



pininfarina

HOME DESIGN

New products from Pininfarina Home Design at the 2017 Furniture Fair

The projects developed with Morfeus, Reflex and Res make their debut

Milan, 4 April 2017 – Pininfarina Home Design project, the **home interiors according to Pininfarina**, acquires new elements and unveils them as a world preview at the **Milan Furniture Fair**. Two new partners participated in their design: **Res**, which introduces a **new concept of flexible door**, and **Morfeus**, which displays a collection dedicated to high-tech **sleep systems**. After contributing to the creation of a coordinated system for the living room, **Reflex** widens its line-up by launching innovative products for the **sleeping area**.



Pininfarina Home Design embodies **Pininfarina's vision of interior space**, which takes tangible form in a **furniture collection and proposals** for the different rooms of a home, combined with Pininfarina's capacity to design **architectural interiors** characterised by a unique, sophisticated and innovative style.

The partners

The project was born of collaboration with partners of excellence, with long-standing experience in their respective sectors. Among the first to adhere were **Reflex** for the **Living Area**, **Snaidero** for the **Kitchen**, and **Casalgrande Padana** for **Ceramic Products**. Now the project has been joined by **Morfeus** and **RES**.

Res, the door reinvented

Flexi embodies a new concept of door: it is the first ever flexible door, the standard bearer of the purest essentiality. A trailblazing project that combines the extensive experience acquired by Res in the design of interior doors with Pininfarina's elegance and unmistakable style. Putting a prize on integration and flexibility, this innovative product is destined to change the very notion of door. By making use of an unprecedented technology, Wood-Skin@Inside, the product gets rid of the hinges and takes shape as an uninterrupted surface.



Innovation is the keyword: the body of the door becomes one with the jambs, generating a highly integrated system, made possible by a special milling technique that gives panels the ability to bend. With this process, rigid materials get a new life, as their form evolves from flat to three-dimensional, like an origami. Flexi explores new horizons for interior door design with all the elegance, the purity and innovative contents that come with Pininfarina's distinctive design.



Morfeus, high-tech ways to sleep better

For the first time at Milan's FuoriSalone, with a fully dedicated event, Morfeus presents Fluxair, a collection styled by Pininfarina that makes use of high-tech systems to ensure a good night's sleep and superior wellbeing. This is the first collection to benefit from the technology of the materials of which the mattresses are made to keep the cell regeneration process active throughout the sleeping period, help neutralise the oxidising action of free radicals, thereby slowing cellular ageing, stabilise the temperature of the body, and improve circulation with an effective cardio-vascular preventive action.



Thanks to the special synergy attained by research into advanced mattress materials, ergonomic design, sleep physiology and Pininfarina design, FluxAir mattresses have established new reference standards and serve as advocates and ambassadors of excellence in research and Italian manufacturing skills and design the world over.

Reflex, the Segno bed

The Segno collection developed by Reflex for Pininfarina Home Design extends from the Living area to the bedroom. Debuting in Milan is a bed with a unique personality, conceived for the most refined and stylish home environments. The Pininfarina team, in fact, has worked to give the product dynamic and sensual lines that get across a vivid impression of lightness.



The Segno bed is comprised of two independent structures: suspended on the horizontal shell that houses the mattress a vertical element that serves as headboard, slightly enveloping at either end. Painsstaking selection of the upholstery materials - dark brown leather for the exterior and fabric for the interior - emphasises the contrast between the surfaces. Metal feet, of essential design, tend to disappear in the volume of the structure. Unmistakable is the reference to the design of car bodies: the exterior, with a plastic effect, communicates protection, while the interior, with a softer feel, gets across an impression of comfort and welcoming.

The philosophy

*"Pininfarina Home Design opens up to new partners and expands its line-up for the **Home Interiors** by bringing together for the first time **our heritage in furniture design** with **our innovative architectural and interior style**. In a single concept we propose **interior design solutions** with a unique character, where **form** and **function** join forces to create environments conceived for **today's lifestyle**. A journey that encompasses **design, innovation, tailoring expertise, luxury, Italian style**. A journey to awaken **emotion** and create **value** for our **international partners**." Paolo Pininfarina, Chairman of the Group.*

The expertise of **Pininfarina architects** in the design of **residential interior space** as well as **private home and hospitality** structures and **luxury venues** is another key factor, adding strength and consistency to the project.



The events

- World preview on the **RES stand**, 4 April, at 2.30pm. On display throughout the trade fair period
- "High Tech to Sleep Better", world preview, 4 April, at 6.30pm, FluxAir Temporary Store, Via Brera 11 – Milan. On display from 4 to 9 April 2017

Other projects by Pininfarina Home Design

Living with Reflex

The **Segno Collection** is a **coordinated system for the Living Area** comprised of a sectional sofa in various configurations, a table, a cabinet, a bookcase and two lighting systems. The Collection is characterised by pure, elegant lines and dynamic forms that evolve in space and give life to new functions.

Kitchens with Snaidero

Ola20, **Idea** and **Ola25**, the latest jewels born of the collaboration that has linked Snaidero and Pininfarina for over 25 years, are the new proposals for the Kitchen Environment.

Tiles with CasalgrandePadana

The **Earth by Pininfarina** Tile System is the new ceramic surface solution proposed by the project. Earth by Pininfarina is a collection of porcelain stoneware tiles featuring surface textures with a multisensory effect and highly sophisticated décors inspired by the automotive world. A **unique composition of ceramic slabs and motifs** has been specially designed for the presentation of the project. The entire Earth by Pininfarina collection can be seen at the Creative Centre in Milan, Foro Bonaparte 74.

Contacts:

Francesco Fiordelisi, Communication Manager, tel. 011.9438105 e-mail f.fiordelisi@pininfarina.it

www.pininfarinahomedesign.com

www.pininfarina.com | www.facebook.com/PininfarinaSpA
[@pininfarina_official](https://www.youtube.com/pininfarinaofficial) | store.pininfarina.com |

| [Instagram](https://www.instagram.com/PininfarinaSpA)
| [Twitter @PininfarinaSpA](https://twitter.com/PininfarinaSpA)