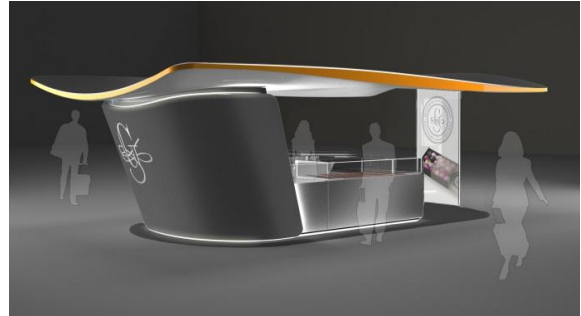




## Gobino and Pininfarina, two examples of excellence from Turin join forces in the name of taste

Turin, 4 June 2014 – The new **Guido Gobino chocolate tasting and sales point** designed by **Pininfarina** opens at **Turin Airport**.

Two names synonymous with excellence made in Turin have come together to create a new and original space dedicated to chocolate: on Wednesday the 4th of June, the new Guido Gobino chocolate tasting and sales point opens in the Departures lounge of the Turin - Caselle Sandro Pertini Airport: a unique space where the elegant and innovative design of Pininfarina meets the chocolate-making skills of creative artisan Guido Gobino.



A special place, conceived by Pininfarina with the aim of merging lightness and elegance in a combination of unusual simplicity. The shop's architecture is characterised by a covering surface that is as light as a leaf, hovering gently and suggesting the idea of flight, seen as the exploration of taste, capable of inspiring dreams of new destinations. Simple ingredients to convey the most intense emotions. Visitors to the shop can taste and buy all the products from the Guido Gobino Selection and, at the same time, find exclusive specialities, ideas and original packages dedicated to travelling: small quantities to be eaten quickly, designed for carrying on board, either for personal consumption or to give as gifts, or even just to sweeten your departure.

The inauguration of the tasting point in the airport coincides with the 50th anniversary celebrations of Guido Gobino's activity as a master chocolatier. The opening of this new space has been purposely conceived for this year and it joins the existing shops in Turin (Via Lagrange 1) and Milan (Corso Garibaldi 39), along with the historical shop in Via Cagliari where the workshop is located. It is a space chosen to highlight the originality of the ideas behind Guido Gobino products, fruit of imagination and the desire to discover and add new horizons to the world of chocolate.

*"The partnership with Pininfarina - explains **Guido Gobino** – began several years ago and has resulted in a series of shared projects. So it seemed natural, for the accomplishment of a high quality project in a place as strategic as Caselle Airport, to contact a company like Pininfarina, which represents local excellence famous all over the world."*

*"We are proud to present the second product of our partnership with Guido Gobino, begun with the N'Uovo project in 2007 – says chairman **Paolo Pininfarina**. – A partnership which combines the value of Piedmont's identity, the excellence of design, the search for quality and cooperation between enterprises situated within the territory."*

New Guido Gobino Tasting and Sales point  
Opening hours: every day from 7.00 a.m. to 8.30 p.m.  
Departures Hall, Sandro Pertini Airport, Caselle, Turin



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