

Pininfarina Home Design debuts at Design Shanghai.

Grand opening of the first Pininfarina Home Design Showroom in China.

Paolo Pininfarina holds a keynote speech on the furniture and interior design influenced by the car design.

*The furniture collection designed for Reflex on display
(14-16 March, Booth W2-50).*

Shanghai, March 14, 2018 – **Pininfarina Home Design** lands in **Shanghai** during the prestigious festival **Design Shanghai**. Pininfarina presence in **China** dates back to **1996**, being Pininfarina the **first design house** to provide **styling and engineering** to **Chinese automobile manufacturers**. Recently Pininfarina has affirmed his presence also in the **architecture** thanks to the partnership with **Higold** designing their new headquarter in Shunde.



On Design Shanghai Pininfarina will introduce, thanks to the partnership with **Reflex**, Pininfarina Home Design. **Pininfarina Home Design** represents a journey in exploring new scenarios. A journey into the **Home Space** that combined, for the first time, Pininfarina heritage in **furniture design** with the innovative style in

architecture and interiors. To imagine and realize **solutions for interiors** with a unique and distinctive character, in which the design of the space naturally marries the personality of the furniture. To give life to experiences in which form and function are integrated. To give shape to spaces conceived for a **contemporary lifestyle**. A journey made of **design, innovation, custom -tailoring, luxury, Italian style**. The journey gave life to a **furniture Collection** realized in partnership with **Reflex** that will be on display on the **Star Living booth** (booth **W2 – 50**).

The Pininfarina Home Design Collection will be displayed also in the first **Pininfarina Showroom in China** realized in collaboration with **Reflex** and **Star Living** that will be inaugurated in **Shanghai** on **March 15 at 7 pm**.

*“China is the perfect place to express all our expertise and creativity in every sector,” affirmed **Paolo Pininfarina**, Chairman of the Group. “I believe that, together with Chinese partners willing to innovate, we can create new icons of beauty as we did in our 88 years of history”.*

On this subject, **Paolo Pininfarina** will hold a keynote speech at Design Shanghai on **March 15 at 11.15** titled: “From car design to furniture and interior design: a DNA able to create Icons lasting over time”.

Come to visit us:

- ✓ at **Design Shanghai: Booth W2-50.**
- ✓ **Paolo Pininfarina speech on March 15 at 11.15 am at Design Shanghai.**
- ✓ **Pininfarina –Star Living – Reflex Showroom** at Floor2, Building 1, SKY SOHO, No. 968 Jin Zhong Road, Shanghai 200335, China.



Pininfarina

Pininfarina is an internationally renowned design house, since more than 87 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).

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