



DAVID CARVALHO JOINS PININFARINA AS SENIOR VP OF THE ARCHITECTURE & INDUSTRIAL DESIGN BUSINESS UNIT

Turin, May 13, 2019 – Starting from May 15 2019 **David Carvalho** will join the Pininfarina Group as **Senior Vice President of the Business Unit Architecture & Industrial Design**, reporting directly to the CEO Silvio Pietro Angori.

Carvalho, born in France in 1973, boasts a long international experience, also of an entrepreneurial type, in the field of **experience design** and **digital transformation**. During his career he held important management positions, including that of Vision & Design Director for Orange Group and Design Studio Director for Dassault Systèmes. His main responsibility will be to co-ordinate and guide the Business Unit, leading it towards new horizons of digital design and customer experience by developing new business models. The entry of Carvalho shows how the **Architecture and Industrial Design sector** has become central in Pininfarina, parallel to the automotive, the traditional core business of the Company. Among the over 600 projects developed along the years, the most recent in the Architecture and

Interior Design regard Turkey (the Istanbul New Airport Air Traffic Control Tower), United States (the 1100 Millecento luxury condo in Miami), Brazil (Cyrela, luxury condo in Sao Paulo, and Vitra and Yacht House, luxury skyscrapers in Balneario Camboriu). In Italy, following the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, the company has designed the Terrazza Martini, built in the Italian Pavilion at EXPO 2015 in Milan.

Pininfarina won several International Architecture Awards. 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 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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