



pininfarina

HOME DESIGN

**The Home interiors according to Pininfarina**  
**In partnership with Reflex, Snaidero, CasalgrandePadana**



Torino Romantic

Milan, April 13 2016—On the occasion of the **Milan Furniture Fair**, **Pininfarina** presents **Pininfarina Home Design**, the **Home interiors according to Pininfarina**. A project realized in partnership with **Reflex, Snaidero** and **CasalgrandePadana**.

Pininfarina Home Design represents the **Pininfarina vision for interiors**. It takes shape in a **Collection of furniture and proposals** for different Home spaces combined with Pininfarina's ability to design **architectural interiors** characterized by a unique, sophisticated and innovative style.

### **The philosophy**

*Pininfarina Home Design represents a journey in exploring new scenarios. A journey into the **HomeSpace** in which we have combined, for the first time, **our heritage in furniture design** with **our innovative style in architecture and interiors**. To imagine and realize **solutions for interiors** with a unique and distinctive character, in which the **design of the space** naturally marries the **personality of the furniture**. To give life to experiences in which **form** and **function** are integrated. To give shape to spaces conceived for a contemporary lifestyle. A journey made of **design, innovation, custom-tailoring, luxury, Italian style**. A journey to raise **emotion** and to create **value** for our **international partners**." Paolo Pininfarina, Chairman of the Group.*



Miami Contemporary

### The partners

The project was created in collaboration with partners of excellence that will support us with their extensive experience: **Reflex** for **Living**, **Snaidero** for **Kitchens**, **CasalgrandePadana** for **Tiles**.

### Living with Reflex

Reflex and Pininfarina present in world premiere **Segno Collection**, an **integrated Living system** that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems. The Collection is characterized by pure and elegant lines, by dynamic shapes that evolving in the space give shape to new functions. The use of copper is a further trait d'union that, combined with the walnut Canaletto wood, confer a unique and distinctive character to the Collection.

### Kitchens with Snaidero

**Ola20**, **Idea** and **Ola25**, the last jewels of the collaboration that tied Snaidero and Pininfarina for over 25 years will be the proposals for the kitchen space of the project. In the Pininfarina apartment into the Reflex Showroom the **Idea** will be showcased in a **customized version** dedicated to the project.



### **Tiles with Casalgrande Padana**

The Tile System **Earth by Pininfarina** will be the proposal for the ceramic surfaces of the project. Earth by Pininfarina is a Collection of tiles characterized by the texture of the porcelain with a multisensory effect and sophisticated decors inspired by the car design tradition. **A customized composition of ceramics and decors** has been studied for the presentation of the project. The whole Earth by Pininfarina Collection is available at the Creative Centre Milano in Foro Bonaparte 74.

The expertise of **Pininfarina architects** in the design of the **residential interiors**, but also in the **private architecture**, in the **hospitality** and in the **luxury venues** complete the project adding strength and coherence to the offer.

### **The event**

World premiere on **April 13 at 20 in Reflex Showroom** -via Madonnina 17 (Milano) – where a **Pininfarina Home Space** will be created. The project will be presented by **Paolo Pininfarina**, Chairman of the Group, **Luciano Lucatello**, Chairman of Reflex, **Edi Snaidero**, Chairman of Snaidero, **Mauro Manfredini**, Sales Director CasalgrandePadana.

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