



OMSI AND PININFARINA AT THE FSB IN COLOGNE TO PRESENT THE NEW LEONARDO BY PININFARINA STADIUM SEATS ADOPTED BY PARMA CALCIO 1913

Turin, November 5th 2019 – On the occasion of the **International Fair for the Public Space** in Cologne, **OMSI**, a world-leading company in the production and installation of plastic seats, reveals to the world the new armchairs **LEONARDO GOLD** and **SILVER** designed by Pininfarina.

The collaboration between OMSI and Pininfarina has given rise to seats with modern and elegant lines, perfect combination of comfort and solidity, just adopted by **Parma Calcio 1913** football club in a customized version to furnish the changing room with the colors of the team.

A unique Italian design that comes from the extensive experience of Pininfarina in the automotive sector, always attentive to passengers' comfort, here translated into an armchair characterized by the fully enclosed side that integrates the structural elements, blending **style and functionality** thanks to the search for highly performing materials even under adverse weather conditions and humidity.

An armchair that takes care of the well-being of the spectators, guaranteeing maximum comfort and safety, also thanks to the use of fireproof ▶



materials. Characterized by welcoming and harmonious curves, inspired by the lines of the most exclusive luxury cars, the **LEONARDO** armchairs are ideal to be placed in the most prestigious areas of sports facilities and inside conference rooms. A fil rouge that accompanies and furnishes an entire stadium from the general public area, to hospitality, Vip, VVIP Press, Media, locker rooms and

player benches. As demonstrated by the customization created for Parma Calcio, the **LEONARDO** armchairs are highly customizable: coatings, colors, finishes, and optional features such as USB port, heated seat and backrest, 10-inch monitor and QR-code are just some of the possible configurations you can discover from the 5th to the 8th of November at the FSB in Cologne. ▴



Leonardo Gold



Leonardo Silver

About Omsi

OMSI was founded in 1961 in Zola Predosa, the industrial area of Bologna. Our Company specializes in the moulding of plastic seating made from polypropylene (PP) and nylon (PA) for communities, schools and sports facilities. Over the years, OMSI has become one of the reference points for the Italian and European markets for this product segment, thanks also to an environment, Bologna, enriched with planning possibilities. The OMSI turnover has now reached about 5 million, of which, approximately 50% is exported. Since 2002, OMSI has become part of the TWINS group, one of the most important groups worldwide in the production of plastic seating components, and present in four continents with company subsidiaries or holdings.

OMSI, like other companies in the group, designs and manufactures moulds for themselves and for clients.

Increasingly in demand, are the requests from high-end clients for personal and exclusive chairs. Therefore, we design, create necessary moulds and then manufacture the plastic/iron parts. A cutting-edge technology that ranges from the mechanics employed in the construction of the moulds, to the selection of the most suitable plastic materials, and then to its manufacturing. With the ability to engineer the products themselves, these are the basis of their corporate philosophy for today and tomorrow. An intelligent diversification, consolidated over the years, has led OMSI to become a well-established company able to offer products with different characteristics, addressed to the most important furniture sectors and which constitute as a driving force for both a modern economy as well as a small economy in the development phase, with particular attention to environmental protection, researching and experimenting with sustainable solutions.

About Pininfarina

Pininfarina is an internationally renowned design house, since 89 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family extended the company's competence outside the automotive world. In more than 30 years of activity, Pininfarina has developed over 600 projects under

the guidance of Paolo Pininfarina, Chairman of the Pininfarina Group. The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures), Customer Experience design and User Interface design.

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