

ONDA

outdoor furniture collection designed by Pininfarina for Higold

Spoga Fair, Cologne – September 3 - 6

Pininfarina Architecture authored Higold booth for a total integration between space and furniture

Turin, September 1st, 2017–**Pininfarina** and **Higold** launch at **Spoga Fair** in Cologne **Onda**, an outdoor furniture Collection. Onda was born to blend in different environments and, at the same time, to make them unique.

Being conceived for the outdoor, the Pininfarina design team took the inspiration from the **dynamism**, **elegance** and **purity** of the **ocean waves**, the empty space that is created when a wave is broken, resulting in to a hollow or tube wave (*onda* in Italian).



The heart of the Collection is the **structure**, an aluminum band sustaining the cushions and becoming the **iconic element** of the whole Collection. Characterized by fluid lines - as the ones of the wave - the band beyond being an aesthetic element becomes also a functional element, a rigid armrest that can be used to lean objects. The choice of the materials come from the **Pininfarina 360° design experience**: the **aluminum** – coming from the **carsector** - for the structure , the **fabrics** – used in the **yachts** for its resistance – for the cushions.

The Collection is composed by a modular sofa, a two seats sofa, a armchair and a coffee table.

"We have looked at the magic of nature to give life to Onda which is distinctive and, at the same time, able to be integrated in different environments. Technology and know-how coming from different sectors make it really unique" affirms **Paolo Pininfarina**, Pininfarina Chairman.



"Pininfarina always brings breakthrough visions and futuristic designs to the world. The design of Onda is influenced by car design in the technology and in the use of top materials. We are sure the new revolution is ready in the outdoor furniture industry!" affirms **Alwin Ou**, Chairman of Higold Group.

Pininfarina has also authored the **Higold booth** at **Spoga Fair** involving the team of **Pininfarina Architecture**. The goal of the design was to create an outstanding space able to be consistent with the design of Onda Collection and, at the same time, emerge in context of the fair.



Onda is the second project born from the collaboration between Higold and Pininfarina, after the Higold headquarters in Shunde presented in March 2017 (more info about Higold headquarters: http://pininfarina.com/en/higold_headquarters/higold_headquarters.htm).

Come and visit Higold booth Hall 3.1 – Stand B020 – D021

About Higold

Higold is a cutting – edge high - tech company, with a high level engineering and technology research center. Higold is active in the fields of kitchen hardware, sink, closet hardware and outdoor furniture. The firm has more than 300 independent innovation patents and won a Red Dot Design Award. Higold exports over 86 countries globally and its distribution network covers more than 100 cities all over China.

About Pininfarina

Pininfarina is an internationally renowned design house, since more than 85 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States.

Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra to extend the company's competence outside the automotive world. In 30 years of activity, Pininfarina Extra has developed over 600 projects under the guidance of Chairman and C.E.O. Paolo Pininfarina (now Chairman of the Pininfarina Group). The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures).

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