

Pininfarina's Modulo in Atlanta among dream cars

The concept car will be displayed at the High Museum of Art in the exhibition "Dream Cars" from May 21 to September 7 2014

Turin, May 6 2014 – **Pininfarina's Modulo** will star overseas at an exhibition dedicated to the most sensational cars of the Twentieth century. "*Dream Cars - Innovative Design, Visionary Ideas*" is the title of the exhibition, held at the High Museum of Art in Atlanta from May 21 to September 7, 2014.

The exhibition focuses on concept cars and limited edition cars that, from the Thirties to the present, have pushed beyond the limits of the imagination due to their futurist and visionary design. In this context, the **Modulo**, prototype designed by **Pininfarina** in 1970, fits perfectly.



Built on the mechanics of the Ferrari 512 S, the Modulo comes as a study of form inspired by passengers placement in sports and racing vehicles. The car was presented at the Geneva Motor Show on March 12, 1970, and remained on display, from April to September of the same year, in the Italian Pavilion at EXPO 70 in Osaka. Since then, the Modulo is in constant demand by museums all over the world and received 22 international design awards, including the prestigious "Award For Design Excellence" of "Automobile Quarterly" in 1971.

Follow Pininfarina on:

www.pininfarina.com

www.facebook.com/PininfarinaSpA

www.youtube.com/pininfarinaofficial

Contacts:

Francesco Fiordelisi, Head of Communications, tel. +39 011.9438105/335.7262530 e-mail f.fiordelisi@pininfarina.it