

PININFARINA HONORED WITH THE PRIZE FOR EXCELLENCE IN TURKEY



Torino, December 23 2021 – Pininfarina was honored with the **Prize for Excellence in Turkey** awarded by **CCIIST** (Camera di Commercio e Industria Italiana in Turchia) within Italy Bilateral Commercial Relations. The award was delivered last week to CEO of Pininfarina Silvio Angori during the Investor Award Ceremony in Bilateral Commercial Relations.

This new award to Pininfarina comes a few days after the announcement of another prestigious award, the ‘**COMPANYBEST 2021**’ prize assigned by Europe’s automotive jury **AUTOBEST** who recognized Pininfarina’s outstanding results achieved in the last years.

The long-standing relations between Pininfarina and Turkey have been consolidated in recent years thanks

in particular to the cooperation with Turkish electric car manufacturer **TOGG** and the involvement of Pininfarina in the design of the **control tower of the new Istanbul Airport**, which has now become a real icon of Turkey, as well as of the city of Istanbul. Both projects have been awarded prestigious recognitions.

“This award makes us proud of the great results we achieved in Turkey and also shows how intertwined and how deep the relations between Pininfarina and Turkish companies are – commented **Silvio Angori, CEO of Pininfarina**. – The collaborations developed in Turkey testify how Pininfarina is perceived in this country as an all-round design house able to support Turkish companies in all sectors, from automotive to architecture, from industrial design to experience ▶



design. Our commitment is to present new projects for the Turkish market soon”.

“We have honored Pininfarina because through its designs it is contributing to reinforcing the bilateral relation in both the commercial and cultural field. We remain confident that the two iconic projects which have been handled by Pininfarina in Turkey so far will form the testimonials on which they will base their future success in the country”, said **Livio Manzini**, President of the Italian Chamber of Commerce and Industry.

“Pininfarina represents one of the fields of Italian excellence, namely design, which is one of the reasons why Italian products are so highly regarded in the whole world”, commented **Massimo Gaiani**, the Italian Ambassador to Ankara.

Thanks to the design of Pininfarina Architecture, the **ATC Tower** of the **New Istanbul Airport** won the **International Architecture Award 2016**. The tower is inspired by the tulip, for many centuries a symbol of Istanbul and an important cultural reference in Turkish history. The shapes of this flower have been redesigned and reinterpreted through Pininfarina’s identity, based on its profound knowledge in automotive design, wind tunnel modeling and on the strong influence inherited from aerodynamic shapes used in aeronautical design.

On the automotive side, the two SUV prototypes unveiled by mobility brand **TOGG** in December 2019 have been **designed and built in Pininfarina’s studios** in line with the control, requests and directives of the TOGG Design Team. The design of the two C-SUV versions reflected the melting point of East meeting the West with Turkish touch. TOGG became the first brand to claim **iF Design Award** in mobility from Turkey with the C-SUV model. Designed with the 150 thousand hours work of the TOGG design team, **in the cooperation with Pininfarina as a strategic partner** and



with the guidance of Mr. Murat Günak, the C-SUV was awarded in the “Professional Concept” category.

Pininfarina, one of the greatest expressions of that Italian design renowned all over the world, was founded in Turin in 1930. Pininfarina has created some of the most beautiful automotive designs, enjoying long associations with storied brands such as Alfa Romeo, Lancia, Peugeot, Maserati and Ferrari. Among other projects, Pininfarina is helping rising automotive brands by playing a leading role in outlining the style of their models and the identity of the brand. What is more, Pininfarina today is not only the supreme expression of automotive styling but also an established reality in industrial and experience design, architecture, nautical and mobility beyond automotive. A group employing 500 people, offices in Italy, Germany, China and the United States, with more than 1,200 vehicles designed in almost 92 years of history and more than 600 projects in different areas, receiving numerous international awards. ▲

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