

YEAR 16° / NOVEMBER-DECEMBER 2022

PININ-FORMANDO

CHANGING OF THE GUARD IN SHANGHAI

ALBERTO BIGHIGNOLI ASSUMES
THE ROLE OF GENERAL MANAGER
PININFARINA SHANGHAI

**PININFARINA OF AMERICA
IS GREAT PLACE TO WORK**

A NEW MODEL OF “CONSCIOUS LIVING”

PRESENTED THE DESIGN
MASTERPLAN OF
ALDEA UH MAY



FOXTRON & PININFARINA:

HERE IS THE MODEL B



4

contents

NEWS FROM THE PININFARINA WORLD

- 5 Exploring the future of yacht design with De Simoni
- 5 New Pininfarina workspace in Milan
- 6 Iphone cases inspired by the Modulo
- 7 Pininfarina of America Is Great Place to Work
- 7 Travel in style
- 8 All gathered to runs for Kids
- 8 Innovative Partner of the Automotive Industry
- 9 WDCC - Auto Design Forum
- 10 Changing of the guard in Shanghai
- 11 Vancouver speaks Italian for the Design Week
- 11 Vmoto Soco, at Eicma a concept designed by Pininfarina



6



12

BEHIND THE SCENES

- 16 Angel X-Tech Collection

PININFARINA PEOPLE

- 19 The Point - Silvio Angori
- 19 New Entries
- 20 The Masters Pininfarina - Piera Cantù
- 21 Interview - Pattamapong Chakrabandhu, Cristiano Servetti
- 21 Spotlight - Gaetano Voto

NEWSROOM

- 22 What they say about us
- 23 Share It!
- 23 Inauguration of the TOGG factory

PININFARINA STORIES

- 25 Garage - So beautiful it... crashes
- 25 Once upon a time - Gianni Giuffrida

ETCETERA

- 28 **SPECIAL CHRISTMAS 2022**

contents



22



24

🇮🇹 FOXTRON & PININFARINA: HERE IS THE MODEL B

Hon Hai Technology Group ("Foxconn") announced in Taiwan a new concept prototype electric vehicle, the **MODEL B** crossover designed by Pininfarina. "The design of the Model B this year and last year's Model E is Pininfarina's gorgeous, creative flair. This is the same legendary design house that has created some of the best-known classic, iconic Italian cars", said Hon Hai Chairman and CEO Young Liu during the event.

Our CEO, **Silvio Pietro Angori**, who attended the unveiling, commented: "Model B is our joint view on electric mobility and User Experience".



L'AD di Pininfarina Silvio Angori durante l'evento Foxconn

The team that worked on the creation of the Model B. From left to right: Kevin Rice, Ornella Tortore, Alberto Filosi, Giulio Marini, Riccardo Bai, Rustom Mazda, Marco Ivancich, Amin Cheng, Andrea Caso, Serino Kohler, Davide Cena, Marco Toscano, Marc Vu, Giampiero Briguglio, Nicolò Canepa, Hicham Elinani



🇮🇹 EXPLORING THE FUTURE OF YACHT DESIGN WITH DE SIMONI



At the Monaco Yacht Show Pininfarina Nautical and Fulvio De Simoni Yacht Design presented an innovative research project - **X2, EXplore X Experience** - which aims at overcoming the classic categories of the sector.

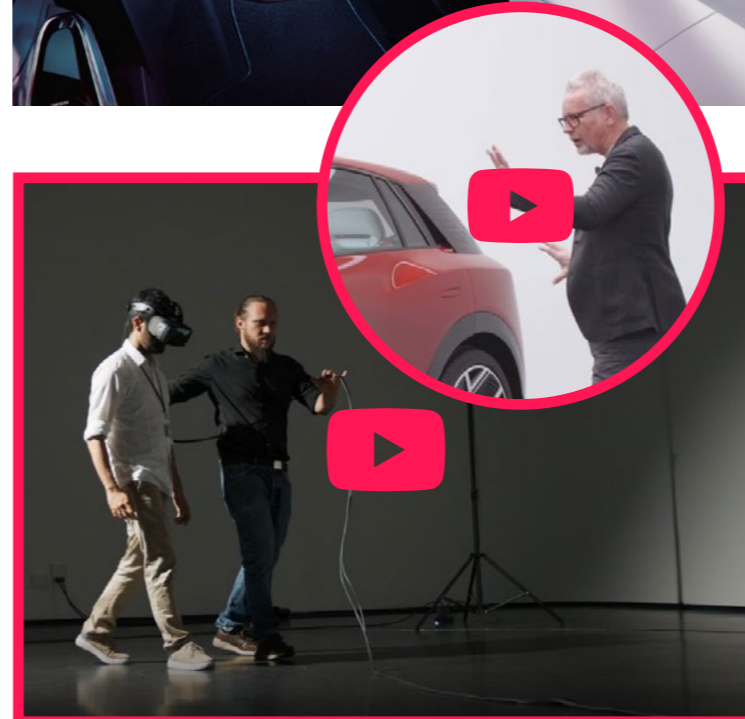
A model that places the **individual at the center of the experience**, an exclusive place where moments of exploration and conviviality find space, guaranteeing, at the same time, a performance of the highest level. Designed to go beyond the limits, the new yacht signed by Pininfarina and De Simoni Yacht Design is the synthesis of the complementary skills of the two design houses, which came together to present an unprecedented model.



🇮🇹 NEW PININFARINA WORKSPACE IN MILAN

Pininfarina inaugurated a **new workspace** inside the **Burò di BASE**, a multifunctional cultural center located in the heart of the Tortona area in Milan.

