



Pininfarina design stars in Brazil

Paolo Pininfarina will give a lecture on design as part of the seminar "Turin Design Attitude", organised by Brazil's prestigious FAAP university

A second nautical project with the Brazilian company Schaefer: the Phantom 800

Turin, October 17, 2012 – **Paolo Pininfarina** will give a lecture entitled "Design driven by innovation: Turin's success story" during the Semana Integrada de Artes Plásticas, organised by the **FAAP** University of Brazil. The lecture will be part of the **Turin Design Attitude** seminar, which FAAP - Fundação Armando Alvares Penteado, one of the oldest and most prestigious Brazilian design institutions, has organised with the **Turin Chamber of Commerce**.

The event aims to celebrate the partnership between the Turin Chamber of Commerce and Sao Paulo University, which was forged to establish contacts between Italian and Brazilian firms working in the design field. The event will open with an introduction by **Patrizia Ludi**, head of the TO-Design in the World project, who will illustrate the excellence of the design system in Turin.

"We accepted the FAAP invitation with enthusiasm," said **Paolo Pininfarina**, the Chairman of Pininfarina Group, "because we believe that our skills will be met with interest and application on the Brazilian market. We have been working for several years successfully in the nautical sector with one of the main luxury shipyard, Schaefer, and the excellent results of this partnership encourage us to continue to invest in Brazil."



The collaboration with **Schaefer** was formalised in 2010, and its first fruit was the **Phantom 620**, which was presented at the Sao Paulo Boat Show in 2011. A second gem is already under preparation: it is an **80 foot yacht**, for which Schaefer has given Pininfarina full responsibility **for the interior design**. "The results achieved with the Phantom 620 are an excellent starting point for the new project. It is a magnificent example of

warm technology: a perfect blend of passion and innovation," added Paolo Pininfarina. "We will apply the same philosophy to the new project, looking for refined, futuristic solutions that will satisfy the most demanding clientele."

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