



Pininfarina protagonist in Helsinki, World Design Capital 2012

On display at the International Design House three iconic objects designed by Pininfarina: the Olympic Torch, a sculpture in wood of the Dino and a scale model of the kitchen Snaidero Venus

Turin, September 6 2012 – On the occasion of the events scheduled to celebrate **Helsinki, World Design Capital 2012**, Pininfarina will participate to the business mission organized by the Torino Chamber of Commerce and City of Torino with support of the Piemonte Agency. The Finnish capital has in fact invited the City of Torino, appointed in 2008 first World Design Capital ever, and its companies of excellence to take part to the events that are animating the town.

The aim of the initiative is to foster the visibility of the piedmontese tradition in the design and the business development. In the agenda of the initiative a b2b session between piedmontese companies of excellence – beyond Pininfarina will be present companies belonging to Exclusive Brand Torino such as Aurora, Guido Gobino e Mattioli and a group of companies and designers belonging to To-design in the World – and potential Finnish partners, a meeting at the Italian Embassy, that will involve the Torino's authorities, and a contribution the international design exhibition **Everyday Discoveries**.

The exhibition, that will take place from September **6 to 16** at the **International Design House in Helsinki**, will host an area dedicated to the piedmontese design proposing a selection of products telling a "story of innovation" in which the protagonists will be the car design, the icons - embodied through everyday objects grown to symbols of style – new brands launched by young designers and the digital industrial revolution. Pininfarina will contribute to the exhibition displaying three object that well represent its two souls, the automotive one and the one connected to the industrial and interior design. The choice fell on sculpture in wood of the mythic Dino of the 1967, a scale model of the Venus kitchen designed for Snaidero and the Olympic Torch, designed and manufactured for the Winter Olympic games 2006, the absolute icon and evidence of the universality of Pininfarina design.

Here following the description of the objects on display:

TORINO 2006 OLYMPIC TORCH



The **Torch** is a concentrate of the skills of Pininfarina, which was an Official Supplier of Torino 2006. The company was responsible for styling, engineering and manufacturing 12,000 numbered torches for the Olympics and 150 for the Paralympics. The torch designed by Pininfarina had to meet much more stringent requirements than those for the Athens Olympics in 2004. The performance specifications of TOROC, the Organising Committee, demanded a flame that was extremely visible and resistant, with great scenic presence. Pininfarina produced a torch that was visible from a distance of 100 metres even in daylight, and resistant to rain, snow,

temperatures from -20°C to 25°C, wind up to 120 km/h, and altitudes of 5000 metres. The Torch won the "**Lorenzo il Magnifico**" prize, the highest award from the Florence Biennale of Contemporary Art, with the following motivation: "*The Magnificent Lorenzo de Medici bows before the pure beauty of the Olympic Torch created by the multiform genius of Turin and the sublime master craftsman, Pininfarina*". The Torch was recently included among 25 iconic objects that have changed Turin.



DINO 206 GT Coupé Speciale (1967) – 1:10 SCALE MODEL - LIMITED EDITION 80 UNITS



The new “**Dino**” brand made its debut at the 1967 Turin Motor Show with this car, powered by a V6 engine, the fruit of a project developed personally by Dino Ferrari before his premature death. The mid-engined architecture was the model’s main innovation. The styling is characterised by a longitudinal line that runs all along the car, terminating in the truncated tail. The groove on the side terminates in the air intake for the engine, one of the characteristics that combine style and practicality. Scaglietti built about 150 examples of this car.

SNAIDERO VENUS KITCHEN (2006)



The **VENUS** kitchen, a milestone in design and aesthetics, has been created to “stir emotions and evoke passion”: coral red in color with sleekly contoured, symmetrical work surfaces, a unique experiment in the sensorial effects of new materials with the new MICROTOUCH finish, a leather-effect micro fiber applied to the panel doors; unique also as regards technology, such as the innovative optical solution of led spotlights, an exclusive Snaidero patent.

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