



Pininfarina's corporate website wins the Italian Web Awards

This important recognition was given to DGTmedia web agency that has taken care of the entire project, from concept to graphic design, from the contents management to the development of the technological infrastructure

Turin, November 28, 2012 – At the competition organized by **Premio Web Italia 2012** (Italian Web Awards) only 100 works out of 1,500 proposals have reached the final. But only one was assigned the ambitious **award** in the category "special award for companies": the **site** of the **Pininfarina Group**.

An important digital project, which went online on the occasion of the 2012 Geneva Motor Show, fruit of coordinated work between the two teams: the one of the **communication department** of the **Pininfarina Group** and the one of **DGTmedia**, the web agency that has fielded a team of professionals in different areas.



The result is a site that immediately transmits in a direct and strong way those values and the ability to innovate that have made Pininfarina famous worldwide. The award was motivated as follows: *"For having effectively transferred an industrial concept into a digital design, maintaining its original charm"*.

The website is characterized by a graphic strength with a great impact showing the Company's core business: projects and ideas. Focus of the site is the innovative approach in handling and presenting the content: taking cues from storytelling and in accordance with the principles of Anglo-Saxon journalism, the web agency has conceived and realized a dynamic portal that combines the typical simplicity and conventions of the "analogue" functions of old media with the innovation and interactivity of the new digital interfaces of mobile devices.

The portal provides information about Pininfarina, what it does, how it does it and why: each project relates a story – a design story – that, through organization of contents and numerous attractive graphic and multimedia contributions, conducts the user along a fascinating path between past and future, in a continuous discovery of the Company's unequalled heritage of knowledge and skills.

Visit: <http://www.pininfarina.com>

Please also follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial