



The Tourbillon OttantaTre designed by Pininfarina for Bovet displayed at Mauto of Turin

The exhibition "Design e Territorio II" presents 40 projects developed in Piedmont and Valle d'Aosta selected to participate in the selection of the ADI Design Index 2014

Turin, October 15, 2014 - The **Tourbillon OttantaTre** designed by **Pininfarina** for the Swiss maison **Bovet** will be among the protagonists of the exhibition "**Design e Territorio II (Design and Territory)**", scheduled at the **Mauto - National Automobile Museum of Turin** from **October 16 to November 2, 2014**. On display, 40 projects selected by the Observatory Piedmont and Valle d'Aosta to participate in the selection of the ADI Design Index 2014.



The **Tourbillon OttantaTre** is the third Tourbillon from the Bovet by Pininfarina Collection and, like the previous versions, it was intended to celebrate in 2013 an anniversary, Pininfarina's 83rd, by highlighting the characteristics shared by the two partners: tradition and innovation, advanced technology and outstanding manufacture.

The DIMIER 1738 movement (Bovet's Manufacture de Haute Horlogerie Artisanale) ideally accentuates the identity of the two houses, while perfectly meeting the demanding set of specifications jointly agreed by Pascal Raffy and Paolo Pininfarina. Tradition and avant-garde vision, technical sophistication and craftsmanship, design and Haute Horlogerie: such are the apparently antagonistic criteria that Bovet and DIMIER have succeeded in orchestrating into an entirely consistent whole. With the *OttantaTre*, Pininfarina explores a new concept of modern luxury that stands out for its elegance and formal purity combined with superb technological complexity. The *Tourbillon OttantaTre* is available in red and white gold, in a limited edition of 83 units for each version.

ADI Design Index is the annual publication of ADI - Association for the Industrial Design, that collects the best Italian design put into production, selected by the Permanent Observatory of ADI Design. With the exhibition "Design e Territorio II", the Delegation Piedmont and Valle d'Aosta wants to offer a snapshot of local excellence that operates in the world of design: from products to services, from theoretical research to business processes applied to design.

*"It's admirable that local talents operating in the world of design at 360 degrees will be highlighted through an exhibition - comments **Paolo Pininfarina**, Chairman of Pininfarina Group. – The values we share with Bovet naturally result in the creation of exceptional timepieces that fit consistently into the tradition of our collaboration, presenting extraordinary and innovative elements that stand out in today's haute horlogerie segment. In this sense, the *OttantaTre* best expresses both the know-how of the territory and our ability to make the most of collaborations with international prestigious partners".*

"With this initiative we want to photograph and share a stage of the process leading to the ADI Index in order to promote in a transparent manner the effort and the important results that every day companies, schools and professionals of the area make to feed the world of design and its local excellences" says César Mendoza, Chairman of the Delegation.

You can follow Pininfarina on Facebook and Youtube:

www.facebook.com/PininfarinaSpA

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