



PININFARINA ATTENDS IFA BERLIN 2022 SHOWCASING TWO INNOVATIVE PRODUCT & EXPERIENCE DESIGN PROJECTS

Berlin, 30 August 2022 – Pininfarina will attend **IFA Berlin**, one of the world's most inspiring trade shows for **consumer electronics & home appliances**, showcasing two innovative Product and Experience Design projects.

The first one, **La Grangette**, winner of the 2022 Green Good Design Award, is **an innovative home gardening experience**. Aiming at creating brand awareness and supporting La Grangette's ambition and efforts to become the world leader in home farming seed pods, Pininfarina led the project from experience definition to product, interaction and communication design, including multiple rounds of user evaluation based on various virtual, physical and digital mock-ups and prototypes.

The second one, **Akom**, world premiered at IFA 2022, is a research project aimed at **exploring the future of at-home coffee**. Drawing on Pininfarina's continuous research on users, businesses, institutions

& technologies, Akom is much more than just a product concept. It is a sustainable system concept that embraces production, packaging, daily usage, servicing, and end-of-life recycling.

La Grangette and Akom are two illustrations of a range of Product & Experience Design services that span from exploratory user & trends research to strategic design, product design, interaction design, and evaluative research, the latter building in turn on **a uniquely broad set of virtual, physical and digital mocking-up and prototyping capabilities**, covering anything from physical mock-ups, rapid prototypes and aesthetical models to virtual models and prototypes, interactive digital mock-ups and mixed-reality models.

"These two projects are also a tribute to our core values and beliefs: to create delight, meaning and impact through people-centred design, systemic design, technology as a design component, delightful ▶



interactions and, of course, sheer, essential beauty, a distinctive trait of Pininfarina designs,” says **Xavier Blanc Baudriller, SVP Product and Experience Design.**

Over its 92 years of history, Pininfarina has consolidated its position as a leading design house through various partnerships. “I believe that today, more than ever, we are ready to start a new chapter in terms of collaborations, creating value for people and organizations,” says **Fabio Calorio, Head of Sales, Product & Experience Design and Global Brand Extension.**▲



La Granette

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