

Pininfarina Home Design debuts at Design Shanghai.

宾尼法利纳家居设计在“设计上海”首次亮相

Grand opening of the first Pininfarina Home Design Showroom in China.

宾尼法利纳家居设计展厅首次在中国拉开帷幕

Paolo Pininfarina holds a keynote speech on the furniture and interior design influenced by the car design.

保罗 宾尼法利纳先生以汽车设计影响下的家居与室内设计为主题发表演讲

The furniture collection designed for Reflex on display

现场将展出宾尼法利纳为 Reflex 设计的家具系列

(14-16 March, Booth W2-50). (3月14-16日, W2-50展厅)

Shanghai, March 14, 2018 – **Pininfarina Home Design** lands in **Shanghai** during the prestigious festival **Design Shanghai**. Pininfarina presence in **China** dates back to **1996**, being Pininfarina the **first design house** to provide **styling and engineering** to **Chinese automobile manufacturers**. Recently Pininfarina has affirmed his presence also in the **architecture** thanks to the partnership with **Higold** designing their new headquarter in Shunde.

2018年3月14日，上海 – 宾尼法利纳家居设计在著名的“设计上海”期间登陆上海。宾尼法利纳在中国的历史可以追溯到1996年，宾尼法利纳曾作为第一家造型与工程设计公司为中国的汽车生产商提供服务。近年来宾尼法利纳在建筑设计领域也与中国企业建立了更紧密的合作，例如建于顺德的悍高总部大楼。



On Design Shanghai Pininfarina will introduce, thanks to the partnership with **Reflex**, Pininfarina Home Design. **Pininfarina Home Design** represents a journey in exploring new scenarios. A journey into the **Home Space** that combined, for the first time, Pininfarina heritage in **furniture design** with the

innovative style in **architecture and interiors**. To imagine and realize **solutions for interiors** with a unique and distinctive character, in which the design of the space naturally marries the personality of the furniture. To give life to experiences in which form and function are integrated. To give shape to spaces conceived for a **contemporary lifestyle**. A journey made of **design, innovation, custom-tailoring, luxury, Italian style**. The journey gave life to a **furniture Collection** realized in partnership with **Reflex** that will be on display on the **Living Star booth** (booth **W2 – 50**).



在“设计上海”期间，宾尼法利纳将展出为 Reflex 设计的家居系列，家居设计代表了宾尼法利纳探索家居空间新领域的一个新篇章，宾尼法利纳第一次将其历史传承结合到建筑与室内设计领域的家居创新风格。从设想到实现室内设计的解决方案，结合独特而鲜明的个性，使空间的设计自然而然地与家具的个性相匹配，给人带来形式与功能合二为一的体验，用形状与空间构建出现代化的生活方式，这就是量身定制的意大利经典设计，被赋予生命的家居系列，为您开启一趟豪华、创新之旅。此次与 Reflex 合作的家居系列将在 **Living Star** 展厅展出 (W2-50 展厅)。

The Pininfarina Home Design Collection will be displayed also in the first **Pininfarina Showroom in China** realized in collaboration with **Reflex** and **Living Start** that will be inaugurated in **Shanghai** on **March 15 at 7 pm.**

在与 Reflex 和 Living Start 的合作之下，宾尼法利纳家居设计系列也将在宾尼法利纳在中国的第一个展厅中展出，将于 3 月 15 日下午 7 点在上海揭幕。

*“China is the perfect place to express all our expertise and creativity in every sector,” affirmed **Paolo Pininfarina**, Chairman of the Group. “I believe that, together with Chinese partners willing to innovate, we can create new icons of beauty as we did in our 88 years of history”.*

“中国是表达我们在每一领域的所有专业知识与创意的完美地方，我相信，和勇于创新的中国伙伴一起，我们可以创造美的新标志，就像过去 88 年历史中我们所做的一样。”宾尼法利纳集团主席保罗·宾尼法利纳先生肯定地说道。

On this subject, **Paolo Pininfarina** will hold a keynote speech at Design Shanghai on **March 15 at 11.15** titled: “From car design to furniture and interior design: a DNA able to create Icons lasting over time”.

保罗·宾尼法利纳先生将以“从汽车设计到家具与室内设计：可以创造经得起时间考验的 DNA”这一主题在 3 月 15 日 11.15 的“设计上海”中发表主旨演讲。

Come to visit us:

欢迎前来观展:

- ✓ at **Design Shanghai: Booth W2-50.**
- ✓ 设计上海: W2-50 展厅
- ✓ **Paolo Pininfarina speech on March 15 at 11.15 am at Design Shanghai.**
- ✓ 保罗·宾尼法利纳于 3 月 15 日 11.15 am 在“设计上海”发表演讲
- ✓ **Pininfarina – Living Star – Reflex Showroom** at Floor2, Building 1, SKY SOHO, No. 968 Jin Zhong Road, Shanghai 200335, China.
- ✓ 宾尼法利纳– Living Star – Reflex 展厅，中国上海金钟路 968 号, 凌空 SOHO 1 号楼 2 楼，邮编 200335



pininfarina



Pininfarina

Pininfarina is an internationally renowned design house, since more than 87 years emblem of the Italian style in the world, with offices in Italy, Germany, China and the United States.

Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra to extend the company's competence outside the automotive world. In 30 years of activity, Pininfarina Extra has developed over 600 projects under the guidance of Chairman and C.E.O. Paolo Pininfarina (now Chairman of the Pininfarina Group). The company's main activities include Transportation design (yachts, aircraft, private jets and people movers), Industrial design (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), Architecture and Interiors (residential projects, hospitality, sports and commercial structures).

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