



## Magnat LZR980 by Pininfarina

### 2015 Good Design Award to the “Beauty of Sound”

*The Chicago Athenaeum assigned the award to the over-ear headphones designed by Pininfarina for Magnat*

February 5, 2016 – The headphones **Magnat LZR980 designed by Pininfarina** won the **2015 Good Design Award** assigned by the **Chicago Athenaeum**.

The 2015 **GOOD DESIGN**® Awards were announced by the Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press, organizers of this annual Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. The Magnat LZR980 were selected in the category 'Personal'.

Conceived around the desires of the **modern gentleman**: beautiful, elegant, top performing, to be used in every moment and place of his life, while working, travelling and in the leisure. Dedicated to those who love beauty in all its expressions, the Magnat LZR980 by Pininfarina are the result of a perfect combination between **German high technology** and **Italian exclusive design**. The Pininfarina team conceived the product as a unique shape characterized by sculptural and dynamic surfaces. The outstanding design by Pininfarina is paired with Magnat's innovative laser technology that grants **top level performances**. Pininfarina designed also the packaging of the headphones, a unique case strongly consistent with the product.



These over-ear headphones set a **new standard in sound quality, ergonomics** and **elegant design** and they've proudly be awarded with the 3<sup>rd</sup> best headphones in the overall ranking.

*“The Good Design Award is a further confirmation of the excellence of the partnership with Magnat”* affirmed **Paolo Pininfarina**, Chairman of the Group. *“When cutting-edge technology meets exclusive and innovative design the results are products able to revolutionize the industry, real objects of desire that stand out of the competitive arena, as the Magnat LZR980 by Pininfarina. Outstanding headphones, able to combine performances and emotions, conceived to enjoy the Beauty of Sound”*.

*“Our partners at Pininfarina did a marvelous job in creating a beautiful chassis for our high-end headphone technology. The Good Design Award confirms once more that the best technology can easily fit into a flawless design for the perfect symbiosis of looks and performance. We are very happy and proud to receive this award for the Magnat LZR980 by Pininfarina”* says **Mark Finger**, CEO of Magnat Audio - Produkte GmbH.

More info at <https://chi-athenaeum.org/personal-2015/2015/12/20/magnat-lzr-980-2014-2015/>

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