

Forever Pininfarina AERO The new napkin stylus signed by Pininfarina

Following the global success of Forever Pininfarina Cambiano, AERO was born to shape the eternity: body in aerospace aluminum and tip in Ethergraf allowing to write limitless with no ink and no refill.

World premiere in the Pininfarina Wind Tunnel.

Turin, October 3 2016 – It looks forged by the wind, that has carved the body to confer a unique and charming shape: the one of eternity. This is **Forever Pininfarina AERO**, the new stylus realized by **NAPKIN** with **Pininfarina** design. In virtue of these features, the debut will take place in the **Pininfarina Wind Tunnel**, where a 5:1 scale model of the product will be tested, giving life to a suggestive effect evoking the creation process of the object.



The collaboration between the two companies, started in 2014 with the goal of innovating **looking at the future as source of inspiration**, continues with a product characterized by the strong personality. AERO is in fact a stylus characterized by a revolutionary design, starting from the empty body, realized in **aerospace aluminum (Ergal)** and forged by a twisting force, to gift lines evoking the symbol of eternity. Thanks to a hand-crafted production and the use of advanced tools of precision mechanics, in fact, AERO is characterized by a **strong dynamism**, enhanced by the lines that

create a continuous rotation of the object generating an effect capturing the gaze and the mind of the man looking and using it.

The interior of the body in **blue** adds a touch of elegance, typical of Pininfarina design, symbol of the Made in Italy style in the world. AERO is an extraordinary combination of **design** and **technology**, completed by the tip in **Ethergraf**, the innovative metal alloy (patent pending), conceived and produced by NAPKIN taking inspiration from Leonardo Da Vinci's studies on the silver tip, able with no graphite and no ink, to leave a **timeless mark**, soft as the first one and indelible as the second one.

The stylus, characterized by essential and light lines (17 grams) is completed by a **rough** and **solid base**, realized in concrete: different and contrasting materials that create an attraction to give life to an exclusive object, expression of an inspiration able to overcome the already well known shapes and to be used to express our creativity to be translated on the paper with a unique mark and a style.

Master artisans, as for all the NAPKIN products, have been involved in the production of AERO: the manufacturer of the mold (Mecom, Brescia), the artists who composed the blend of the tip (NuoviGioielli, Vicenza) and the authors of the 'sculpture' in concrete sustaining the stylus (CreaCemento, Brescia).



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In the next days, AERO will be on sale, in a package that includes base and stylus, in over 600 points of sales in Italy and in 20 countries around the world (and in the Pininfarina online store store.pininfarina.com) at € 120.

The collaboration between NAPKIN and Pininfarina started in 2014 with Forever Pininfarina Cambiano, a stylus that has received strong appreciation from the market (over 60.000 units sold around the world) and from the critics, with the recognition of the prestigious magazine "Le Stylographe" as the 2014 best and most innovative writing tool (and the selection, in Italy, among the projects competing for the Compassod'Oro). The same object has been reinterpreted in an exclusive dress for the ICON 85 Collection (dedicated to the 85 years of Pininfarina) and in the Millennial Kauri version, the rarest and more ancient wood in the world.

*"The concept of eternity has always inspired our creativity, our dream is to create timeless beauty – affirmed **Paolo Pininfarina**, Chairman of the Group – AERO was born to give life to eternity. In the lines, elegant and essential, evoking its silhouette. In the function that, thanks to the tip in Ethergraf, allows to write limitless".*

*"AERO – added **Davide Fabi**, one of the founders of NAPKIN – is a timeless object, that from one hand takes inspiration from the future giving a revolutionary interpretation and on the other presents elements evoking the history and the Italian genius. AERO is able to stimulate the creativity of those who love beauty".*

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