



PININFARINA FILLED UP WITH PRIZES AT THE GOOD DESIGN AWARD 2020

Four projects awarded:
AutonoMIA demonstrator and Green Motion RESIDENZA wall box
in the category Transportation,
Soundbar Sharp in the category Electronics
and the bottle Zonin Cuvée 1821 in the category Packaging

Turin, January 11 2021 – Pininfarina obtained an extraordinary success in the 2020 edition of the **GOOD DESIGN Awards**, winning, for the first time in its history, 4 prizes for the **AutonoMIA**, **Green Motion RESIDENZA**, **Sharp Soundbar** and **Zonin Cuvée 1821** projects.

Now in its **70th edition**, the GOOD DESIGN Award is the most prestigious, recognized and historic design awards program, organized annually by the **Chicago Athenaeum Museum of Architecture and Design** in collaboration with the **European Center for Architecture, Art, Design and Urban Studies**.

The jury awarded the creative flair of Pininfarina who, thanks to its **multidisciplinary approach**, has been

able to blend heterogeneous skills to create unique and innovative products, characterized by influences from different sectors.

AutonoMIA, a demonstrator that represents Pininfarina's vision for the future of autonomous driving, and **Green Motion RESIDENZA**, a premium and ecological wall-box for electric vehicles, excelled in the 'Transportation' category. **Sharp Soundbar** stood out for its simple and minimal shapes in the 'Electronics' category. While the innovative bottle of **Zonin Cuvée 1821** has been able to stand out in the 'Packaging' category thanks to its new shapes, designed by Pininfarina for the iconic Venetian company, leader in the production of Prosecco DOC. ▶



“The conferral of these prestigious awards is testimony to the great work done and the innovative spirit of Pininfarina, which continues to regenerate itself year after year” says **Paolo Pininfarina**, Chairman of the

Pininfarina group. “The fact that these awards have been given to us in areas so distant from each other shows that our great desire to influence different worlds is certainly appreciated and winning”.

AutonoMIA



AutonoMIA is an immersive exploration of how technology, from AI to 5G, from display to haptics, from sensors to natural interfaces, can be leveraged to reenchant the driving experience. It is a tool that designers will use to continue iterating on the thinking on the future of driving. The different parties build knowledge on the data extracted from its usage. AutonoMIA, realized also thanks to the strategic collaborations with ART, Siili_Auto and Aras, is also an asset that can be leveraged, customized and developed further for Pininfarina's clients.

Green Motion RESIDENZA



RESIDENZA, the very first charging station resulting from the partnership with Pininfarina. The project stems from the will to revolutionize the market by challenging the current charging experience with new functionalities and redefine the aesthetic standards in the residential segment. An object developed to deliver a unique rewarding experience presenting voice control system and automatic cable management to simplify life and create a seamless interaction with the user. Sustainability is the main value of the project, a value intrinsic to charging stations, here further emphasized by the decision to select organic components for the realization of RESIDENZA. ▶

Sharp Soundbar



Italian design and Japanese technology, these are the distinctive elements of the Smart Soundbar designed by Pininfarina for Sharp. The project focuses on the stylistic definition of an icon, capable of expressing a premium design and at the same time emphasizing Sharp's technological skills. The result is a product with a double soul: pure and minimal when viewed from the front, technical and rich in details from a lateral perspective. Particular attention was paid to the selection of materials and the definition of a minimal interface, elements that, thanks to Pininfarina's interior design skills, make this Soundbar a piece of furniture capable of enhancing the home environment. The Soundbar designed by Pininfarina for Sharp is also part of a larger project aimed at redefining the identity of the Japanese giant through an entire collection of premium TVs and audio systems.

Zonin Cuvée 1821



The new Cuvée 1821 bottle reflects Zonin's desire to give shape to a concept: to embody the brand's heritage but above all the idea of an ambitious future. In-depth research and reflection on the brand and the product gave rise to an essential and distinctive symbol, a vehicle for communication and the synthesis of a distinct identity. A fine, vertical straight line, representing expertise composed of precision, technical know-how and exactitude. The circular shape is a symbol of inclusiveness, socialization and humanity. It is the result of an ambitious project, which has its roots in the history of the company and which aims to redefine the future of Prosecco.▲

Good Design

Now in its 70th edition, GOOD DESIGN is the oldest and most prestigious awards program organized worldwide. Founded in Chicago in 1950 by former MoMA curator Edgar Kaufmann, Jr., along with pioneers of modern design such as Charles and Ray Eames, Russel Wright, George Nelson and Eero Saarinen, GOOD DESIGN honors the annual achievements of the world's best graphic designers and manufacturers for their pursuit

of extraordinary design excellence. For more than seven decades since its inception, the Chicago Athenaeum has been advancing the organization of the program to convey a renewed awareness of contemporary design and to honor both products and industry leaders who have distinguished themselves in design and manufacturing, setting new directions and competitive products in the world market.

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