

The VENTO Collection designed by Pininfarina wins 2016 GOOD DESIGN™ Award

Turin, December 14, 2016 – The Signature Series by Ronbow® has won a **2016 GOOD DESIGN™ Award** for the **VENTO collection designed by Pininfarina**. GOOD DESIGN™ is the world's most prestigious, recognized and oldest Design Awards program organized annually by The **Chicago Athenaeum** Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. This year marked the most significant year for GOOD DESIGN™ with the world's critical mass of FORTUNE 500 companies and the world's foremost design firms participating.



The Pininfarina team translated the unmistakable identity of the brand into a variety of **highly stylized** and **functional bathroom pieces**, expressed throughout the VENTO collection. The VENTO or "wind" collection in Italian emphasizes an **elegant, sleek** and **innovative sinktop design** inspired by perfectly smooth snowdrifts carved by fast, strong winds. The Italian grace, sex appeal and flair are all conveyed in the sinktop. Offered in white ceramic or matte white solid surface, these smooth sinktops possess an integrated soap dish that almost appears as an island shelf, extra levels of work space and an integrated flush-with-sink bottom drain cover for seamless design.

"This year's historic 66th Good Design program" states **Christian Narkiewicz-Laine**, Museum President, The Chicago Athenaeum, "recognizes the work of thousands of designers and manufacturers worldwide who have successfully undertaken the design challenge to produce the best and most outstanding design products across the globe to our large and expanding global consumers".

"For Ronbow to have won this prestigious award from such a respected institution is a great honor" says **Jason Chen**, CEO of Ronbow. "Our Signature Series aims to give new meaning to luxurious furnishings by bringing non-traditional designers into the bath realm. Pininfarina exemplifies the art of craft and design through their unconventional VENTO collection."

"The design for Vento Collection was conceived to combine elegance and pureness, taking inspiration from natural elements. We are proud of this important recognition, which confirms the value of the project" affirms **Paolo Pininfarina**, Chairman of the Group. "The partnership with Ronbow gave us the opportunity to bring beauty in the bathroom environment; we will soon present the second stunning result of our collaboration".

For 2016, the Museum received submissions from several thousand of the world's leading manufacturers and industrial and graphic design firms from around the world representing the most important and critical mass of influential corporations worldwide in the design industry from over 55 countries. In October, the 66th GOOD DESIGN™ jury met in New York and Los Angeles where they



selected over 900 product designs and visual arts projects from over 46 nations worthy of the GOOD DESIGN™ Award for their Design Excellence.

About GOOD DESIGN™

GOOD DESIGN™ is the world's most prestigious, recognized and oldest Design Awards program organized annually by The Chicago Athenaeum Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. GOOD DESIGN™ covers new consumer products designed and manufactured in Europe, Asia, Africa, and North and South America. The trademarked awards were created in Chicago in 1950 by architects: Eero Saarinen, Charles and Ray Eames and Edgar Kaufmann, Jr. For 2016, over 900 new products and graphic designs were selected from over 46 countries for new electronics, transportation, medical equipment, protective equipment, energy systems, robotics and bionics, building products/materials, furniture, textiles, industrial, environments, hardware, bath and accessories, kitchen/appliances, floor and wallcovering, tabletop, household products, personal, office products, transportation, children's products, sports and recreation, lighting, tools, and graphics, branding, and packaging from Europe, Asia and the Americas.

About Ronbow®

For over a decade, Ronbow® has been a leading global company in the design industry that produces luxury bathroom furnishings with a focus on wood and ceramic products. Founded by CEO and owner Jason Chen in 2002, the company is family run and continues to build on its exemplary reputation for quality, luxury and design innovation. From rich traditional to classic contemporary and refined European collections, Ronbow offers a multitude of styles and finishes to complement any design aesthetic. The highly-acclaimed Signature Series by Ronbow is a diverse collection of extreme quality and refined luxury with globally trendsetting bathroom products designed by the world's premier artists, designers and design firms, bringing together 11 new collections from nine top European designers under one brand. Leading designers include: Phoenix Design, Kurz Kurz Design, Pininfarina, Ora Ito, Matteo Thun & Antonio Rodriguez. Approved by the Sustainable Furnishing Council, all Ronbow products are eco-friendly and rely on sustainable materials whenever possible. The company is based in the San Francisco Bay Area (Fremont, Ca.) and owns two large-scale manufacturing facilities in Shanghai, producing their furniture, stone and ceramic, ensuring the highest quality products available. Ronbow products are installed in millions of homes and businesses and are sold and distributed in select showrooms and retailers worldwide.

About Pininfarina

Pininfarina is a 360° design house of international repute and a symbol of Italian style in the world. Pininfarina has designed in the fields of transportation, electronics, sporting goods, furniture/home equipment, machinery, consumer products, graphic design and packaging, architecture and interiors. For over 86 years Pininfarina has partnered with the most prestigious firms and brands transferring the values of elegance, purity and innovation that have historically characterized the Pininfarina identity and unmistakable line resulting in icons of timeless beauty. Pininfarina Extra has its headquarters in Italy and offices in Miami, Pininfarina of America, dedicated to the American market.

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