



Two new Pininfarina projects at the Furniture Fair

Debut in Milan for an outdoor chair produced jointly with the Brazilian company A Lot Of and a lamp born from the historic partnership with Riva 1920

Turin, April 10, 2013 – An innovative outdoor furnishing project designed by **Pininfarina** debuts at the Milan **Furniture Fair**. It is the practical, colourful **chair** developed jointly with the Brazilian company **A Lot Of**, designed primarily to make life on the beach more comfortable.



An iconic design, comfort and ergonomics are at the root of an object that was born to enhance enjoyment of the beautiful Brazilian beaches, partly thanks to its versatility, which lets the chair be used in several ways. The original inspiration came from the surfing world: the style developed by the Pininfarina team recalls the size and shape of the bodyboards used to ride the waves.

Unique Italian design combines with Brazilian manufacturing capability which enhances the product in practical and technological terms. The result is a practical accessory that is easily transported: the mixture of wood and plastic with coconut and bamboo fibres is rotomoulded to produce an extremely light structure. This first model will be followed by other versions; it will be distributed in Brazil initially, and later in other countries around the world.

“This project with A Lot Of is further confirmation that the combination of Italian design and the Brazilian capacity to produce articles of outstanding quality gives excellent results, as our collaboration with Schaefer Yachts has already shown” commented **Paolo Pininfarina**, Chairman of Pininfarina Group.

“The A Lot Of team’s great passion for design and their desire to create a lively object, in the best spirit of Brazil, meant that we understood each other immediately, and we were stimulated to find original solutions,” declared **Paolo Trevisan**, Design Manager of Pininfarina Extra.

On the **Riva** stand it is on display the last result of the historic collaboration. It is called **Ala**, an elegant suspended **lamp** in which the lightness and fluidity of the lines shape the noble material of the wood. Riva craftsmanship and the elegant essentiality of Pininfarina design mixed with the innovative use of the led as light source create a luminous sculpture characterized by a balanced combination of classicality and modernity in the shapes and in the materials.



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