



Cisco Sparks highlights Pininfarina expansion in a film-quality video

Teaser presented at SXSW Conference



Austin, TX – March, 20 – Cisco well-known for its culture of innovation created an activation Haus at **SXSW Conference** through **Cisco Sparks**, the cloud service that together with The Cisco Sparks board, a touch-based, 3-in-1 collaboration device, aims to unify communications offering disruptive solutions to office environments.

To showcase the wonders of this new product, Cisco Sparks invited Pininfarina as their preferred partner to create a film-quality video of our design patrimony, showing how Pininfarina has technology embedded in the everyday and innovation as part of our history.

The production house was submersed in the Pininfarina headquarters in Turin, Italy to understand and register how the Pininfarina design expansion took place.

“Starting from our car design heritage, my team has realized hundreds of projects from airplanes to yachts, from furniture to luxury goods and architecture” says **Paolo Pininfarina**, Chairman of the Group. *“We love to imagine future scenarios and design innovative solutions to improve the quality of life”*.

With **Pininfarina Extra** and now **Pininfarina of America**, Pininfarina attends to design services in the sectors of Transportation, Architecture, Industrial Design, Graphic Design, way beyond only auto design. It is an international renowned design studio able to connect sectors and design beyond products, creating systems. This history is now part of this unique Cisco Sparks video series production and the teaser was released during the SXSW Conference.

Paolo Trevisan, Pininfarina of America head of Design & Architecture, and Claudio Da Soller, head of Sales & Marketing, have been invited to talk about the expansion of Pininfarina in America. *“The American market is very exciting and innovative, always evolving. Perfect ground to broaden our skills and enlarging our Vision within the Pininfarina tradition as an elegant innovation”* said **Paolo Trevisan**.

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