BASE connects the arts, businesses and technology by hosting individuals with a strong social vocation, active in the cultural and creative industries, a mission that fits perfectly with Pininfarina's values.



🇮🇹 ZERO-EMISSION MOBILITY DESIGNED BY PININFARINA AT 2022 PARIS MOTOR SHOW

Pininfarina's primary role in supporting traditional players and start-ups in the transition to new energies finds its best expression at this year's Paris Motor Show, last October. Global smart EV firm VinFast showcased its full EV line-up including the two EV models VF 8 and VF 9 with interior and exterior designed by Pininfarina, while the new brand NAMX introduced the Pininfarina-designed HUV, a hydrogen-powered SUV partially fueled by removable capsules.



◀ Two VinFast electric SUVs, VF 8 and VF 9

The NAMX stand ▶



🇺🇸 PININFARINA OF AMERICA IS GREAT PLACE TO WORK



Pininfarina of America is proud to be Certified™ by Great Place to Work® for the second year in a row. This year, 96% of employees said it's a great place to work – 39 points higher than the average U.S. company.

The prestigious award, released by the global authority on workplace culture, employee experience, and the leadership, is based entirely on what current employees say about their experience working at Pininfarina of America.

"Receiving this recognition for the second year in a row has been an incredible honor and proves

that our ongoing commitment and continued initiatives further our mission of cultivating a culture that celebrates passion, trust, and a sense of belonging," says Claudio Da Soller, general manager at Pininfarina of America. "We look forward to utilizing this opportunity as motivation to further improve and enhance Pininfarina's dynamic team as we grow both our Miami studio and our New York presence."

🇮🇹 IPHONE CASES INSPIRED BY THE MODULO

Inkar created together with Pininfarina a limited edition of 99 iPhone cases for 13 Pro and 14 Pro each. A visionary approach in which, art, design and technology combine together to create a special product that stands out for its exclusiveness. And for its price: 10,000 US dollars each.



🇮🇹 TRAVEL IN STYLE

The Carpisa collection, developed in collaboration with Pininfarina, celebrates Italian innovation and excellence. The capsule, designed for both men and women, will include a line of trolleys available in three sizes (S-M-L), two backpacks, a work bag and a shoulder bag, all characterized by a high technological and style content embellished with unique details.

The collection will be available on shop.pininfarina.it

ALL GATHERED TO RUNS FOR KIDS

On September 1st, 2022, StandUp and Move, organized by Stand Up for Kids, brought together supporters and advocates all over the country to run, walk, bike, wheel, skate, and dance their way toward an end to youth homelessness.

Pininfarina of America team supported this initiative by gathering for a walk around Brickell Key Island and through a donation aimed at breaking the cycle of youth homelessness by helping one youth at a time, giving youth a sense of safety, hope, and belonging through street outreach, housing support, mentorship, and education.



INNOVATIVE PARTNER OF THE AUTOMOTIVE INDUSTRY

Working in the Automotive Industry has always been demanding, but the last 3 years have exceeded all we knew before. All associates at Pininfarina Deutschland had to fight hard to manoeuvre the company through the turbulence. We are proud of having been awarded with a big working package by our main customer BMW Group for their future car platform. This working package is a good portion of workload for our core business. And we are very proud of having managed to participate in some great and interesting projects reflecting the innovation potential of the engineers in our company.

1. DEVELOPMENT OF A HYDROGEN POWERED SECURITY VEHICLE

The BMW X5 protection vehicle is well established in the market. Nevertheless, the ongoing discussion around CO2 emissions is



also relevant for this specific area. Why not combine the BMW X5 protection vehicle with the BMW X5 i Hydrogen Next?

We have been nominated to be part of the development of this extraordinary security vehicle. In a very short period of time, we designed a high class protection concept using sustainable materials. The challenge was the development of a secure protection concept for the two tanks containing hydrogen at a pressure of around 700bar.

Pininfarina Deutschland worked from first concepts to successful hardware tests and up to a successful release and certification by the German Ballistic Agency. Today, this project is still the basis for an ongoing cooperation with BMW in this innovative area.

2. PININFARINA SUPPORTED THE BMW GROUP IN THE DEVELOPMENT OF THE BMW iX

Another milestone in the cooperation with the BMW Group was the development of the new SAV iX.

The BMW Sports Activity Vehicle (SAV) iX, a showpiece of individual mobility that is fully electric, fully networked and highly automated, has been in series production at the BMW plant in Dingolfing since the end of 2021.

We provided support in the areas of floor pan, upper body structure, vehicle architecture and package.

Together, manufacturers and suppliers developed an innovative aluminum spaceframe which sets a new benchmark in its class: as an innovative lightweight construction concept, a composite construction made of carbon fiber reinforced plastic (CFRP), aluminum and high-strength steel was developed for the body. This sophisticated combination of materials allows an optimum of strength, weight and costs.

"Pininfarina is proud to have been selected by one of the most innovative car manufacturers in the world as a body-in-white development partner for this project, from concept to series production."
(David Gagliardi, CEO Pininfarina Deutschland)

The cooperation with BMW continues. As mentioned before, we won a large working package for the new platform (NCAR): we can show our expertise in the areas of body shell, underbody paneling, as well as in the design of add-on parts and in integration solutions (such as battery storage). We think, the next years will also be eclectic and demanding – but we feel well prepared and are eager to show our innovation potential to all our customers.



WORLD DESIGN CONFERENCE – AUTO DESIGN FORUM

From 15 to 18 September 2022, the Shanghai Municipal Government officially held the first "Design Capital Conference" in Huangpu Riverside, with the theme of "Design without Boundaries, Blending and Coexistence", creating a first-class design industry event.

