

PININFARINA TAKES CENTER STAGE AT MILAN DESIGN WEEK

Milan, 17-23 April 2023 – On the occasion of **Milan Design Week 2023**, Pininfarina presents new visions of contemporary living, featuring in a series of events, installations and exhibitions throughout the week.

• **DESIGNTECH FUORISALONE /**
Via Polidoro da Caravaggio 30

Within the ex-Koelliker area – where the Cofactory is under construction on behalf of Designtech, the innovation hub developed by RealStep – Pininfarina has also designed the Certosa District's exhibition space, "La Cattedrale". It will host the **Innovation for Living** event, displaying the work of emerging start-ups in the fields of innovation,

construction, and mobility. The works of the winners of the Designwanted 2023 Award – of which Giovanni de Niederhäusern, SVP Pininfarina Architecture, is a member of the jury – will also be on display.

• **RO PLASTIC PRIZE /**
2023, 20 April, 6:00 PM, Via Matteo Bandello 22

The event was launched in 2019 to inspire the international creative community in the exploration of a new design and manufacturing philosophy using innovative materials derived from the reuse of waste. This year, Giovanni de Niederhäusern, SVP Pininfarina Architecture, will be one of the jurors for the initiative. ▶



• CALLIGARIS /

Salone del Mobile Pad 14 Stand A23 B24



A combination of cutting-edge design and technology, **ORBITAL** makes a comeback for Calligaris' 100th anniversary. The extendable table designed by Pininfarina for the global furniture powerhouse is an eye-catching icon that won the prestigious Interior Innovation Award in 2012.

• SNAIDERO /

Piazza San Marco 1

At the intersection of technology, craftsmanship, and design, **the Ola kitchen** is a synthesis of life and movement. Co-designed with Snaidero in 2021, the now-restyled Ola will launch at the Milan flagship with a presentation event featuring the Pininfarina Team.



• REFLEX /

Salone del Mobile Pad 05 Stand L03 M02

The new Reflex collection to be presented at Fuorisalone 2023 features **Nido**, the new customizable chair designed by Pininfarina as part of the "Pininfarina Home Design" project. Soft lines, a continuous airy design, and a contrast of materials: each element makes for Nido's adaptability to different spaces and clients.



• BRA-VERY BAR /

Via Sammartini 52

Pininfarina is among the partners involved by IAAD, Accademia Italiana and SAE Institute to address the theme "**Ethic in Aesthetic**" through a five-day workshop aimed at developing innovative projects in the fields of inclusive sports, automotive, footwear, communication and sound design. The company that symbolizes Italian Style will inspire the theme Ethical Living x Move(Ment) on Friday 21 April, in a workshop focusing on sustainable footwear. ▲

PININFARINA

A global icon of Italian style, Pininfarina is known for its unparalleled ability to create timeless works based on its values of Tech and Beauty. Headquartered in Turin, Pininfarina has now offices worldwide, with a design scope that includes transportation, industrial design, architecture/interiors, and automotive design. Pininfarina Architecture's most recent projects span over geographical locations such as Turkey (the Istanbul New Airport Air Traffic Control Tower), The United States (the 1100 Millecento luxury condo in Miami), Brazil (Cyrela, Vitra and Yachthouse, and the twin towers in Balneario Camboriu), the UAE (Cloud Hub), China (Higold and The Italian Club), and Italy (the Juventus Stadium in Turin, The New Stauffer Center for Strings in Cremona, Urban Lounge and Designtech in Milan, The Cave in Bologna). It has won several International architecture awards,

most recently the 2022 Green Good Design Award for Urban Lounge, the Interior Design Magazine Best of Year Award 2022 for Multi-unit Housing with Light Towers, the 2021 American Architecture Award with Torre Designo, the 2020 American Architecture Award with Yachthouse, the 2021 International Architecture Award for Liora. With its main office in Turin, and venues in Milan, New York, Miami and Shanghai Pininfarina, Architecture works with a Team of over 100 professionals - trained at the most outstanding academic institutions and research centers in the world - with multidisciplinary backgrounds including, without limitation to, architecture, engineering, social sciences and interaction design, bound together through their professional experiences.

<https://pininfarina.it/it/architecture-it/>
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Pininfarina Architecture

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