



## Spotlight on Pininfarina design at the 2012 Furniture Show

*The Idea 40 kitchen for Snaidero, the modular Alyon divan for Calligaris, the Prima bathroom line for BluForm, a lamp in recycled cask wood for the Community of San Patrignano*

*A sculpture in Venice briccola wood that reproduces a full scale Pininfarina Cambiano, elected the "most beautiful concept car at the Geneva Motor Show 2012", on display on the Riva 1920 stand*

Turin, 17 April 2012 – The 2012 edition of the **Milan Furniture Show** presents an array of new **Pininfarina-designed** designs. The Company's historic cooperation with **Snaidero** has generated the new **Idea 40 kitchen**. For **Calligaris**, Pininfarina has designed the new **Alyon modular divan**. The **Prima bathroom line** is the result of a new cooperation agreement with **BluForm**. And there had to be some reference to the world of cars: in fact the **Riva 1920** stand is showing a **wooden sculpture** reproducing in full scale the **Cambiano** concept car presented by Pininfarina at the recent Geneva Motor Show.

The new kitchen designed by **Pininfarina** for **Snaidero** joins other models signed by Pininfarina over the past 20 years: the Ola, Viva, Idea, Acropolis, Venus and Ola 20. Reinterpret a classic with a modern, rational approach mixing severity with elegance: that was Snaidero's ambitious challenge for refurbishing its Idea kitchen, the first ever handle-free kitchen. Created in 1972, the Idea line was an immediate success as an elegant design with clean-cut contours based on a balance of severe volumes and plays of softly delicate features. In 2000 Snaidero commissioned **Pininfarina** to carry out a restyling and the model was given a new freshness, in addition to elegance and refinement. In 2000 the project also won the Chicago Design Atheneum **Good Design Award**.



In 2012 Snaidero is presenting a new Idea interpretation with **Pininfarina**. Neater, more severe, more technological. Idea 40 (it is exactly 40 years since the first edition) is a seductive combination of design, rationality and top quality materials, formal balance and uncompromising technology. A message of order, austerity, simplicity and aesthetic purity. Minimalism that is "toned down" by an emotional use of materials and surface treatments. With Idea 40 Snaidero relaunches high gloss metallic lacquers, a technology that the company introduced in the '90s through its cooperation with **Pininfarina**, which had imported it from the automotive sector. Alongside Idea 40, the Snaidero stand presents another kitchen designed by Pininfarina, the **Ola 20**, which won the **Good Design Award** in 2011.



One year after the great success of the **Orbital** extendable table which won the **2012 Interior Innovation Award**, **Pininfarina** is back working with home design leader **Calligaris**: the Furniture Show sees the debut of the **Alyon**, an innovative padded seat project. Absolutely leading edge with readily recognisable aesthetics, the Alyon is an integrated system of padded seats, surfaces and compartments with accessories. It is available in various

compositions – including units for small spaces – with a corner piece, chaise-longue and decorative cushions. The seats conceal poufs/containers and drawers. The pouf has a stiff padded surface and conceals a compartment and a handy cushion which can be removed and laid on the surface to turn the pouf into a comfortable seat. The unmistakable **Pininfarina** touch marks the sculptural support of the chaise-longue which recalls the details of luxury cars.



**Prima**, the new **Bluform Design bath concept**, is the outcome of a mix of **Pininfarina's** stylistic research and the Italian-made production of **BluForm**, which has been creating bathroom furniture and fixtures for more than twenty years. Soft lines inspired by flowing water define the refined ergonomics of the entirely modular furnishing, the walk-in shower done in glass and Korakril® (Polyester free) and tub in Korakril® (Polyester free) in the wall or corner versions, both recessed and free standing. The use of exclusively Italian materials is combined with tailor-made production and the high quality handmade finish of every piece at the BluForm plant, in cooperation with the top local craftsmen.



The **Riva 1920** stand is displaying a project that is unusual for the Furniture Show, born out of cooperation between Pininfarina, Riva, the SCM Group and Licom System: this is a car done entirely in **Venice briccola wood**, an authentic sculpture showing a full scale reproduction of the **Cambiano**, the concept car that Pininfarina presented at the last Geneva Motor Show where it was elected "most beautiful concept car of Geneva 2012". 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.

Also present at the Show are social initiatives like the project "**Barrique, the third life of wood**", born out of an idea of the Riva brothers who invited 31 international designers to design an object without any fixed brief but employing the 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. The lamp produced by Pininfarina will be shown at the **exhibition "Barrels reborn at San Patrignano"**, inaugurated today at the Furniture Show. The project will be entirely donated to San Patrignano and the products, produced by the inmates themselves, will later be sold through the Community's commercial network.



For further information: [www.pininfarina.com](http://www.pininfarina.com)

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