



## **Art and Design, Pininfarina at Big 2002**

Wednesday, 20 March 2002

Pininfarina reconfirms its unconditional support for the Biennale Internazionale di Creatività Giovanile to be held in Turin from April 19 to May 19 2002. An extremely important exhibition for the city that has become a benchmark and ideal venue to compare artistic works by young people from all over Europe.

For a company like Pininfarina, whose roots and mission are strictly related to creativity, to invest in art and culture means associating the aesthetic concept of beauty, of intelligence and innovation with works that represent a universally recognisable language.

As regards the 2002 edition in particular, Pininfarina will take an active part in the event by linking its name with that of the young Dutch artist, Cees Krijnen. In fact Metrocubo - a technical and ecological research prototype that will be exhibited at the Cavallerizza - will be coupled with a statue entitled "Woman in Divorce" representing the artist's mother, so conferring on the work the symbolic value of striving for the future, overcoming errors and pain, hopes for tomorrow. Life for the "Woman in Divorce", cleansed of flotsam and jetsam from the past, looks toward the future through the medium of a clean car, redesigned for an eco-compatible tomorrow. In other words, the subtitle for this work could well be "The art of sustainable mobility".