

The Higold and Pininfarina partnership in the outdoor furniture continues: @Spoga Gafa the launch of two Collections

Spoga Gafa Fair, Cologne | September 2 - 4

Turin, September 3, 2018 – The partnership between **Higold** at **Pininfarina** continues with the launch at **Spoga Gafa in Cologne** of a brand new collection of **outdoor furniture, Bold**, and a **line extension of Onda** presented last year.



Bold represents the last *chef-d'oeuvre* of the binomial Pininfarina-Higold. The new collection, designed for refined **outdoor environments**, is composed by a **large round table** accompanied by an **elegant set of chairs** where to entertain guests during summer nights. The fluidity of the lines perfectly draws the characteristic trait of Pininfarina.

Characterized by the concepts of dynamism, elegance and purity, **Onda** has been enriched by new elements contributing to savor the experience born from the inspiration of the ocean waves.

The successful outdoor furniture collection considers different moments of a daylight, accompanying consumers on the poolside with **chairs** and **sunlongers**, during meals with an elegant **dining table**, and at the time of the aperitif with a **complete bar set**.

Conceiving a full range of products, Pininfarina had the possibility to trace a consistent design language resulting in an immersive brand experience. With the presentation of the two collections at the Spoga Gafa Fair in Cologne it will be possible to appreciate a further piece of an experience designed by **Pininfarina**.





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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