The automotive design forum invited leading figures in the field of automotive design globally to discuss industry trends and cutting-edge design concepts. Pininfarina, as a top design company in the industry, was invited to participate in the summit to discuss the concept of "integration" of automotive design with industry elites. In the roundtable section "FUSION", Head of Design Pininfarina Shanghai, Matteo Piguzzi, exchanged and explored with design directors from design companies and OEMs the ideas about differences and integration between the Chinese and European automotive design cultures, and also the automotive markets.

🇨🇳 CHANGING OF THE GUARD IN SHANGHAI

In December 2022 Simone Tassi will leave the leadership of Pininfarina Shanghai to assume, from 1 January 2023 at Pininfarina SpA, the role of Head of Sales & Business Development of the C.o.C. Product & Experience Design reporting to CEO Silvio Angori. From 1 October 2022, instead, Alberto Bighignoli joined the Company in the role of Deputy General Manager Pininfarina Shanghai to then assume, from December, the role of General Manager.



SIMONE TASSI

"It has been an honor representing Pininfarina in Asia and in China in particular, being the ambassador of the most outstanding Italian design in Mobility and Industrial sectors. I thank my colleagues in PFS, I will always cherish all of my teams in Shanghai. I am ready and enthusiastic to start the new challenging mission, to get fully involved and work with the new team embracing a vibrant environment in order to succeed all together."



ALBERTO BIGHIGNOLI

Could you briefly introduce your past experience?

"I started my working career in a Telecom Company based in Turin where I spent 12 wonderful months when I was 23 years old... but easy to say now ... telecom was not my future... and after few other experiences in software house I finally found my real passion in the automotive industry. In MoMo steering wheel I started to work as project manager for European OEM approaching for the first time the complex automotive industry... years later I moved to UFI Filters where I discover my second passion, the Asian Market."

What are your expectations about the new role at PF Shanghai?

"I expect to find a young, dynamic and entrepreneurial environment, where the power of ideas can really make the difference. A passionate and enthusiastic team willing to face any challenge the future, and proud to work in a company that for many years has been promoting the Italian style around the world."

🇺🇸 VANCOUVER SPEAKS ITALIAN FOR THE DESIGN WEEK

The Italian Chamber of Commerce in Canada-West, in collaboration with the Consulate General of Italy in Vancouver, organized the 4th edition of the "Italian Design Week: Timeless Design & Sustainability", a series of cocktail receptions and open houses taking place at local Showrooms in Vancouver.

At the inaugural cocktail reception style event at Alfa Romeo held on October 27th, the guest of honor has been the Vice President Design of Pininfarina of America Paolo Trevisan, with a speech about the "Importance of Design in an Evolving Scenario".



MAHINDRA GALAXY

🇮🇹 SUSTAINABLE AUTOMOTIVE ENGINEERING SOLUTIONS

Tech Mahindra, a leading provider of digital transformation, consulting, and business re-engineering services and solutions, today announced that it has partnered with Foxconn-initiated MIH (Mobility in Harmony) Consortium, an open EV alliance that promotes collaboration in the mobility industry. [Read more >>>](#)



🇮🇹 VMOTO SOCO, AT EICMA A CONCEPT DESIGNED BY PININFARINA

A statue shaped by the wind, as the press defined it. Looking at the enigmatic concept designed by Pininfarina, proposed by Vmoto at Eicma, imagining it as a future electric maxi-scooter is not so immediate. But it's possible to understand the intentions behind it. Because this sort of "object of art" represents Vmoto's vision of future electric mobility on two wheels.



Giuseppe Bonollo, SVP Sales & Marketing di Pininfarina, and Daniele Mazzon, Head of Transportation Design, during the presentation of the project at EICMA



BEHIND THE SCENES



ALDEA UH MAY

A new model of conscious living

Pininfarina od America unveiled its latest project — the community of Aldea Uh May, located just outside the vibrant cultural center of Tulum, Mexico — during an official launch event held on October 7th, 2022.

THE PROJECT

Aldea Uh May, situated along the outer ring of Tulum in the small artisan town of Francisco Uh May, is emerging from the heart of the jungle as a **new model for conscious living**. Spearheaded by real estate group, ALDEA UH MAY, S. DE R.L. DE C.V., **Pininfarina oversaw the artistic direction for masterplan** of the 20-hectare development, designing a proprietary transportation and mobility network, as well as various clusters of health-oriented amenity and public spaces, to support the community's over 120 multi-family and single family residential lots. Pininfarina's strategic blueprint for the property preserves more than 40% of the existing jungle landscape, intended to further elevate and unify Aldea Uh May's focus around the symbiotic coexistence of technology and nature. The resulting, first-of-its-kind destination for conscious, mindful living will serve as a steward for both the built and the natural environment.



FEDERICO FRANCESCONI

"Creating something unique while fully respecting the original vision over conservation and sustainability that is what sparked the project ideas and relationship between us and the client, to build something unique and capable of delivering a sustainable innovation message."

