

Higold Headquarter: the first Pininfarina architectural project in China

*Pininfarina Architecture and Higold announce their partnership
in the frame of Ideas on Design Foshan*

Foshan, March 9, 2017 – **Pininfarina Architecture and Higold** have announced for the first time their collaboration during the 26th edition of **Ideas on Design**, one of the longest running and most highly respected design programs in the world. The focus was on **Higold Headquarter, the first Pininfarina architectural project in China**. The building, which will rise in Shunde, has been conceived to be a full expression of the company's key values: Creativity and Leadership.



*"Pininfarina and Higold have been creating an elegant, outstanding project able to improve everyday life" tells **Paolo Pininfarina**, Chairman of the Group. "The groundbreaking is planned for 2018 and we are very excited to see the final result of our partnership".*

*"We have been cooperating to make one the most creative landmark in Mainland China" says **Alwin Ou**, Chairman of Higold Group. "We are proud of this iconic design and very glad to work together to make it real".*

Pininfarina Architecture has authored the **whole architectural project**, from the **façade** design to the **landscape**. The new headquarter is an iconic, elegant complex where architectural elements, public spaces and products are integrated in a unique, strong identity. The project takes its origin from the **connection between two buildings** – the main one dedicated to the offices and the other one used as a guesthouse – drawing inspiration from

a poetic concept: a mother leading the way to her child, supporting him during the first steps of his life. The extension of the **mother's arm that reaches the child's hand** has been the driving element of the whole project, focused on the creation of a connection bridge.

The iconicity of the building is enhanced by curtain walls that create a **more shaded effect outwardly**, thanks to a glazed double skin, and a **more transparent surface internally**. This ensures, not only a better privacy for the executive offices, but also a great energy saving thanks to the air ventilation in the double skin that reduces the heating/cooling demand during all year.

Nature is a focal point of the project, as demonstrated by an accurate landscape design, that penetrates the building itself. The “**green**” is a **crucial architectural element** that plays an important role in the perception of this office complex. The external green boundaries softly introduce visitors to the core areas of the property. Once inside, small suspended gardens, floating on water features, like lotus flowers, lead to the main lobbies that are located underneath the iconic linking element of the project: a glazed cantilever that protects the main entrance and hosts a spectacular outdoor green showroom on the roof.

Technical Sheet Higold Headquarters

- Shunde, **CHINA**
- Design scope: **Façade Design + Interior Fitout + landscape**
- **2016** / Design in progress
- Construction / Hand over **2019**
- **Under construction**
- **27000** sqm
- **20** floors

The event

In the context of IOD26 Pininfarina Architecture held a speech on **design as a key business driver and competitive advantage for companies** and illustrated the case history of Higold headquarter, unveiling all the details of the project. The seminar was held by **Gianni Giuffrida**, Lead Architect Pininfarina Architecture, and **Higold Top Management**.

March 8, 4.30pm – IOD26, Intercontinental Hotel , Foshan, CHINA

About IOD26 Foshan

Ideas on Design partners with 91 ANT Technology Network and De Tao Masters Group to present its 26th annual International Design Program in Foshan, China. Ideas on Design draws on the experiences and connections built over 25 years presenting the agIdeas International Design Conferences in Melbourne, Australia. Founded by Ken Cato AO in 1991, it is one of the longest running and most well respected design programs in the world.

About Higold

Higold is a cutting-edge high-tech company, with a high level engineering and technology research center. Higold is active in the fields of kitchen hardware, sink, closet hardware and outdoor furniture. The firm has more than 300 independent innovation patents and won a Red Dot Design Award. Higold exports over 86 countries globally and its distribution network covers more than 100 cities all over China.

About Pininfarina Architecture

Pininfarina Extra was born in 1986 to extend the competences of the Pininfarina Group beyond automotive. The company has developed over 600 projects along the years and won several International Architecture Award. Among the most recent: the 2016 International Architecture Award for the Istanbul New Airport ATC Tower, the 2016 iF Design Award assigned to the Cyrela by Pininfarina skyscraper and the 2015 American Architecture Award and 2017 German Design Award - Special Mention assigned to Vitra, a skyscraper design by Pininfarina for Pasqualotto. Pininfarina was also confirmed as 5th in a ranking of the Top 100 Architecture and Design Companies operating in Italy.

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