

Forever Pininfarina Cambiano selected for the ADI Design Index 2015

Turin, 15 October 2015 – The ADI Permanent Design Observatory selected for the publication on the **ADI Design Index 2015** the **Forever Pininfarina Cambiano**, born from the partnership between **Pininfarina** and **Napkin**.

Forever Pininfarina Cambiano, that has already won the “*Trophée du design et de l’attrait technologique*” assigned by the prestigious French magazine *Le Stilographe*, represents the perfect marriage between design and innovation. In fact it was born from the combination of elegance and style in the lines, use of traditional materials, Made in Italy craftsmanship and strong innovative drive, as testified by the writing tip realized in a metal alloy conceived, produced and patented by Napkin (Ethergraf) that, oxidizing the paper, makes possible writing with no ink and no refill, with a stroke precise as the one of the pencil but permanent as the one of the pen.



The ADI Design Index 2015 represents the last volume of the cycle including the products pre-selected for the *Adi Compasso d’Oro Award 2016*. The award is the highest acknowledgement for productive quality for goods, services, processes and systems of the Italian design. The recognition, that collects the products awarded, has generated the largest the Historical Collection of the Design, declared in 2004 “of exceptional artistic and historical interest”.

*“Forever Pininfarina Cambiano is an extraordinary tool, able to open new scenarios in the sector and the ADI Award confirms its value in terms of style and design – affirms **Paolo Pininfarina**, Chairman of the Group. Creativity, vision and courage bring us together with Napkin since the beginning and make the collaboration solid and with great expectations”.*

*“Pininfarina Cambiano - declares **Davide Fabi**, NAPKIN CEO - represents the flagship of our line of Forever writing tools Made in Italy. An exclusive product, characterized by a one of a kind and unique character. It is not a pen, neither a pencil: Pininfarina Cambiano is a tool able to inspire and to give shape to ideas and to creativity itself: an object containing the best of the Made in Italy. In this sense, being selected by ADI among the best innovative projects is an important recognition for us”.*

Forever Pininfarina Cambiano is available on store.pininfarina.com and in the best shops.

Contacts:

Pininfarina

Francesco Fiordelisi, Communications Manager, tel. +39 011.9438105 e-mail f.fiordelisi@pininfarina.it

www.pininfarina.com | www.facebook.com/PininfarinaSpA
store.pininfarina.com | www.youtube.com/pininfarinaofficial