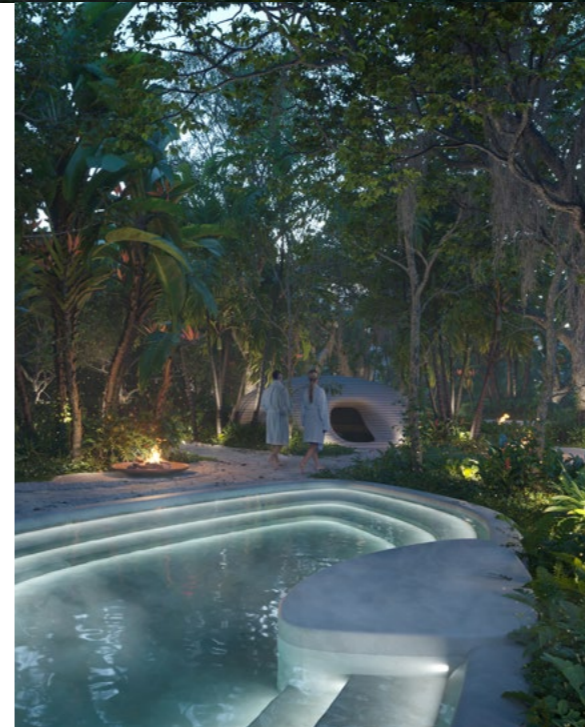


OUR CHALLENGES

"Aldea Uh may represents Pininfarina's will to give concrete answers to increasingly topical issues and needs. People's mutual respect, their essential feeling to be part of a community and the concept of authenticity are global values considered as key especially by young generations. Topics such as sustainability, respect of traditions, nature and society deserve a primary focus in the cultural approach of contemporary design."

Getting to understand the contemporaneity of Maya's vision of the world and their perspective of life in their traditions turned out to be both a fascinating and a professional learning experience."

SAMUELE SORDI



ANDREAS PINEDA

"Aldea Uh Mays' design and strategy began with questions that challenged many conversations of the past, present, and future environments. How can we design to bring back a real community's true meaning and importance? A community of trust, common bonds, and values ensure ownership, responsibility, engagement, and pride in the neighborhood? An environment that promotes growth and interaction while benefiting and giving back to the community and environment. How do we design and create an integrated vision for a shared, livable neighborhood?"



ANGEL X-TECH COLLECTION

A Water Purifier inspired by the mysterious sense of the 'X symbol' and aerospace technology

As the most important product line launched 2022 by ANGEL Group, The leading brand of water purification in China, the X-Tech high-end Water Purifier Series perfectly demonstrates the capabilities of Pininfarina Design in the Chinese industrial design market. Inspired by the mysterious sense of the 'X symbol' and aerospace technology, the cooperation between ANGEL company and Pininfarina Shanghai design team created a trans-avantgarde design style by injecting the fashionable "sports car streamline" element into the design language of high-end water purifier.



"ANGEL has been looking for a design company that could systematically solve the product's pain points while taking into account the design aesthetics. 3 years ago, we tried to work together on our first under-kitchen water purifier. The designers came up with a new replacement cartridge solution and cartridge label design that made it easier and more instructive for consumers to replace the cartridge, which won praise from the client and also their consumers. The X-tech series is the most advanced series of 7 products for 2022, filling the gap in the design work of our high-end series in China and giving Angel's product range a combination of Italian and technological style. Now, Angel group is one of our most stable and strategic partners in the industrial design section. We are looking forward to more joint potentials in the future."

ERIC DONG
Head of Industrial Sales

KEN CHEN

Leader of Industrial Design

"It is an exciting and complex project. I played the role as both project manager and designer. This project contains 7 products in total as a set. The most challenging thing is how to transfer the "aerospace" element into the key design language while keep them in a family system. We extracted the form of zinc oxide whisker (the main technology of client), abstracted it and applied it on the surfacing feature. It expresses the core value inside out significantly. we also proposed some ideas to improve the structure from the user experience aspect via few loops of mock-ups. It was a great team work experience."

