

## Pininfarina bearer of Italian Design in Korea

*Pininfarina selected as Icon Brand to represent Italian Design at the Seoul Living Design Fair  
Seoul, March 26 - 30 2014*

*Design House, the organizer of the Fair, chose Pininfarina to give shape to the  
Italian Booth "Cortile Italia" and to display some of the most iconic projects of its history*

*New partnership between Pininfarina and leading firm in luxury leather goods The Bridge*

*Paolo Pininfarina holds a seminar on the evolution of Pininfarina design*

Turin, 26 March 2014 – On the occasion of the **130<sup>th</sup> anniversary** of the relations between **Italy** and **Korea**, the **Seoul Living Design Fair**, the main Korean Design Fair, celebrates Italian creativity and selects **Pininfarina** as the **standard bearer of Italian Design**. Pininfarina displays some of the icons which best express the evolution of its design.



The booth, conceived by the Artistic Director **Monica Moonjung Go** as an Italian "Cortile", the place that is traditionally the fulcrum of the community, has been shaped by **Pininfarina** as a space where people can meet to share and generate new ideas. A "garden of the ideas" in which the focal point is a tree, symbolic source of inspiration of all the projects that are here displayed and told. The main goal of the space is in fact to make the visitors live and experience the Italian design

creating an itinerary through stories, products, meetings with people, stimulating the interactivity between the visitors and the exhibition. The booth has been named "**Cortile Italia**".

Pininfarina will lead the design passionate in a journey through the different souls of the company: from the **car** to the **transportation design**, from the **industrial design** to the **architecture** and **interiors**. The 1967 **Ferrari Dino 206 GT**, the innovative mid-engined coupé, and the **Sergio**, the barchetta designed in 2013 to celebrate Sergio Pininfarina – here displayed in scale models - are two of the highest expressions of car design, born from one of the most successful partnership in the car industry, the one between **Ferrari** and **Pininfarina**. The natural evolution to the design of the other means of transportation is here represented by the **Vectus PRT**, an innovative and eco-friendly system of urban public transport, whose first application is taking place in the nature reserve of the Bay of Suncheon, South Korea. The DNA matured in transportation, a combination of elegance and functionality, found natural expression in the field of furniture as shown in the **Calligaris Orbital table** and in the **Ares Line PF3 sofa**, products able to conjugate beauty and innovation. The passage from furniture to architecture and interiors is here embodied by **Ferra**, the ultra-luxury condo in Singapore, awarded as "Object of Desire". Desire and Iconicity are the features characterizing the symbol of Turin 2006 Winter Olympics, the **Torch**, which Pininfarina has designed, engineered, and manufactured in more than 12,000 units.



Four other companies, beyond Pininfarina, have been selected to represent the **Made in Italy** at Cortile Italia.



cosmopolitan way.

**Snaidero**, one of the most well-known and trusted brands on both the Italian and international markets, bolstered by the belonging to a group that represents the leading Italian player in Europe in the kitchen industry. The company, linked in a partnership with Pininfarina since 1990, displays a scale model of the **Acropolis** kitchen, a versatile system that is not fettered by preconceived schemes. It overcomes the classic concept of horizontality, continuity and staticness, interpreting the kitchen in a relational and

**Visconti**, the firm that is synonymous of extraordinarily elegant writing instruments coming from very intense historical and technological researches, fountain pens, rollers and ballpens. Visconti offers a broad assortment of high quality items all showing strong characters and features. The company displays a selection of its most exclusive pens among which the **Pininfarina Carbongraphite**, a fountain pen with unique stylistic and technical elements, in which tradition blends with innovation. The pen is realized in unidirectional carbon graphite.



**HSL**, pioneers in realization of the exclusive products through the use of the Industrial 3D Printing technology. The company displays the **scale model of the Ferra luxury** condo designed by Pininfarina.

The fourth brand involved in the exhibition is **The Bridge**. The company was founded as "Il Ponte Pelletteria" in 1969 in Scandicci, a small village on the outskirts of Florence. The Bridge brand started in 1975 focusing on bags and leather accessories targeted to an high-end/luxury market.

Mixing high quality raw material, the expertise of Florentine artisans and a strong English style, The Bridge guarantees a product that is long-lasting not only in its life but also in its elegance.

The company announces at Cortile Italy the **partnership with Pininfarina** to develop a new collection of leather goods. On display the **first concept** of the leather weekender of the Collection.

*"We are proud to have been selected to represent the Italian Design in Korea as our style is renowned as iconic in different fields" says the Chairman **Paolo Pininfarina**. "I believe that what really distinguishes Pininfarina is our history and heritage that has generated a unique DNA able to express innovative languages in different sectors from automotive to furniture, from luxury to architecture. A Pininfarina project is always recognizable as a combination of elegance, essentiality and innovation."*

In the context of the events organized by the Seoul Living Fair, Paolo Pininfarina will hold the **seminar "New expressive languages to shape the future: evolution of Pininfarina design"**. **March 27<sup>th</sup> at 13.45 - conference room N° 401 in Coex**. Paolo Pininfarina will retrace the history of Pininfarina design, from the origins to nowadays, through the men and the projects who made Pininfarina one of the most desired design brands in the world.

