

Red Dot Design Award to the cookware Collection Stile

The cookware line designed by Pininfarina and realized by Mepra gained one of the most prestigious design award worldwide.

Turin, April 10 2018 – **STILE**, the line of pots designed by **Pininfarina**, one of the icons of the Italian design, and realized by **Mepra**, leading edge company in the production of cutlery and steel articles, gained the **Red Dot Design Award** in the category **Product Design 2018**.



The Jury of the Red Dot Design Award, one of the most prestigious international design awards, appraised products coming from 59 Countries and STILE, with its **contemporary** and **essential look** was able to gain the approval of the majority.

STILE brings **elegance** in the kitchen without forgoing **functionality**, making the cooking experience even more satisfying. The pureness of the lines and the clean geometries shape a collection in which function and style reach the

perfect balance.

The lid – characterized by rounded lines – recalls the shape of the pot, guaranteeing a perfect integration of each element and conveying the idea of a single, extremely compact body. The contrast between the shiny finish of the handles and the satin-finished exterior gives the collection an unmistakable look.

*“The assignment of the Red Dot Design Award makes us happy and proud – explained **Luigi Prandelli**, Mepra CEO – because recognizes not only the stylistic research but also our attention to safety, ergonomics and functionality. Thanks to the precious Pininfarina’s contribution we can define STILE a concentrate of Italian excellence, the expression of an innovative approach to design able to put at the center people with their desires and needs”.*

*“Form and function are perfectly blended in the Stile Collection” affirmed **Paolo Pininfarina**, Chairman of the Group. The Red Dot Design Award is the proof of the design excellence of this project that allowed us to express our competencies in industrial design and our deep knowledge of the Home sector”.*

STILE will be presented at the Red Dot Design Museum, the main museum for the contemporary design, in Essen, Germany. In the same city, on July 9 the prize will be officially consigned during a ceremony at the Aalto Theater.