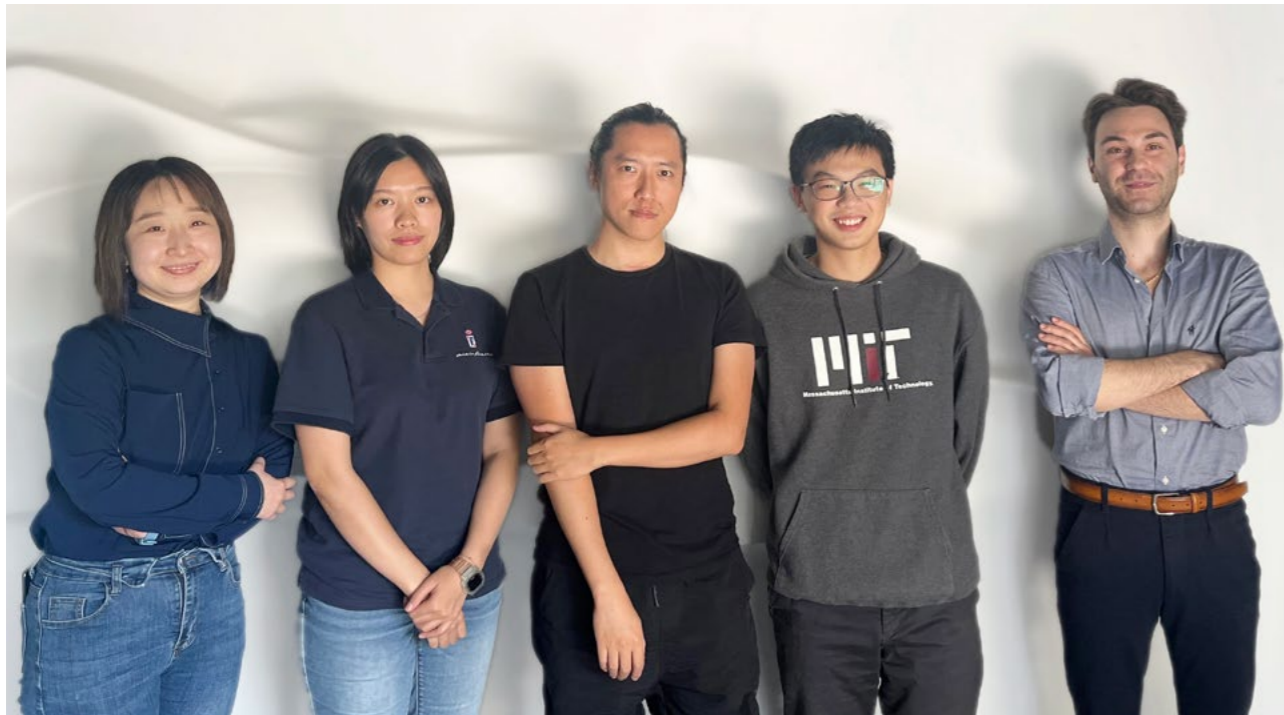


VINCENZO FORTUNATO

Senior Industrial Designer

"Our goal has been to express the sense of technology through a unique and futuristic design. Our design is a celebration of shape, but at the same time can blend with the style of the living room. The core of our design is the triangle shape that expresses simplicity but at the same time became the distinguished element of our form language. With our design we wanted to intriguing the users using tailored surfaces who can give the feeling of precision and premium quality. So we came out with this new design language that is very unique and outstanding in the market."





ATON XU

Industrial Designer

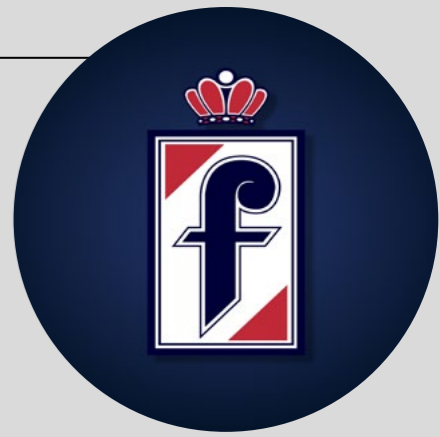
"On the Angel project, I was responsible for understanding the client's and product manager's needs, brainstorming, proposing design proposals, and presenting the good rendering in our proposal. The Angel x-tech series was a project that required us to work with the client on design elements that represented the core technology and repeatedly validate the structure, and it was a family project that involved a particularly large number of different products with different functions. In order to keep the timeline of the whole project, we needed to quickly understand the features of each product, race against time in each proposal, clear what the client's needs in the shortest time, and ensure the quality of the proposals. This has taught me how to plan time wisely in future projects, complete proposals accurately, and work with the whole team, which has also made our whole team more united and understand each other more."

Industrial Design Team Pininfarina Shanghai. From left to right: Cammy Zheng, Aton Xu, Ken Chen, Kerry Wen, Vincenzo Fortunato.

"I was involved in the design of some of the products and the communication with the client in this project. It was the first time since I started my career that I was involved in such a large project from scratch. The process was long but with the patient cooperation of the client and the efforts of the team, the project was finally successfully realized into mass production. Through this project, I have learnt the importance of teamwork, believing that the synergy of teammates can achieve much more effective than expectation, and how to handle the design time planning of different categories in parallel within the same time to ensure the quality of output; and the most importantly, the art of communication, how to tactfully guide the client to provide more in-depth and valuable information to drive the project forward more efficiently."

CAMMY ZHENG

Senior Industrial Designer



the point



End of the year: a time for analysis and wishes. CEO Silvio Angori sums up the past months and the many results achieved, with an eye to the challenges that await us after the Christmas break.

WE WELCOME TO THE COMPANY:

- Quentin Goncalves - Exterior Designer
- Dimitrii Kuznetsov - Exterior Designer
- Cristiano Servetti - Engineering Project Leader
- Domenico Germanò - Warehouse Specialist
- Gian Marco Bergonzini - Junior Architect
- Rocco Calabresi - Special fitting specialist

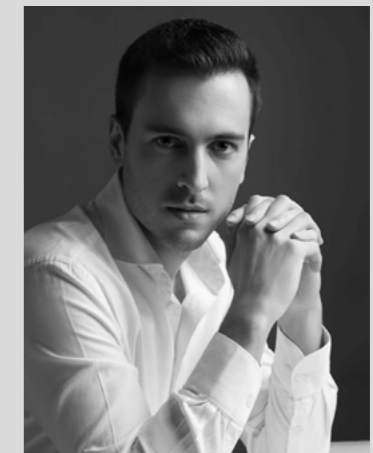


STEVEN LU

SALES DIRECTOR

We have a sales team growing strong now in China. What do you think are the engines for your team to manage the business growth?

"For our team, communication is very important. It links to many aspects such as customer needs, new opportunities, budgets and as a supportive approach to know the market trend during this dynamic environment. With all sales' engagement in the frequent communication, we expect to drive not only getting the new business, but also com to a service strategy direction."



JACOPO REALE

HEAD OF ARCHITECTURE

Pininfarina Architecture is officially established in China this year. Could you briefly talk about the current situation + future expectation of this business unit in China?

"The drive that has guided us in the opening of the Shanghai architecture office was certainly the international competition in which we participated for the master plan of a new city in the Yangtze River Delta area, near Shanghai. Our project – Blue Loop, named after the system of waterways surrounding the site – won the first prize, giving us the decisive push to develop an idea that was already in the pipeline. China for sure is a huge place with great potentials, and specifically in the second and third tier cities we see many possibilities for architecture. We are looking forward to the growth of our architecture team in China and more new opportunities."



PIERA CANTÙ

What do you remember about your first day at Pininfarina?

