

PININFARINA SHANGHAI OPENS A NEW OFFICE IN SHENZHEN



Turin/Shanghai, December 3, 2020 – Pininfarina Shanghai has opened a **new office in Shenzhen** as a further step in its growth process. It is intended to serve as a hub in order to be a leading player in this area and support clients in specific industries like home appliances, furniture and healthcare.

The Chinese branch of the Pininfarina Group, focused on **design services**, has recently expanded its operations under the guidance of General Manager **Simone Tassi**, and has registered a significant increase in the number of both clients and employees. This additional location in Shenzhen with a dedicated team complements the firm's strong position and existing presence in the Chinese market and should ensure more growth. Shenzhen, a miracle in world

development, with an average annual growth of 20.7% in the past four decades, is hailed as an “engine” for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)'s with the aim to combine the three regions in order to turn it into one of the world's top bay areas and world-class city clusters.

Pininfarina has been the first Italian design house to provide styling and engineering services to Chinese car manufacturers from 1996 onwards. In 2010 **Pininfarina Shanghai** was set up with the aim of locating a design development center in Shanghai, the strategic Automotive site for the Asian area. **Today Pininfarina Shanghai is a design studio able to offer to the Chinese market a 360° range of design services, from automotive to architecture and industrial design.** ▶



Since October 2018, Pininfarina Shanghai started its operation in the **Industrial Design** with the Head of Design, **Antony Margiasso**, coming from the Headquarter with long experience in different kind of strategic projects. The Industrial Design department

started working for the most important Chinese brands like Hisense, Haier, Lenovo, Supor, Angel, supporting companies not only for the internal market, but helping them to create a more global identity and become more competitive outside China. ▲



In the picture, from left to right: **Simone Tassi** (General Manager Pininfarina Shanghai), **Antony Margiasso** (Head of Industrial Design), **Judy He** (Sales Manager Industrial) and **Eric Dong** (Head of Sales Industrial)