

Sharp joins forces with Pininfarina to redefine the identity of their TV and Audio lines

*Inspired by the dynamic lines of the Pininfarina sports cars,
the new Sharp by Pininfarina Collection will be presented at 2019 IFA Show*

Berlin, August 30, 2018 – **Pininfarina** and **Sharp**, on the occasion of **the IFA Show in Berlin**, will reveal to the world their **new premium TV** and **audio system collections**.

The Italian design house identity, based on the strong connection with **car design**, has been masterfully translated in this project placing as cornerstones its distinctive elements of **premiumness** and **innovation**. Pininfarina leveraged on its expertise, acquired through extensive collaborations in **industrial** and **interior design**, to create astonishing beautiful products for **Sharp's entertainment system**, creating **value for the home environment**.

The project is the successful result of a fruitful collaboration, able to perfectly blend **iconic Italian design** and **Japanese cutting edge technology**.



"The strength of Pininfarina lies in the ability, resulting from its experience in different sectors, to have a coherent vision, so that each product is projected in relation to the imaginary of the environment in which it will find its accommodation" says **Paolo Pininfarina**, Chairman of the Group. "Working on a whole range of products gives us the opportunity to conceive and create a precise and non-contradictory identity, which represents the real success of this project."

"We know that design plays an important role for customers when it comes to buying a TV or audio product. After all these products are a central element of their apartments and houses. That's why we are pleased to develop together with Pininfarina a full range of new products, that appeal to discerning customers through their novel dynamic design and enable SHARP to tap new groups of buyers," says **Aslan Khableiev**, Chief Executive Officer Europe. "That corresponds ideally with SHARP's credo, as we strive to support our customers' lifestyles and working patterns. It is not only a matter of technology, the point is rather to provide solutions to specific situations and requirements through our technology."



About Pininfarina

Pininfarina is an internationally renowned design house, since more than 88 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra to extend the company's competence outside the automotive world. In 30 years of activity, Pininfarina Extra has developed over 600 projects under the guidance of Chairman and C.E.O. Paolo Pininfarina (now Chairman of the Pininfarina Group). The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures).

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