I arrived at what at the time was Pininfarina Studi e Ricerche on March 2nd 1982 as the first one hired after the transfer of the Study Center from Grugliasco to Cambiano; on the first day I remember the factory immersed in a very thick fog that was almost invisible, the emotion of crossing the threshold (it was also my first job) and the warm welcome of the colleagues with whom I then shared a good part of my life working.



Sig.
CANTU' Piera
N. Tessera: 106
Piera Cantù



What was your first assignment and what are you doing today?

I was hired as a switchboard operator-receptionist, my office was the hall of Cambiano 1 (the biggest ever!); in December of the same year I was transferred to a real office and I divided my days between the Purchasing office and the HR office, which were in a period of super work; in March 1985 I moved full time to the Human Resources Department, where I am still today. I deal with personnel administration in particular, starting from the welcoming of new employees, I become the reference in support for the administrative practices of the employees up to the termination of the employment relationship. I can say that I met all the employees who passed through Cambiano!

What advice would you give to a young person who has just joined Pininfarina?

I quote Confucius that I like: "Choose the job you love and you will never work a day in your life".

A moment in corporate life that you remember with particular pleasure?

The beautiful parties we organized for the children at Christmas.



🇮🇹 PATTAMAPONG CHAKRABANDHU



WHO I AM?

"Sawasdee Krub" I'm Patt Chakrabandhu, a 35-year-old automotive interior designer from Chiang Mai, Thailand.

WHAT DID I DO YESTERDAY?

After graduating in 2020 from ArtCenter College of Design in Pasadena, CA. I worked for over a year at the industrial design company - Class A Solution in Bangkok, Thailand.

WHAT DO I DO TODAY?

I work in the automotive design department of Pininfarina Spa as a junior interior designer.

WHAT DOESN'T MY LINKEDIN PROFILE SAY ABOUT ME?

Outside of work, I very much enjoy practicing and learning new guitar lessons. A couple of years ago, I started taking reading seriously. Now I'm a huge fan of science-fiction novels. I also love being in nature. So if there's any chance for hiking, I'm all in!

FOR ME, PININFARINA IS...

A place of finest designs.



🇮🇹 CRISTIANO SERVETTI

WHO I AM?

I am 41 years old I was born in Turin and I trained at the Politecnico.

WHAT DID I DO YESTERDAY?

I worked for Stellantis for 14 years as Project Chief, latest Jeep Avenger project (car just presented).

WHAT DO I DO TODAY?

Today I hold the role of Engineering Project Leader in the Paolo Bonetto area.

WHAT DOESN'T MY LINKEDIN PROFILE SAY ABOUT ME?

I am very passionate about motorcycles and bicycles, I try to take advantage of my passion to be outdoors and explore new places.

FOR ME, PININFARINA IS...

An opportunity for professional growth, it allows me to learn about new aspects and to push the boundaries of the automotive world.



EDOARDO MENZIO AWARD TO GAETANO VOTO

The Award for Pininfarina's young talents, established a few years ago in memory of the late colleague Edoardo Menzio, this year went to Gaetano Voto, who holds the role of Milling & Additive Manufacturing Specialist.

Gaetano won the prize for having demonstrated great professionalism and flexibility by covering different roles with an extraordinary spirit of adaptation, with a marked proactivity in technically managing external suppliers, qualities that allowed him to bring home significant savings; he also stood out for having demonstrated and with great attention to the management of internal assets (milling machines and 3D printers).

what they say about us



CNN



DAILY NAUTICA



VANITY FAIR



DESIGN BOOM

SERGIO PININFARINA, THE MEMORY OF THE "KIND ENTREPRENEUR"

Our Chairman Paolo Pininfarina organized a commemorative event at the Unione Industriali Congress Center in Turin to celebrate Senator Sergio Pininfarina ten years after his death.

At the round table, chaired by Marcello Sorgi, Giorgio Marsiaj recalled Sergio Pininfarina's presidency of Confindustria and his role in the world of industry, Luca di Montezemolo the over ten-year relationship on the industrial front with Ferrari and Maserati and the commitment in Confindustria and in the High Speed Train, Antonio Ghini the contribution of Pininfarina to the modern phase of the Cavallino and the fertile cooperation which led to a whole series of iconic models. Beppe Facchetti dwelt on Sergio Pininfarina's connections with politics, from the time when he was a total stranger to it to when he became a member of the European Parliament and then a life Senator, on the back of his vast experience in business associations and pro-European vision, while Gianni Letta told the story of their long friendship and their meetings in professional and social situations.



▲ Paolo Pininfarina shows the volume "Lectures", collection of speeches plus representative of the Senator between 1981 and 2005



▲ In the front row, Signora Giorgia, the Senator's widow, surrounded by the entire Pininfarina family



share it!



PURE PININ: MASTER OF DESIGN

"Under his leadership, the company he inherited from his father as a young man continued to design the most memorable Ferraris in history." Ferrari pays tribute, through the words of Tim Bradley, to Sergio Pininfarina for his invaluable contribution to the success of the collaboration between the Prancing Horse and Pininfarina. [Share it! >>>](#)

INAUGURATION OF THE TOGG FACTORY WHICH WILL PRODUCE THE SUV BY PININFARINA

CEO Silvio Angori and SVP Sales & Marketing Giuseppe Bonollo joined our partner Togg on a very special day: the opening ceremony of the Togg Gemlik Campus. During the event, the first electric SUV to come off the assembly line was driven by an exceptional driver, the Turkish President Erdogan. Togg will produce five different models until 2030 starting from the SUV designed by Pininfarina.



icons

THE MYTH OF THE DESTRIERO TURNS THIRTY

The adventure of the Destriero, which in 1992 set the still unbeaten record for crossing the Atlantic from New York, from Ambrose Light to Bishop Rock, England, in 58 hours, 34 minutes and 50 seconds, returns in the limelight this year on the occasion of the thirtieth anniversary of the feat wanted by Prince Karim Aga Khan to conquer the Blue Riband. Among the elements that made the Destriero legendary, the characteristic streamlined line, the result of Pininfarina's unmistakable design, certainly plays a leading role.



