

## Snaidero Aria by Pininfarina recognized by 2016 Good Design Award

*Fifth project designed by Pininfarina for Snaidero to win this prestigious award*

Turin, February 21, 2017 – The **Snaidero kitchen Aria by Pininfarina** has won a **2016 Good Design Award**, the prestigious international prize which awards designers and companies able to go beyond the current standards, bringing a real innovation into their projects. Aria, recognized by the Chicago Atheneum Museum of Architecture, represents a cutting-edge product, able to combine **style and technological innovation** in the field of kitchen and home design.



Created by the **ultra twenty-year creative partnership between Pininfarina and Snaidero**, this kitchen is based on technologies coming from the nautical and automotive sector and confirms the brands' vocation to move towards **new goals and challenges**. Inspiration for the new Aria kitchen comes straight from Nature: perfection of form stems from a basic need for functionality. The main structure is wing-like, streamlined and chiselled as if it were reaching out to the future.

High technology also in the kitchen doors, undergone a special **Polysil coating** treatment made with **nano-molecules** making them cool and velvety to the touch, but it also provides them with supreme properties: scratchproof, dirt-repellent and anti-fingerprint. **Light** is the true protagonist of the project. The light ring overhanging the work area - made in polycarbonate with an innovative rapid prototyping method based on 3D print technology – encompasses a led lighting system with low energy consumption, which gives Aria a unique character.

*"We are very happy for this recognition"* states **Edi Snaidero**, President and CEO of Snaidero *"Winning the Good Design Award for the thirteenth time confirms that we are recognized as a trendsetter in the field of design and technological innovation, not only in Italy but all over the world."*

*"Snaidero and Pininfarina have always been at the cutting edge in interpreting the domestic environment"* tells **Paolo Pininfarina**, Chairman of the Group *"From the very beginning of our partnership we have been combining advanced technology and craft knowledge to create products able to improve men's life".*



Aria is the **fifth Snaidero project by Pininfarina to win Good Design Award** after **Ola20, Venus, Acropolis e Ola**, confirming the ability to combine creativity, craft knowledge and industrial innovation. The **partnership between Snaidero and Pininfarina** was forged in 1989 from the encounter between the company Chairmen Sergio Pininfarina and Rino Snaidero, who shared a **passion for beauty and technological innovation**. From the start, the merger of the two brands aimed to combine the Pininfarina design heritage with Snaidero's experience in kitchens to conceive innovative solutions for the domestic space. Ola, the first result of the partnership, had a strong architectural impact set off by cutting-edge technical solutions; it started the ball rolling and won the Chicago Athenaeum prize for architecture. It was followed in subsequent years by projects that expressed a new stylistic language, combining formal and functional excellence. Viva, Idea, Acropolis and Venus are an expression of extensive research activities designed **to imagine and develop space around man and his needs**. In 2010 the two brands launched Ola20, an extremely iconic project, which also won the Good Design Award, followed by Ola 25, a kitchen with unique stylistic and functional characteristics created to celebrate 25 years of partnership.

#### **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.

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