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JUNE 2019/PRESS RELEASE

PININFARINA SEGNO CELEBRATES THE GENIUS OF DA VINCI WITH THE EXCLUSIVE **LEONARDO500TH** COLLECTION

The new collection will be the protagonist of the event
of the 14th of June at Rizzoli in Milan

Turin, June 5th, 2019 – Leonardo da Vinci is, since the beginning, a source of inspiration for every **Pininfarina Segno** creation. The invention of **Ethergraf**, the metal alloy that allows writing without limits and which gave life to an innovative writing experience, found inspiration in the Leonardesque silver tip.

The **500th anniversary of Leonardo** was therefore the creative inspiration for the realization of an entire collection dedicated to the genius, named **Leonardo500th**, an exclusive line of products inspired by the intuitions and studies of the Tuscan artist.

A collection of **writing products and desk accessories** whose cutting edge is **Codex**, designed to retrace the steps of the "Cryptex", inspired by Dan Brown's bestseller. The structure of Codex, handmade, is a real **design desk secretaire** which combines the purity of aluminum with

the essentiality of solid walnut wood to form a cylinder accessible only by composing the secret code that seals the content. ▶



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The **Set Leonardo** also stands out among the novelties, a kit that includes a booklet, a stone paper note and **Piuma**, an Ethergraf styled tip, inspired by the da Vinci studies on flight and equipped with a mirrored steel pedestal through which the mirror signature of Leonardo is reflected. ▶



Set Leonardo



Piuma



Cambiano Box

Instead, the precious **Cambiano Box** celebrates the Renaissance icon with a special edition composed of two bases in cedar wood, decorated with a pattern of Escherian inspiration. Approaching the bases, which hold within them a Pininfarina Cambiano stylus with Ethergraf tip and one with a ink ballpoint tip, the images printed on the boxes give rise to a palindrome composition, composing an infinite drawing. ▶

The collection is completed by two exclusive Pininfarina Cambiano versions: **Pininfarina Cambiano Silver Luxury Edition**, a stylus entirely in 925 silver realized through Additive Manufacturing and enriched on the surface by geometries explored by Leonardo Da Vinci in his studies on the quadrature of the circle; **Pininfarina Cambiano Leonardo Drawing** that reconstructs his famous Self-portrait according to the expanding pattern of a logarithmic spiral, universal symbol of perfection. ▶



Pininfarina Cambiano Leonardo Drawing



Pininfarina Cambiano Silver Luxury Edition

As stated by **Paolo Pininfarina**, President of the Group, “when design meets innovation, extraordinary projects are born. With the Leonardo500th collection we paid homage to the greatest universally recognized Italian talent, giving shape to a new chapter in this exceptional story”. “**Leonardo da Vinci** is a master and source of inspiration for **Pininfarina Segno**, which has always recognized him a fundamental role in the invention of Ethergraf, the true heir of the Leonardesque

silverpoint”, says **Davide Fabi**, CEO of Signature, the company responsible for the project Pininfarina Segno. “the Leonardo500th collection is another opportunity to pay tribute to the genius of the Renaissance”.

Pininfarina Segno products from the **Leonardo500th** collection will be presented at an event open to journalists scheduled for **Friday the 14th of June from 4pm to 7pm**, at Rizzoli, Galleria Vittorio Emanuele II, in Milan. ▲

The Leonardo Collection is available in the best stores and on store.pininfarina.com/

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