

CHINA AWARDS, PININFARINA WINS THE ITALIAN EXCELLENCE PRIZE

Recognized the commitment of the design house in China,
from automotive to architecture



Turin, 14 December 2022 - Pininfarina has been awarded the **Italian Excellence prize** in the context of the **2022 China Awards**, assigned “to companies that have most distinguished themselves by representing and spreading the characteristics of Made in Italy in the world while also maintaining a constant and profitable relationship with the China”.

Since 2005, the China Awards have celebrated companies and personalities who have best known how to seize the opportunities offered by the exchange between Italy and China. The awarding of the prizes of the XVII edition - the first to take place under the brand of the Italy China Council Foundation - took place this evening at the “Leonardo da Vinci” Museum of Science and Technology in Milan. Giovanni de Niederhäusern, the Group’s Senior Vice President Architecture, was present to collect the prestigious award for Pininfarina.

Pininfarina was the first Italian design house to provide design services to Chinese automakers starting in 1996. **Pininfarina Shanghai** was established in 2010 with the aim of locating a design center in Shanghai. **Today Pininfarina Shanghai, with offices also in Shenzhen and Ningbo, is a design studio able to offer the Chinese market a 360° range of design services, from automotive to architecture and industrial design.**

Among the most recent projects developed by Pininfarina for the Chinese market, the **masterplan** of a new city that will be built in the delta area of the Yangtze River, not far from Shanghai, is particularly significant. The name of the project, **Blue Loop**, comes from the system of waterways that surrounds the area, designed to support the local agricultural and productive fabric, as well as as a mobility infrastructure to connect the site to nearby inhabited centres, including the Xitang water town. ▶



During the year, among others, the high-end **tourist bus X9-3**, designed by Pininfarina for **ASIASTAR**, a Weichai Group company, was also presented, followed by **Xingtu**, the first **new energy smart truck** fully developed in China by **DeepWay** (subsidiary of **Baidu**);

the new **intelligent drone EA-30X** designed for **EAVISION**; **Mountains**, a collection of floors which, thanks to Pininfarina design, earned partner **Armstrong Flooring** the **Red Dot Design Award**. ▲

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