



Cars, yachts, skyscrapers. The versatility of Pininfarina Design at the ADI exhibition

Design e Territorio | 21-27 June 2017 | Toolbox di Torino, Torino

Turin, 21 June 2017—From two to four wheels, from yachts to luxury skyscrapers. The versatility of **Pininfarina design** will be spotlighted, together with other projects selected by the ADI Piemonte and Valle d'Aosta Delegation, at the "**Design e Territorio**" exhibition, programmed from **21 to 27 June** at Toolbox, **Turin**.

Five Pininfarina projects are on display: the concept car **Cambiano**, winner of an Honourable Mention at the Compasso d'oro, the yacht **Ottantacinque** designed for **Fincantieri**, the innovative writing instrument **Forever Pininfarina Cambiano**, the bicycle **De Rosa SK Pininfarina** and the luxury skyscraper **Cyrela by Pininfarina**, which will rise in Brazil.

The primary purpose of the exhibition is to create visibility for Design, as applied in companies, schools, associations and local studies, but in particular the focus is on enhancing the work of ADI members: from Product design to Graphics, from Interior Design to Services, from theoretical Research to business processes applied to design, and local initiatives.

Pininfarina Cambiano –Honourable Mention Compasso d'Oro 2014

This luxury sports saloon with its range extended plug-in electric drivetrain, debuted at the Geneva Motor Show in 2012, where it was elected most beautiful concept car. A seductive combination of pure design and engineering, environmentally friendly in both its motorisation and choice of materials, it also attracted attention for its interiors that combine elegant and modern design with comfort and sustainability. The floor, as well as the lower part of the cockpit, are made of recycled wood from the *briccole*, the poles of European oak used to indicate the navigation channels and moorings of the boats in the Venice lagoon. Its awards include the ADI Design Index (2013), the National Innovation Award 2014 and the Interior Design of the Year award 2012.



Fincantieri Ottantacinque - ADI Design Index 2016

Concept for a latest generation luxury megayacht born out of the collaboration between Fincantieri and Pininfarina, the Ottantacinque is a sculptural floating dwelling with elegantly dynamic surfaces, where style matches function, aerodynamics, onboard comfort and ergonomics. An avant-garde unit of 85 metres in length, 2,460 tonnes of gross tonnage, and five bridges, each featuring exclusive technological and trim solutions. Among the most significant details, the pair of twin pools on the main deck, raised almost flush with the balustrade, which, together with an elevated sundeck, give a constant view of the sea. The mobile bottom allows you to vary the depth of the water to zero, creating a large platform of over 160 sq.m.





FOREVER PININFARINA CAMBIANO - ADI Design Index 2015

Limitless writing instrument: the tip in Ethergraf, made with a special metal alloy, allows you to write forever without ink and without needing to refill. Born out of the collaboration between Pininfarina and Napkin, the revolutionary Forever is handmade in Italy by master craftsmen and boasts a precise stroke like that of a pencil but is permanent like a pen. Inspired by the concept car Cambiano, with which it shares the name, the Forever was awarded the "Trophée du design et de l'attrait technologique" assigned by Le Stilographe.



DE ROSA SK PININFARINA LIMITED EDITION H2 SPEED

A perfect synthesis of two Italian icons, De Rosa and Pininfarina: family entrepreneurial tradition, passion for innovation, constant research into high performance, craftsmanship and attention to detail. Fitted with a carbon fibre frame and inspired by the hydrogen H2 Speed concept car, whose colours it borrows, the SK weighs in at 6.7 kg which allows high performance. In 2016 it was ridden by Damiano Cunego in the Giro d'Italia.



CYRELA BY PININFARINA

Conceived as a work of art and with attention paid to every smallest detail, Cyrela by Pininfarina is a new expression of Pininfarina architecture. Developed by Cyrela in São Paulo, Brazil, the luxury residential project is one of the most modern and daring in the Brazilian city and it won the IF Design award 2016. The use of metal structures has made it possible to develop curves that convey the sensation, to observers that the building is sculpted by the wind. The iconic façade presents an architectural symmetry that makes the building harmonious and uniform, creating the illusion that the building has neither a beginning nor an end. The public areas of the project offer services and leisure facilities such as a swimming pool and a fitness centre.



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