

IED. PININFARINA. QUATTORRUOTE.

All the beauty and power of Made in Italy in the partnership signed by the three historical icons waiting Geneva 2017

Turin, October 24th, 2016 - All eyes are already on the **Geneva Motor Show**, since **Istituto Europeo di Design of Torino** signed an exceptional partnership for its 2017 edition. The School confirmed, for the third consecutive year, the collaboration with **Quattroruote** for the **Master in Transportation Design**, adding a new prestigious partner: **Pininfarina**, symbol of elegance and timeless beauty in the Italian car design industry. Three icons coming together, three undeniable benchmarks in their own action fields, which have built a piece of history of the Italian style that the world continues to recognize and value.

*"I would like to talk about enthusiasm, roots and future - declares **Riccardo Balbo**, Director of IED Torino - the great enthusiasm that this partnership has generated in the students of the Master and the team of teachers that will cover the entire project until the Geneva Motor Show comes. An enthusiasm that has deep roots because it means going back to basics, approaching one of the Design Centers that has made the history of Italian style. It means dealing with those who marked the generational changes through the automotive world. Realizing that Pininfarina and Quattroruote, Italianity icons, now line up with IED to investigate the future, well, it's really exciting."*

The 2017 Geneva Motor Show will therefore see the world premiere of a new concept car in full scale, as a result of the thesis project that the historic Institute's Master will develop in collaboration with Pininfarina and Quattroruote. A unique opportunity for students who may face, respectively, the demands and expectations of the **Pininfarina Design Center** under the guidance of Fabio Filippini - Chief Creative Officer Pininfarina - and with the vision of the most influential magazine for the automotive industry, represented by **Gian Luca Pellegrini** - Editor-in-Chief of Quattroruote.

*"We are very happy to put the skills of our design team at the service of students and explore with them new design scenarios - says **Fabio Filippini**, Chief Creative Officer of Pininfarina. - We are confident that the cooperation between IED, Quattroruote and Pininfarina will create a concept car able to affirm the excellence and innovation that the Italian design embodies. The concept car that we will present together at the 2017 Geneva Motor Show will be a laboratory of stylistic and technological solutions in the name of the values that have always distinguished the Pininfarina design: elegance, purity, innovation."*

*"Over the past two years - said **Gian Luca Pellegrini**, Director Quattroruote - the collaboration between Quattroruote and IED Turin has given life to extraordinary projects such as Syrma (2015) and Shiwa (2016), which were able to embody with a visionary taste the students' ability to interpret the future of transportation design; I am sure that the entry into the project, intended to be unveiled in our stand at the Geneva Motor Show, with a historical name like Pininfarina will only emphasize even more the tricolor primacy in terms of style and design. "*

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Contatti: Francesco Fiordelisi, Head of Communications, tel. 011.9438105 e-mail f.fiordelisi@pininfarina.it