

Pininfarina filled up with prizes at the German Design Award 2017

Five projects awarded:
*the electric bike Pininfarina E-voluzione, the Ottantacinquesuperyacht,
 the Vitra skyscraper, the De Rosa SK Pininfarina racing bike, Earth by Pininfarina tiles Collection*

Turin, October 24th2016 –The **Pininfarina design** is recognized and appreciated by the **German Design Council** that assigned **five prizes**: the **Gold Award** to the **electric bike Pininfarina E-voluzione** in the category Bicycles and E-Bikes; the **Winner Award** to the **Ottantacinque superyacht** in the category Transportation; the **Special Mention** to **Vitra skyscraper** in the category Architecture; the **Special Mention** to **De Rosa SK Pininfarina** racing bike in the category Bicycles and E-Bike; the **Special Mention** to **Earth by Pininfarina** tiles collection in the category Material.

“We are extremely honored of the recognitions assigned by the German Design Council” affirmed **Paolo Pininfarina**, Chairman of the Group. “The fact that the excellence of our design has been recognized in different fields, from transportation to industrial design to architecture is a further reason of pride. I believe that Pininfarina DNA reached a level of maturity and richness able to find excellent expressions in a variety of fields”.

The premium prize of the German Design Council.



The **German Design Award** is the top international prize of the German Design Council. Its goal: to discover, present and honour unique design trends.

Therefore, every year, top - quality entries from product and communication design are rewarded, all of which are in their own way ground - breaking in the international design landscape. Launched in 2012, the German Design Award is one of the most well - respected design competitions in the world and is held in high regard well beyond professional circles.

THE PROJECTS AWARDED

Pininfarina E-voluzione



An **electric bike** able to make a real **evolution**. In **design**. In **technology**. In **performance**. In **comfort**. E-voluzione is the first electric bike born from the collaboration between Pininfarina and Diavelo, a member of the Accell Group. E-voluzione is innovative from several standpoints. The key word of the project is integration. Developed from a holistic design philosophy, all the main parts are perfectly integrated in the bike: the battery (patented technology), the mid-engine, the handlebar and stem, the

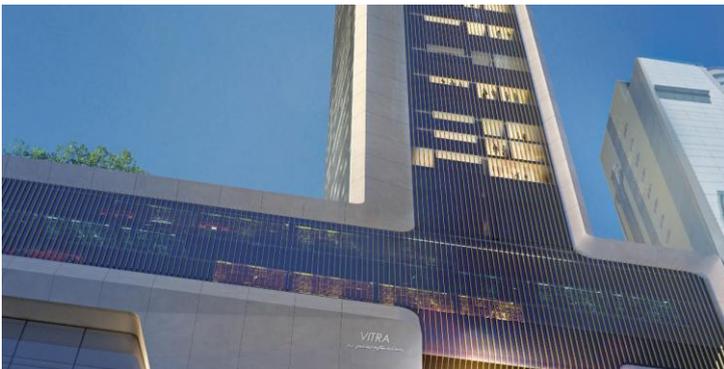
cockpit, all the cables, the lighting system. Thanks to the use of carbon in the frame and in the parts (bar, seat post, wheels), the bike is super light. Pininfarina E-voluzione has three different souls - ELEGANCE, HI-TECH and DYNAMIC – each of them expression of the Pininfarina DNA.

Ottantacinque superyacht



The **Ottantacinque superyacht** was born from the partnership between **Fincantieri** and **Pininfarina**. It's a **statuesque floating residence** with **elegant, dynamic surfaces**, where style marries function, aerodynamics, ergonomics and on-board comfort. Every detail has been designed to harmonize with the vessel's aesthetic theme, the exteriors as well as the interiors and the design of the decks conceived to enjoy at best the splendor of the sea. Selected for the prestigious 2018 Compassod'Oro Award.

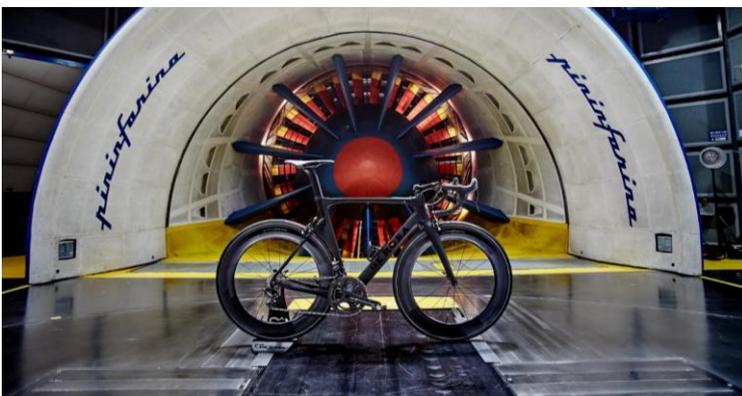
Vitra skyscraper



Already winner of the **American Architecture Award**, it will rise in BalneárioCamboriú, Santa Catarina, Brazil. The skyscraper has been divided in two different areas: a commercial and a residential one. At the base of the building, the commercial area uses large glass walls as part of the façade front in order to give high visibility to luxury shops and to enhance the visual experience between the inside and outside. In order to distinguish the commercial area from

the residential one, Pininfarina has provided a band, an iconic element that strongly identifies the building, turning the project into a **unique landmark**.

De Rosa SK Pininfarina



The racing bike embodies all the values expressed by the two Italian companies. **Sportiness** defined by **elegant lines, excellent aerodynamics, easy handling and speed** are guaranteed by painstaking analyses of stiffness, weight and material properties, conducted with the aim to place on the market an exclusive and highly reliable product, a bike reflecting the **passion for speed** that is a distinctive trait shared by De Rosa and Pininfarina.



pininfarina

Earth by Pininfarina tiles Collection



A unique collection with a distinctive character born out of the combination of CasalgrandePadana's know-how and Pininfarina design. The originality of this project lies in the great **versatility of the system**, which combines tiles with refined and essential design and **décors inspired by the automotive world**. The texture of the porcelain stoneware slabs is the result of the blend of three different materials (glass, leather, fabric), which creates a strong multisensory effect.

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