

Sharp joins forces with Pininfarina to redefine the identity of their TV and Audio lines

夏普与宾尼法利纳合作
重新定义他们的电视和音频产品

*Inspired by the dynamic lines of the Pininfarina sports cars,
the new Sharp by Pininfarina Collection will be presented at 2019 IFA Show*

此灵感来自Pininfarina跑车的动感线条，
Pininfarina Collection的新款Sharp将于2019年IFA展会上亮相

Berlin, August 30, 2018 – Pininfarina and Sharp, on the occasion of the IFA Show in Berlin, will reveal to the world their new premium TV and audio system collections.

柏林，2018年8月30日 - 宾尼法利纳和夏普将在柏林举办的IFA展会上向全世界展示他们的全新高级电视和音响系统。

The Italian design house identity, based on the strong connection with **car design**, has been masterfully translated in this project placing as cornerstones its distinctive elements of **premiumness** and **innovation**. Pininfarina leveraged on its expertise, acquired through extensive collaborations in **industrial** and **interior design**, to create astonishing beautiful products for **Sharp's entertainment system**, creating **value for the home environment**. 基于与汽车设计的紧密联系，意大利设计公司的标识在这个项目中得到了巧妙的体现，奠定了其优质和创新的独特元素。Pininfarina利用其专业知识，通过在工业和室内设计方面的广泛合作获得，为夏普的娱乐系统创造出令人惊叹的新产品，为家庭环境创造价值。

The project is the successful result of a fruitful collaboration, able to perfectly blend **iconic Italian design** and **Japanese cutting edge technology**. 该项目是一次富有成效的合作结果，能够完美地融合意大利标志性设计和日本尖端技术。



"The strength of Pininfarina lies in the ability, resulting from its experience in different sectors, to have a coherent vision, so that each product is projected in relation to the imaginary of the environment in which it will find its accommodation" says Paolo Pininfarina, Chairman of the Group. "Working on a whole range of products gives us the opportunity to conceive and create a precise and non-contradictory identity, which represents the real success of this project."

“Pininfarina的优势在于，凭借其在不同领域的经验，能够拥有一致的愿景，因此每件产品都是根据其所处环境的想象而预测的”集团主席Paolo Pininfarina说道。“在一系列产品上工作使我们有机会构思并创造一个精确且不矛盾的身份，这代表了这个项目的真正成功。”



"We know that design plays an important role for customers when it comes to buying a TV or audio product. After all these products are a central element of their apartments and houses. That's why we are pleased to develop together with Pininfarina a full range of new products, that appeal to discerning customers through their novel dynamic design and enable SHARP to tap new groups of buyers," says **Aslan Khabliev**, Chief Executive Officer Europe. "That corresponds ideally with SHARP's credo, as we strive to support our customers' lifestyles and working patterns. It is not only a matter of technology, the point is rather to provide solutions to specific situations and requirements through our technology." "我们知道，在购买电视或音频产品时，设计对客户起着重要作用。所有这些产品都是他们的公寓和房屋的核心元素。这就是为什么我们很高兴与Pininfarina一起开发全系列新产品，通过其新颖的动态设计吸引眼光敏锐的客户，并使夏普能够吸引新的买家群体，"欧洲首席执行官Aslan Khabliev说。"这与夏普的信条理想相符，因为我们努力支持客户的生活方式和模式。这不仅仅是技术问题，更重要的是通过我们的技术为特定情况和要求提供解决方案。"

About Pininfarina

Pininfarina is an internationally renowned design house, since more than 88 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).

关于宾尼法利纳

宾尼法利纳是一家国际知名的设计公司，拥有超过88年的世界意大利风格标志，在意大利，德国，中国和美国设有办事处。法拉利，阿尔法罗密欧，玛莎拉蒂和宝马等著名品牌的杰作都是从宾尼法利纳诞生的。1986年，Pininfarina家族的第三代创立了Pininfarina Extra，以扩展公司在汽车领域之外的竞争力。Pininfarina Extra在30年的活动中，在主席和C.E.O的指导下开发了600多个项目。Paolo Pininfarina（现为Pininfarina集团主席）。该公司的主要活动包括交通设计（游艇，飞机，私人飞机和其他交通工具），工业设计（电子，体育用品，家具，设备和机械，消费品，平面设计和包装设计），建筑和室内设计（住宅项目，酒店），体育和商业结构设计项目。

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