For this reason, the thirty-year anniversary award was presented to Paolo Pininfarina and Silvio Angori last October. During the ceremony, which took place in Turin at the headquarters of the Automotoclub Storico Italiano at Villa Rey, the figure of Sergio Pininfarina, President of Confindustria at the time, was also remembered.



once upon a time...

DO YOU HAVE A PHOTO THAT LINKS YOU TO OUR COMPANY?

Send it to pininformando@pininfarina.it and tell us about it: where and when it was taken, on what occasion, who you were with, what you were doing, an anecdote or a memory of that moment.



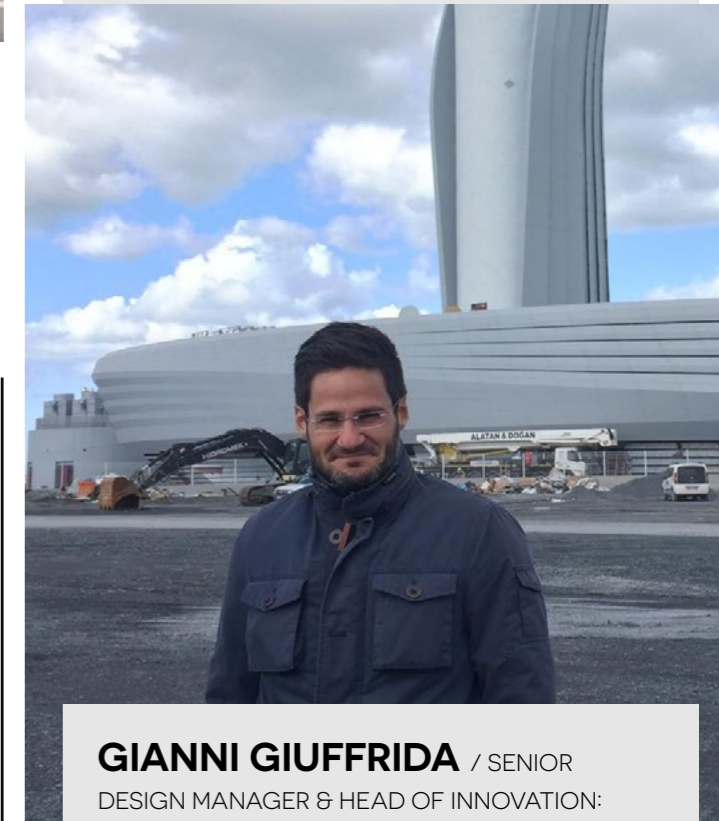
SO BEAUTIFUL IT... CRASHES

Even delivering the car to its new buyer can be a daunting undertaking. And it's not always possible. If nothing else, judging by what happened to the flaming Ferrari Enzo in the British island of Jersey. The supercar, in whose driver's seat was not the new owner but the person who was delivering it to him, instead of reaching its destination, it crashed into another car that was arriving in the opposite lane. With consequences, needless to say, ruinous for the Cavallino jewel.

Produced in a limited series of 399 units between 2002 and 2004, the Ferrari Enzo adopts a naturally aspirated 6-litre V12 engine with 657 Nm of torque and 660 HP of power. The design of the bodywork, in carbon like the frame, bears the Pininfarina signature. Naturally, it is one of Maranello's most sought-after cars: initially only 349 specimens were planned but, in order not to disappoint the numerous collectors all over the world, another 50 were produced.



