

earth to sky

Pininfarina's three aces Interview with Andrea Pininfarina, Chairman and CEO of Pininfarina

What are your main objectives for 2007 in the automobile and other sectors?

In the field of the automobile our major challenge for 2007 is to reach full productivity: in the last two years, we have simultaneously started up production of five new models (Alfa Romeo Spider, Alfa Romeo Brera, Ford Focus Coupé-Cabriolet, Mitsubishi Colt CZC and Volvo C70) and the 35,000 vehicles we produced in 2006 will grow to around 60,000 by the



end of this year. As for styling, we are very proud of the new Maserati GranTurismo: we designed both the interior and exterior. Overall, we are basing our strategy for 2007 on three winning strategies: internationalisation (meaning our presence in the major world markets and in proximity to our clients); innovation in design and in engineering; diversification.

What are the qualities that make your company competitive? How important is company memory?

It's necessary to know how to respond to market demands as flexibly as possible. After radically changing our role since 2000, we have shown our willingness to become a valid partner of the automobile industry, through the extension of our skills into designing transport vehicles, the development of our engineering and in the production of niche market models. We can also count on the experience acquired over seventy-seven years of activity, and on our creativity, which can be clearly seen in our capacity for innovation in the automobile, shipbuilding and aircraft sectors. Pininfarina has evolved while consciously maintaining continuity with our roots and with the culture of attention to the product and to qual-

ity. For this reason, as years have gone by and our history and tradition have grown, we have felt the need to create a space where we could record the main milestones of the company, as shown through our most successful products. That was the origin of the Collezione Pininfarina in Cambiano near Torino, a collection that preserves our firm's memories. At the moment it can be visited only by appointment.

What would you consider to be the strong and weak points of the design system in Piemonte in 2007?

The strong points of the design system in Piemonte derive principally from the ability of designers and producers to combine creativity and production, a formula that becomes a winning economic factor for the competitiveness of Made in Italy products, thanks to the continued commitment to research and innovation, both aesthetic and technological. Certainly, there are still some areas of excellence in Piemonte that are not given adequate recognition and this should be remedied. The choice of Torino as World Design Capital in 2008 will help designers obtain the international visibility they justly merit.

