininfarina has been operating; this concept car was launched to celebrate the company's 80<sup>th</sup> anniversary in 2010. The 2uettottanta has received the **Car Design of the Year Award 2010** and the **AutoDesign Award**; it represents an innovative vision, projected into the third millennium, of an issue that is strongly rooted in Pininfarina tradition, the 2-seater sports car. The 2uettottanta is also a tribute to the 100<sup>th</sup> anniversary of Alfa Romeo in 2010: the bond between Alfa Romeo and Pininfarina is one of the most important and long-lasting in motoring history, founded on men and on passion, design and cutting edge technology, and it

has produced an inestimable heritage of innovative, beautiful cars, with plenty of temperament.

### BIRDCAGE 75th (2005) – 1:10 SCALE MODEL - LIMITED EDITION 80 UNITS

MASERATI BIRDCAGE 75<sup>th</sup> 2005  
pininfarina  
©100



Pininfarina celebrated its 75<sup>th</sup> year of activity by launching the **Birdcage 75th**, which was developed with **Maserati** and **Motorola**, and marked a return to the idea of the dream car. It is a blend of a highly technological interior with a conventional sporty engine. The Birdcage 75th had its world preview at the 2005 Geneva Motor Show, and received the prize as the "**Best Concept**" from the American magazine Autoweek. It was also among the **10 "coolest concept cars"** of 2005, according to Forbes magazine, and it received the 2005 "**Most beautiful car in the world**" award and the 2006 "**Louis Vuitton Classic Concept Award**" as a functioning prototype and maximum expression of those

presented in the most important international Motor Shows of 2005.



## DINO 206 GT Coupé Speciale (1967) – 1:10 SCALE MODEL - LIMITED EDITION 80 UNITS



The new “Dino” brand made its debut at the 1967 Turin Motor Show with this car, powered by a V6 engine, the fruit of a project developed personally by Dino Ferrari before his premature death. The mid-engined architecture was the model’s main innovation. The styling is characterised by a longitudinal line that runs all along the car, terminating in the truncated tail. The groove on the side terminates in the air intake for the engine, one of the characteristics that combine style and practicality. Scaglietti built about 150 examples of this car.

## CISITALIA 202 BERLINETTA (1947) – 1:10 SCALE MODEL - LIMITED EDITION 80 UNITS



The **Cisitalia 202** is perhaps Pininfarina’s best-known post-war car. Arthur Drexler described it as a “Sculpture in Movement” for its essential plastic form. It was the first car to be exhibited in a Modern Art gallery, the **MoMA of New York**, and it is still part of the Museum’s permanent collection. Innovative elements: the inclined, twin windscreens, the bonnet that is lower than the wings and the broad horizontal grille. Approximately 170 Berlinetta and Cabriolet examples of the car were built.

## PININFARINA: MORE THAN 80 YEARS OF CREATIVITY

More than 80 years of style, formal beauty and projects. The history of a brand, Pininfarina, that has brought Made in Italy all over the world being inspired by values such as creativity and innovation never forgetting tradition, combining cutting-edge stylistic shapes and technical solutions aimed at functionality. But it is also the vision of an industrial reality in transformation. Born in 1930 as a small artisan Carrozzeria, through a long process of growth and transformation, ideas and creativity, often ahead of its times and adapting to the deep social, economic and technological changes, Pininfarina has evolved from an artisan concern to an international group that is a worthy global partner to the motor industry. Today Pininfarina has offices in Italy, Germany, Sweden, Morocco, China and the United States. And it is a lean, reorganized Company, focused on what knows best: design, engineering, research applied to sustainable mobility. *“The years have passed, men have changed,”* comments the Chairman Paolo Pininfarina, *“but the genes of Pininfarina today are the same as in the Thirties: the central role of design, aesthetic sensitivity that creates timeless beauty, a constant striving towards innovation, the strength of a tradition that blends industry, technology and stylistic research, the capacity to interpret our clients’ needs without altering our brand identity, and a propensity for long-term collaboration. These values,*

*combined with the commitment of all concerned, will build bridges to the future.”*

What about so many models designed for Ferrari, Maserati, Alfa Romeo and other prestigious brands? Many of Pininfarina’s creations have entered prestigious national and international museum collections like the MoMA of New York, which has had a Cisitalia 202 Berlinetta on display since the 1940s. Pininfarina design has received endless awards in its 80-year history, the most recent being: the “Louis Vuitton Classic Concept award” for the Maserati Birdcage 75th, the “red dot award 2008” for the Sintesi; the “Compasso d’Oro 2008” for the Nido, the Trophée du Design as the best designer of 2009 and the Interior Design Award of the Year 2012 for the Cambiano. Sergio and Battista “Pinin” Farina have both entered the famous European Automotive Hall of Fame, an institution created to celebrate the men who have made motoring history. If Pininfarina is famous all over the world for car design, Pininfarina Extra expresses its philosophy in all sectors of life where beauty meets elegance, essentiality and comfort. Born in 1986, Pininfarina Extra is specialised in product and interior design, architecture, sailing and aircraft, with over 400 projects to its name developed in 25 years. Among its partners, Alenia Aeronautica, Bovet, Coca-Cola, Juventus, Lavazza, Snaidero, Unilever.

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