garage

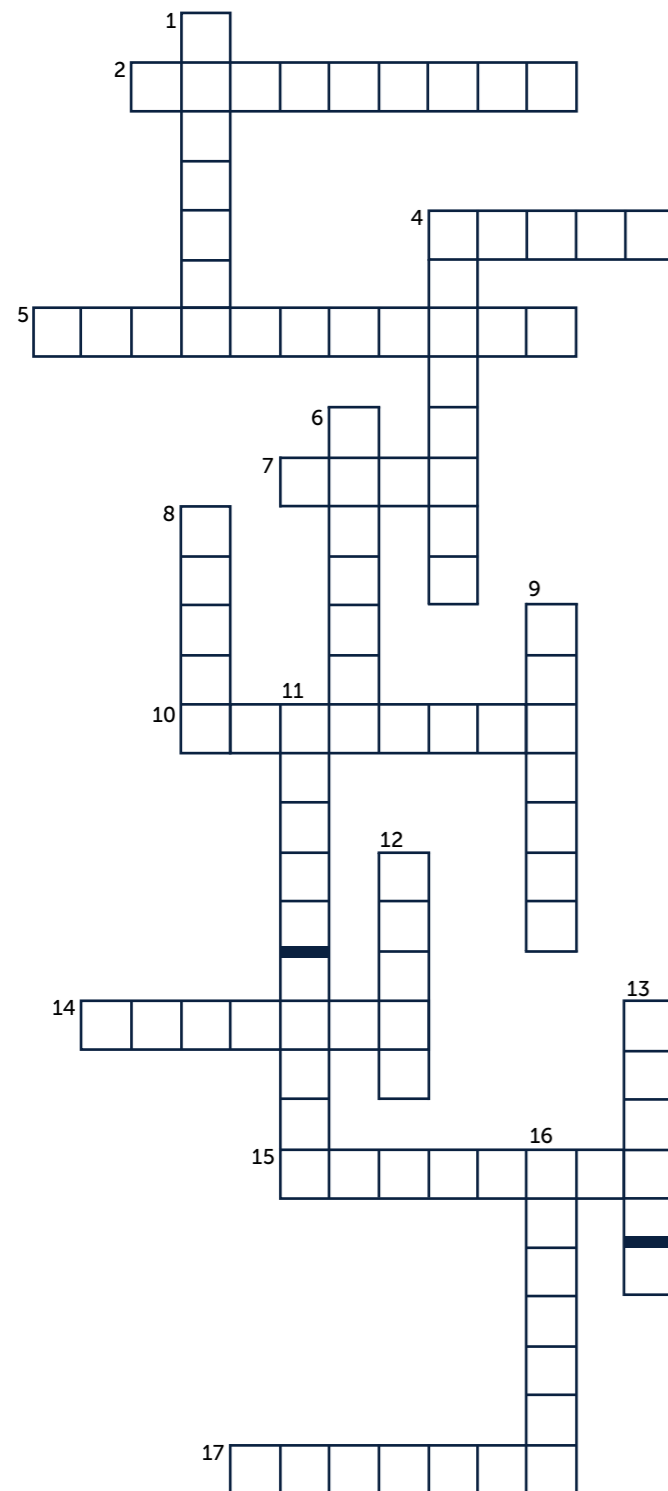


GIANNI GIUFFRIDA / SENIOR DESIGN MANAGER & HEAD OF INNOVATION:

"Pininfarina is a story of dreams. Dreams and images that we allow to envelop us and then crystallize in the creative act. You dream of a small team, at the time made up of three people. I believe that even if it's just me writing right now, my Deaf colleagues Samuele and Bove Giuseppe are also aligned and ideally with me in this photo. We managed to beat archistars, to create a new Turkish icon, to donate a tulip as a symbol of welcome and bring it back to Turkey. It was a unique experience then to see it tall and proud to soar in the sky, this is the story of the Air Traffic Control Tower, the tower sculpted by the wind. This photo was taken a few months before the inauguration, when the construction site was still open. I was with the Communications Manager Francesco Fiordelisi, we had accompanied two journalists (Corriere della Sera and Stampa) to visit the construction site, resulting in two beautiful journalistic reports".

crosswords

spot the 5 differences



ACROSS

2. It was defined rolling sculpture
 4. Classic car concours in California
 5. Main activity of PF Deutschland
 7. Kevin, Chief Creative Officer
 10. The city Hosting the ATC Tower designed by Pininfarina
 14. Vietnamese carmaker partnering with Pininfarina
 15. Viritech's hydrogen hypercar
 17. Eugenia of the HR DepartmentPininfarina S.p.A.

DOWN

1. Matteo, Head of Design Pininfarina Shanghai
 3. Chinese city designed by Pininfarina Architecture
 4. We designed the X95 for them
 6. Wife of Sergio Pininfarina
 8. Site of Pininfarina of America
 9. Gornergrat train designed by Pininfarina
 11. Tower designed for gruppo San Siro
 12. Years of the Pininfarina Wind Tunnel
 13. The first concept car designed for Foxtron
 16. Pininfarina collection of E-scooters

Solutions on
the next issue!



In the photo, **Corà**, a new Wood Floor Collection, combining different technologies and materials for the creation of parquet flooring with complex geometric patterns inspired by natural elements. The idea behind the Collection was to create a continuous flooring blurring the borders between the exterior and interior spaces, thus uniting them

into a unique design. This becomes possible thanks to the "contamination" of the wooden surface with ceramic elements that perfectly fit the outdoor use. The new Collection also allows creation of interesting patterns, zoning different areas thanks to the limitless combinations of wooden essences and ceramic finishes.



2023

BEST WISHES!



Xmas Memories

The gift you've been waiting for so long. The dish that conquered all your guests. The Christmas decoration that left you speechless. The relative you've seen with more pleasure. The Santa Claus costume that entertained your children..

Every moment of the Christmas holidays deserves to be immortalized with a snap. So we invite you to share with all Pininformando readers a photo that tells the place, the moment, the person, the object that best represents your Christmas 2022.

To see it published in the next issue of Pininformando and compete for the title of Best Christmas Picture 2022, send your photo by 10 January 2023 to pininformando@pininfarina.it. Write a short caption indicating the location of the shot, the date, the memory that binds you to the photo.

All materials sent to the editorial staff, in any form or method, are intended to be published on Pininformando. For the use of images in which minors are present, the written and signed consent of both parents must be given.

Pininfarina gift ideas (with discount!)

For the launch of the new collection of Pininfarina T-shirts, made by our partner Signature, we inform you that all the employees can purchase the products on our online store <https://shop.pininfarina.it/>, with a **20% discount** on the clothing collection.



To Pininfarina employees.

After 2021 in recovery, 2022 was a complicated year full of uncertainties and economic difficulties for companies and families.

The automotive sector and Italian industry are experiencing a moment of transition: in this context, Pininfarina has managed to renew itself and has once again demonstrated its resilience.

More generally, I would like to say that in the last two years our Company has been able to transform many difficulties into opportunities for innovation for the future and this should make us proud.

I wish you all and your families a happy 2023 in which at least part of the current problems can find a solution.

Chairman Paolo Pininfarina.

Below some advice to purchase the discounted products:

- connect to the website and go directly to the online shop: <https://shop.pininfarina.it/collezione>
- choose your article
- use the following coupon: PNFTSHRT22

The dicount will be effective until Dec 31st.