"Cortile Italia" is the booth dedicated to Italy at the Seoul Living Design Fair 2014

Project by Design House (monthly Luxury, Happy)

Artistic direction by Monica Moonjung Go

Visual concept by Pininfarina

Video contents by IBE Retail srl

Interactive design by Alfio Pozzoni

At Cortile Italia on display the projects of Pininfarina, Snaidero, The Bridge, Visconti and HSL

In the following pages, descriptions of the projects on display in the Pininfarina area:



## PROJECTS ON DISPLAY:

### FERRA – LUXURY CONDO IN SINGAPORE – 2013 (1:150 scale model)



The Ferra is a **104 unit residential tower**, around **102 meters high**, for which Pininfarina has authored the complete project from the **external architecture** to the **interior design**, creating a **new architectural language**. The uniqueness of Ferra's identity finds its origins in aesthetic elements coming from the Pininfarina car design heritage that, reinterpreted, represent a breakthrough in the architectural language. Starting from the volumes and the internal layout of the structure, Pininfarina studied architectural solutions able to find the perfect balance between the aesthetic excellence and the best functionality. The result is an exclusive and elegant building strongly characterized by the dynamism of the shapes, effect conveyed by the creation of important dichotomies. The project was awarded the **Object of Desire award** as part of the 2013 People's Choice Awards assigned by online property portal iProperty.com.

### PININFARINA SERGIO – 2013 (1:18 scale model)



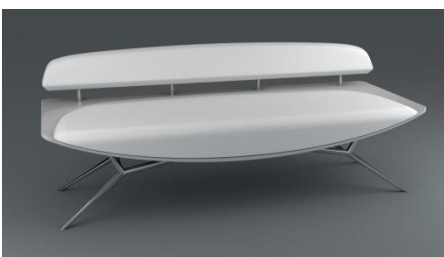
The Sergio is a **two-seater barchetta** on Ferrari 458 Spider mechanicals that looks to the future, very compact, very sporty, racy, pure and sensual. Its exclusivity and development on the basis of a production car sets the Sergio in the tradition of the great Pininfarina custom - made cars specifically designed for "special" clients. Born to celebrate the Senator for Life **Sergio Pininfarina**, the man who led Pininfarina for 40 years and conceived some of the greatest car legends. The actual is being developed by combining exclusive design and the use of a standard car as a basis, and will be produced in a limited series of just a few units.

### CALLIGARIS ORBITAL TABLE – 2011



Cutting edge design and technology meet on the Orbital extending table, designed by Pininfarina with the Calligaris technical studio, which devised the ingenious opening mechanism. The rigid polyurethane column, which can be painted black or white, makes the structure extremely stable, while the large central opening gives it lightness and character. The perfectly transparent glass top reveals the ingenious opening mechanism with its elegant metal arms. Orbital has won the **"Interior Innovation Award 2012"**.

### ARES LINE PF3 SOFA – 2011



Developing a range of armchairs and sofas for important, elegant waiting areas, for a wide range of uses (contract, the office, conferences and, why not, the home), was the goal reached with Pininfarina when the **PF3** line was created. It is an object that combines outstanding design with elegantly concealed modularity offering endless possible combinations. Particular attention was dedicated to eco-sustainability: the PF3 is a "green" product in every way, because it is 100% disposable.



## VECTUS PERSONAL RAPID TRANSIT - 2012



The innovative system of urban public transport **Personal Rapid Transit** (PRT) developed in collaboration with Vectus, Korean company, leader in urban mobility solutions. Vectus concept is based on a system of small, light and driverless vehicles, efficiently navigating on a network of interconnecting tracks. It is an on-demand service: the passengers are carried from one point to another on demand, without intermittent stops, optimizing travel time. The simple, clean design of the vehicles was intended by Pininfarina to insert the PRT harmoniously into the urban environment. The first application of this project is taking place in the nature reserve of the Bay of Suncheon, South Korea.

## TORINO 2006 OLYMPIC TORCH



The **Torch** is a concentrate of the skills of Pininfarina, which was an Official Supplier of Torino 2006. The company was responsible for styling, engineering and manufacturing 12,000 numbered torches for the Olympics and 150 for the Paralympics. The performance specifications of TOROC, the Organising Committee, demanded a flame that was extremely visible and resistant, with great scenic presence. Pininfarina produced a torch that was visible from a distance of 100 metres even in daylight, and resistant to rain, snow, temperatures from  $-20^{\circ}\text{C}$  to  $25^{\circ}\text{C}$ , wind up to 120 km/h, and altitudes of 5000 metres. The Torch won the "**Lorenzo il Magnifico**"

**prize**, the highest award from the Florence Biennale of Contemporary Art, with the following motivation: "The Magnificent Lorenzo de Medici bows before the pure beauty of the Olympic Torch created by the multiform genius of Turin and the sublime master craftsman, Pininfarina". The Torch was recently included among 25 iconic objects that have changed Turin.

## DINO 206 GT Coupé Speciale (1967) – 1:10 SCALE MODEL



The new "Dino" brand made its debut at the 1967 Turin Motor Show with this car, powered by a V6 engine, the fruit of a project developed personally by Dino Ferrari before his premature death.

The mid-engined architecture was the model's main innovation.

The styling is characterized by a longitudinal line that runs all along the car, terminating in the truncated tail. The groove on the side terminates in the air intake for the engine, one of the characteristics that combine style and practicality. Scaglietti built about 150 examples of this car.

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