

## Pininfarina at 2018 Milan Furniture Fair

World premiere of Vision by Pininfarina, the new kitchen designed for Snaidero

Pininfarina Home Design Collection on Reflex stand

Fuorisalone Event– An experience with the Italian Lifestyle Constellation

Turin April 17, 2018 – Pininfarina is present at **2018 Milan Furniture Fair** presenting its **own design vision** for the **furniture** world. In the kitchen sector with the presentation of **Vision**, an innovative kitchen designed for **Snaidero**. In the **living** and **bedroom** with the development of the **Pininfarina Home Design Collection** realized in collaboration with **Reflex**. And then as partner in a **Fuorisalone event** with the goal to deliver to visitors an experience that combines **design** and **food** in the most authentic Italian Lifestyle.

### VISION by Pininfarina – World Premiere

stand Snaidero - Hall 11 - stand B25 - C24



A simple gesture, a beautiful sensation. The **fluid lines** of Vision evoke **personcentred ergonomics, pure emotion**. Its soft outline reveals personality in the interflow of symmetrical, perfect geometries, evoking a primordial image of **shelter**. The design concept encapsulates the modern urge for fluid domestic spaces, with surfaces that flow and materials that immediately convey a sense of purity and sensuousness.

Born in the mark of **perfect geometry**.

The interaction between volumes and surfaces finds its unquestionable distinctive mark in the design of Vision. From the distinct **geometry of the door** with integrated profile-handle comes dimensions, symmetries and recompositions. These, in turn, lead to further symmetries and an interplay of features that can create a **strong identity**, which **add** to rather than compromising **functionality**. This special relationship between volume and surface leads to a design that is **simple to decipher** and **easy to recognize** whatever the composition.

The elegance of Vision is seen in its airy forms and volumes. A **lightness** conveyed by the **unique design of the base units for islands and peninsulas**, a refined element developed by craftsmen in stratified and shaped solid ash wood.

Form and function are inextricable from the **technological factor** in Vision: the door surfaces are treated with a **new metalescent lacquer**, which has a special, elegant impact. This finish was created to **reproduce the visual effect of metallic surfaces**, while ensuring the **tactile warmth of a lacquered finish**. It also allows metals to be "bent" to a wide variety of three-dimensional forms.

## Pininfarina Home Design Collection

stand Reflex - Hall 5 – H01/05



The unique personality of the Pininfarina Home Design Collection found **international recognition**, as shown by the recent opening of the **first dedicated showroom** in **Shanghai** and the use of the collection in the luxury residential tower, **Cyrela by Pininfarina**, inaugurated last week in Sao Paulo.

A journey in the Home Spaces that combines the Pininfarina know-how in furniture design with interior design and architecture. On Reflex stand on display the Segno Collection with the proposals for the living and the bedroom.

[www.pininfarinahomedesign.com](http://www.pininfarinahomedesign.com)

## Fuorisalone – An experience with the Italian Lifestyle Constellation

April 20 – 2.30 – 7.00 PM

Unicredit Tower – Piazza Gae Aulenti, 3 - Milano

The goal of the **contemporary design** became **to create experiences**. The Fuorisalone event organized by **EBT, Exclusive Brands Torino**, network of companies and brands of excellence of the **Turin's territory**, whose Chairman is **Paolo Pininfarina** since 2014, has the goal to deliver the experience of the most refined Italian lifestyle made of **design, fashion and high quality food**.

Pininfarina, partner of the network, will present at the event its own **vision** for the **furniture design**, displaying a **sofa composition** realized by **Reflex** and lined with fabrics made by **L'Opificio**, other partner company, and the outdoor collection **Onda by Pininfarina**, designed for **Higold**.

But not only furniture. The guests of the event will have the opportunity to admire **E-voluzione**, the first **electric bike** designed by Pininfarina, recently recognized by the **Red Dot Design Award**, and to test it in the pedestrian area of Piazza Gae Aulenti.



[www.exclusivebrandstorino.it](http://www.exclusivebrandstorino.it)