

PININFARINA LAUNCHES ITS FIRST EVER NFT COLLECTION DEDICATED TO THE MODULO

RM Sotheby's will offer the Collection by an online auction on 24-26 May



Cambiano, 10th May 2022 - Pininfarina, the legendary design house, for the first time in its 92 years of unparalleled history, is unveiling a stunning NFT Collection focused on one of the most iconic and futuristic automotive designs of all time – the **Pininfarina Modulo** concept car.

The Modulo is regarded as one of the most iconic concept cars in automotive history with truly futuristic lines. Since it was first seen, the design has won 22 international design awards and has been described as a “**search for pure form in its deliberate geometricity**”. Modulo was launched at the **Geneva Motor Show** in **1970** as a special Berlinetta characterized by two overlapping body shells. Originally unveiled in a pearl light blue color, the prototype was selected to represent the

best of Italian coach building skill at the **1970 Osaka Expo** and was displayed as an **envoy of Italian design**, in **Mexico City in 1971**.

The Pininfarina Modulo NFTs, in collaboration with 1of1, the luxury NFT specialists – powered by ARTM Technologies – in the development of solutions for the Metaverse, and with the iconic musician, Sasha Sirota, will be offered as a **series of five pieces of art**, which will then be auctioned by **RM Sotheby's** within a dedicated online auction on 24-26 May, 2022.

The NFT Collection is inspired by the original “one-off” sketches of the Modulo, preserved till now in Pininfarina's private archive, and developed with the active collaboration of the Pininfarina design Team. ▶



Each unique NFT comprises a package of artistic and experiential components that allow NFT owners to become part of the Pininfarina's iconic legacy by having access to a range of **benefits and extraordinary contents**.

Each NFT will be characterized by an artistic **video-animation** featuring original soundtracks and a unique period setting with each NFT presenting Modulo in a different context, respectively set within five distinct decades ranging from the 1970s through to 2020.

Each NFT will furthermore showcase **original content** such as the sketches of the original and rare drawings and real-world exclusive experiences (including a **reserved visit** to the company museum accompanied by Pininfarina's Chairman, Paolo Pininfarina) and **private sessions with the design team**. In addition, NFT owners will possess a unique digital replica of the Pininfarina Modulo – the very first Pininfarina car ready for life in the Metaverse. The owners will also be presented with framed, physical artworks of the

Modulo relating to each of the NFT packages.

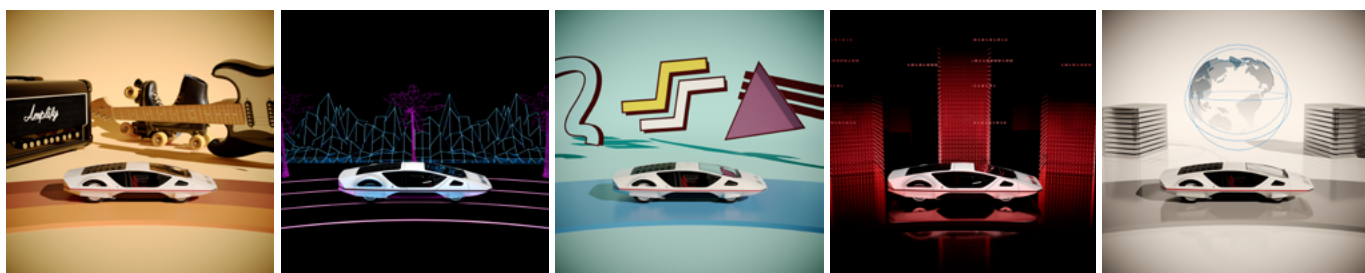
"We are proud that our first NFT Collection is dedicated to give a new life to the Modulo" affirmed **Paolo Pininfarina, Chairman of the Group**.

"The concept car designed in 1970 is a manifesto of Pininfarina vision: beauty and innovation to design the future".

"We enter the NFT world with the intention of exploring its boundaries and opportunities," says **Silvio Angori, Pininfarina CEO**. "The metaverse is an area we can make a significant contribution to by having been producers of cutting-edge creativity for 90 years. Our immense creative archive, the ability to imagine the future of design using the most advanced technologies open up new avenues for the further economic enhancement of our brand".

For more information about the online auction by RM Sotheby's, the world's foremost collector car auction house on 24-26 May, please click **HERE**.▲

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ABOUT PININFARINA

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, supreme expression of automotive styling and an established reality in industrial and experience design,

architecture, nautical and mobility beyond automotive. A group employing 600 people, offices in Italy, Germany, China and the United States and listed on the Stock Exchange since 1986. Over the course of nine decades Pininfarina has designed more than 1,200 vehicles and more than 600 projects in different areas, receiving numerous international awards.

ABOUT 10F1

10f1 is the luxury NFT specialists - powered by ARTM Technologies - in the development of solutions for the Metaverse. <https://10f1.biz/home>

ABOUT RM SOTHEBY'S

RM Sotheby's is the world's largest collector car auction house by total sales. With 40 years of proven results in the collector car industry, RM's vertically integrated range of services, from auctions (live and online) and private sales to estate planning and

financial services, coupled with an expert team of Car Specialists and an international footprint, provide an unsurpassed level of service to the global collector car market. RM Sotheby's is currently responsible for six of the top ten most valuable motor cars ever sold at auction.

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