

TWO NEW iF DESIGN AWARDS FOR PININFARINA

Pininfarina Shanghai receives two iF Design Awards for the Supor Laminar Pressure Series and the Higold Piniz Pull-out Faucet



Shanghai, 26 April 2021 – The iF Design Award, one of the most respected design competitions in the world, honors **Pininfarina** for the design of the **Laminar Pressure Series**, a cast aluminum wok realized for **Supor**, and of the **Piniz Pull-out Faucet** realized for **Higold**.

Since 1953, the iF Design Award has been a leading promoter of design excellence, conferring one of the most prestigious awards in the world. Internationally recognized as a symbol of design excellence, the iF Design Award welcomed 2021 almost 10,000 submissions from 60 countries.

Pininfarina has convinced the international jury with

two unique products, able to blend beauty and innovation for a unique user experience.

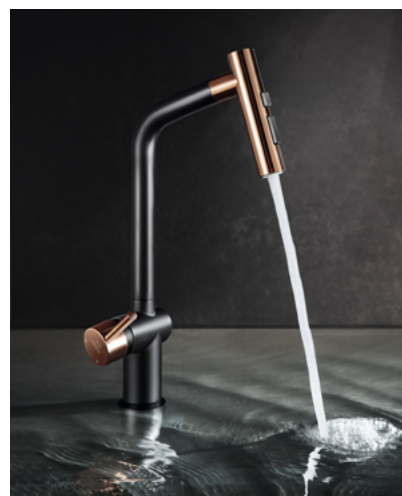
The **Laminar Pressure Series** was designed to improve cooking efficiency. The lid is equipped with a one-button pressure relief function for one-handed operation. The main handle can be disassembled with chopsticks, which can realize the dual-purpose function of one-pot easily. At the same time, it also saves packaging space and protects the eco-system.

The **Piniz kitchen faucet** with food-safety standard PEX pipes takes into account the complexity of combining practicality and aesthetics. Compared with a traditional faucet, it solves the space issues with ▶





The Laminar Pressure Series



The Piniz kitchen faucet

a 30cm pull-out hose, two water flow modes, and a one-click pause button. All corners of the sink can be cleaned easily and thoroughly.

“Both of these awards are special for Pininfarina and represent our philosophy. We aim for long-term collaborations. The more we know our clients, the better we can create something special for them.”

states **Antony Margiasso**, Head of Industrial Design in Pininfarina Shanghai. “We started with Higold in 2016 and, since then, we have designed for this brand many beautiful products and received many awards. The cookware series is the first product designed for Supor, the leader in cookware and small appliances in China. Working with top companies allows us to create innovation and set new trends in the market.” ▲

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