

## Breaking the boundaries between Art and Design:

### Pininfarina @ Art Basel 2017

INTERIOR ART: *Pininfarina authored a one-off bar at CASACOR*

DESIGN ART: *Aqua, a speed sculpture inspired by the Cisitalia, on show at PINTA*

ROAD ART: *Paolo Pininfarina will be Guest of Honor at PROMENADE AUTO*

Miami, December 7, 2017 – The inspiration of **Art Basel** mixed with the energy of **Miami** – interpreted by **Pininfarina**. **Pininfarina** celebrates the **fourth anniversary** in Miami, giving expression to its soul and ability to communicate its deep ties to the city.

#### Concept Bar @ CASACOR, December 1 – 18, 78 SW 7th Street

Taking inspiration from Art and multidimensional artistic expression, Pininfarina created a sculptural bar, a speed form, yet also functional and characterized by its typical lines. The values of elegance and dynamism were applied to a one-off special piece created by fusion of Art with Design, taking cues from the super energy and vibrant joie de vivre of the Miami lifestyle. The choice of materials superbly complemented the construction techniques of the piece, which in a very contemporary way blend the best of modern technology and production with high-craft finishing by the hands of artisans. Super polished white, in typical Miami style, is brought together with 'Pininfarina blue' leather, which is hand-stitched, and a complement of warmth and calm to the vibrating high gloss and form-shaped volume of the bar.



#### AQUA speed form sculpture @ Pinta Miami 2017, December 7 – 10, 318 NW 23rd St



Speed forms and their provocations of emotionality are in the blood of transportation designers, continuously looking to the core sense of their craft. Pininfarina's legacy is tied to these roots, in the artistic sense of proportions, movements, study of volumes and reflections; from a pencil to an air traffic control tower, it is always the common thread connecting everything we do. The Cisitalia 202 was the first car, recognized as Art, to enter permanent display at the MoMA of New York. With

this speed form sculpture, we reveal the earlier stages of our process, very typical of car design in heeding reflections even more so than shapes, and creating movement through experience from all points of view. Marrying aesthetic evocation with functional quality, through pureness of shape and expression of emotion, this sculpture and its further iterative sizes are just the beginning, the first, and we want to be consistent to create more to place within our projects around the world.



## Pininfarina Awards @ Promenade Auto Wynwood – Miami Supercar Rooms – December 10 – 11 am

On the occasion of Promenade Auto Wynwood, one of the finest car showcases, held at Miami Supercars Rooms, **Paolo Pininfarina**, Guest of Honor, will assign his own personal Pininfarina Awards for his best cars in show. The event will host also a celebration of the 100<sup>th</sup> anniversary of the Cisitalia, designed by Pininfarina in 1947.

Three blocks along NW 1st Court in Wynwood will be closed to traffic for the third annual showcase of the region's finest in car collections, marrying "Road Art" with "Fine Design". More than 66 of today's automotive gems will be on display from across the state, ranging from classic and vintage antiques, to exotic sports and custom-built Supercars. Collectors and car enthusiasts alike will bring their prized possessions to line the streets in the heart of Wynwood's arts and entertainment district for more than six hours of eye candy for both novice and veteran enthusiasts alike.

Miami Supercar Rooms houses an indoor Road Art Gallery that contains one of the world's most prestigious collections, including a 1929 Rolls Royce Bootch (1 of 1 in the world), 1961 196 SP Ferrari vintage racing car (1 of 11 in the world), 2007 Shelby Supercar Ultimate Aero TT (1 of 15 in the world — Vin# 001), 1958 450 S Maserati vintage racing car (1 of 33 in the world), and a 1953 Lamborghini Tractor – the only one in America and one of only three remaining in the world.

*"Miami, with its vitality and dynamism, is an extraordinary place to fully express our potential,"* affirmed **Paolo Pininfarina**, Chairman of the Group. *"Together with my team in Miami, I decided to homage the town and Art Basel with creations inspired by the Cisitalia, a milestone in our history, recognized as art in movement"*.

*"Being here in Miami, and working in many sectors, from transportation to architecture, interior to industrial design, the chance to play with pureness in art forms is always a dream for designers. There couldn't be a better place to do what is our love — expressing emotions — than in working in the marriage of Art with Design"* affirmed **Paolo Trevisan**, Head of Design of Pininfarina of America.



### Pininfarina of America

Global icon of Italian style, Pininfarina is the prestigious 360° design powerhouse recognized for the unparalleled ability to create timeless beauty. In 1986, continuing the family design legacy, Paolo Pininfarina founded Pininfarina Extra, with the mission to expand Pininfarina design vision into other fields of design, transportation, and architecture. In 2013, the expansion of Pininfarina Extra culminated with the creation of Pininfarina of America, based in Miami, Florida. All together the Pininfarina Extra group's activities span across Industrial Design (electronics, sporting goods, furniture, equipment and machinery, consumer products, graphic design and packaging), Architecture and Interiors (residential, hospitality, sport and commercial structures), and Transportation Design (yachts, airplanes, private jets, people movers). Pininfarina Extra has received many awards during the years, notably the 2015 American Architecture Award for Vitra by Pininfarina, 2016 German Design Award for the Fincantieri 'Ottantacinque' Yacht, and the 2016 iF Design award for Cyrela by Pininfarina Architecture and Interiors, the 2017 Good Design Award for the Snaidero Aria by Pininfarina, and 2017 iF Design Award for Product Design of the E-voluzione electric bike.

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