

Forever Pininfarina Aero wins the Red Dot Design Award

The latest fruit of the collaboration between NAPKIN and Pininfarina receives the prestigious recognition in the Product Design category

Turin, 10 April 2017 – **Forever Pininfarina AERO**, the **stylus** produced by **NAPKIN** on a design by **Pininfarina**, won the Red Dot Design Award 2017 in the **Product Design category** ("Office Supplies and Stationery" section). It was competing against industrial products coming from **54 different countries** and its success was determined by an independent panel of jurors of international standing, all of them expert in this field.



Launched in late 2016 on the Italian and foreign markets, Forever Pininfarina AERO is characterised by a **hollow body**, and looks as though it was sculpted by the wind into a unique, fascinating shape, which **calls to mind the symbol of infinity**, as its name - Forever - suggests. The jurors appreciated the **marriage of design and technology**, as well as the object's ability to innovate and astound for its originality: firstly, it uses **aerospace aluminium (Ergal)** for the handle, which is modelled according to the torsion principle through a manual process making use of cutting-edge tools for high precision mechanical work, so as to impart to the pen a sort of perpetual rotation; then, the writing tip is made of **Ethergraf, the innovative metal alloy** (patent pending) conceived and produced by NAPKIN by drawing inspiration from studies on Leonardo da Vinci's silver tip. It does away with the need for graphite and ink and leaves on the paper a timeless sign, soft like the former and yet indelible like the latter.

Born a stylish blue, Stylus has recently been produced in a **red version**. No less attractive is the **base made from raw concrete**, a rough, solid support that creates an interesting contrast with the smooth surface and the lightness of the pen (which only weights 17 g). This object is **made entirely by hand by a certified supply chain composed of master craftsmen** from major Italian companies, and is already distributed in about twenty different countries the world over.

The Red Dot Award, which in the past went to brands associated with high-end design products, such as Alessi, Smeg and Artemide, is not the first recognition obtained by the joint efforts of NAPKIN and Pininfarina: their Forever Pininfarina Cambiano was chosen by French magazine "**Le Stylographe**", one of the most important trade media in this field, as the **best product** in terms of **design and innovation** in 2014, and it reached the finals at the 2016 edition of the **Compasso d'Oro Award**.

Forever Pininfarina AERO will receive the award during the official ceremony to be held in July and will remain on display throughout the year at the **Red Dot Design Museum, in Essen, Germany**; moreover, it was included in the List of Awards Winners which is published every year.

*"The suggestive power of AERO – says NAPKIN CEO, **Davide Fabi** – lies in the fact that an emotional writing technique meets innovative materials in a timeless object; history and the future, art and technological research, creativity and handicraft; in short, all the wonderful things that present-day Italy can offer the world. I think it is precisely this factor, which I call 'made-well-in-Italy', that accounts for this extraordinary achievement by the company, which also shows how the creation of a quality network is always a winning move".*

*"Our talent for creating timeless objects has been recognised and rewarded – adds **Paolo Pininfarina**. - The inspiration arising from the idea of infinity has taken tangible form in an essential design that evokes its symbol. Forever Pininfarina AERO embodies the perfect union of form and function in an object that has no equal in the field of writing implements."*

NAPKIN

www.napkinforever.it

Facebook: Napkin4ever

Napkin Press Office

Alessandra Raccagni – Riccardo Casini

Tel. 329.1737241

press@napkin.it

PININFARINA

www.pininfarina.com

Facebook: PininfarinaSpA

Head of Corporate and Product Communication

Pininfarina

Francesco Fiordelisi

Tel. 011.9438105

f.fiordelisi@pininfarina.it