

Pininfarina Architecture lands to Medinit Casablanca

Pininfarina will exhibit at Medinit Casablanca to present its expertise in Architecture and Interiors

Samuele Sordi, Chief Architect Pininfarina Extra, will hold a speech on the creation of new customer experiences through design and architecture

Medinit Casablanca - Sofitel Tour Blanche – October 24-26

Turin, October 16, 2018. **Pininfarina** will exhibit at the **9th edition of Medinit Casablanca**, the showcase where leading **"Made in Italy" companies** present their products, services and technologies to the **"new" and constantly evolving Moroccan market** particularly **interested in Italian quality and style**.

Pininfarina Architecture will present its expertise in **architecture and interior design** in different sectors, from the public structures to the residential, from the retail to the private architecture. On exhibit recent projects as the ATC Tower of the New Istanbul Airport that will be inaugurated at the end of October, the residential tower Cyrela by Pininfarina in Sao Paulo, Brasil and a private project in Nigeria under construction. Different projects that share a common approach, combining the Pininfarina DNA with the one of the partner, giving life to unique projects, able to be integrated harmoniously in the context and becoming, at the same time, landmark of the territories in which they are implanted.



Pininfarina, with a long history in car design, has been working for more than 30 years in industrial design, automotive design and architecture, always with the same **"human-centered" approach**. During the years, thanks to a design characterized by elegance and innovation, Pininfarina created more than 600 projects in partnership with the most important companies in the world. In every project, from yachts to kitchens to residential projects, the epicenter is man, with his needs, desires and dreams. The project is designed around man.

*"We decided to participate to Medinit because we believe that design can improve the quality of life and, at the same time, is a strategic tool for companies to increase their business. In our experience, a combination of a refined design with the possibility to leverage on our brand resulted, for our partners, in a success in terms of sales and business growth. We will bring this vision to Medinit, we are willing to share it with the businessmen of Morocco and Africa who will attend the event", affirmed **Samuele Sordi**, Chief Architect Pininfarina Extra*

Samuele Sordi will hold a **speech on October 25** titled:

"Pininfarina. Crossing the boundaries.

Design and architecture to conceive innovative user experiences."



Pininfarina Architecture

Pininfarina Extra was born in 1986 to extend the competences of the Pininfarina Group beyond automotive. Among the over 600 projects developed along the years, the most recent in the Architecture and Interior Design regard China (the Higoold Headquarter in Shunde), Turkey (the Istanbul New Airport Air Traffic Control Tower), Poland (A class office complex in Warsaw), United States (the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida, the Virginia Key Harbour & Marine Center in Miami), Argentina (nautic complexes Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires), Brazil (Cyrela, luxury condo in Sao Paulo, and Vitra and Yachthouse, luxury skyscrapers in Balneario Camboriu). In Italy, following the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, the company has designed the Terrazza Martini, built in the Italian Pavilion at EXPO 2015 in Milan and the interiors of the Lagrange 12 Building in Turin. Pininfarina Home Design is one of the most recent projects, an innovative vision for the Home Spaces, combining Pininfarina heritage in furniture design with the unique architectural style.

Pininfarina won several International Architecture Award. Among the most recent: the 2016 International Architecture Award for the Istanbul New Airport ATC Tower, the 2016 iF Design Award assigned to the Cyrela by Pininfarina skyscraper and the 2015 American Architecture Award and 2017 German Design Award assigned to Vitra, a skyscraper design by Pininfarina for Pasqualotto. Pininfarina was also confirmed as 5th in the ranking of the Top 100 Architecture and Design Companies operating in Italy.

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