Pininfarina wins red dot award for design concept of 2019

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Miami, Florida, July 31, 2019 – Internationallyrenowned Italian design studio Pininfarina has received the **Red Dot Award for Design Concept of 2019** with their **Pininfarina Bus Shelter for the City of Miami Beach**. Seeking to enhance the transit experience and improve the quality of existing architecture and functionality, the City of Miami Beach proposed to adopt a new bus shelter design for city commuters, with the City Commission unanimously selecting Pininfarina's boundary-pushing concept design as the winning bid.

"We are delighted to receive this award for the City of Miami Beach," says Paolo Trevisan, Head of Design for Pininfarina of America. "Our bus shelter system is the solution to the City of Miami Beach's transportation needs, and we're honored to be part of the evolution of the city's identity."

Reflecting Pininfarina's ethos that living and commuting are in a constant state of evolution, the bus shelters feature innovative modular designs and

contemporary technology that highlight Pininfarina's goal of creating **a modern, airy, accessible and comfortable user experience**, where beauty is never sacrificed for functionality. Featuring state-of-the-art technology and amenities that enhance the passenger experience, key design highlights include a solar panel system, estimated bus and trolley arrival signs, passenger security systems, and a tempered glass frame with additional awning to protect customers from the elements.

"Our bus shelters will display the **highest design quality and functionality** ," expressed Dan Gelber, Miami Beach Mayor. "This prestigious award represents the ultimate seal of approval when it comes to an exquisite design, enhancing our Miami Beach brand worldwide."

Drawing inspiration from the City of Miami Beach's playful, dynamic and energetic atmosphere, Pininfarina's shelter design is **inspired by natural shapes and a color palette that captures the vibrant personality of Miami Beach.**

"If cities are to increase public transit ridership, its leaders must strive to improve every aspect of the experience," says Ricky Arriola, Miami Beach Vice-Mayor. "Pininfarina's iconic bus shelter design contributes to our mission of sustainability by taking what is typically a drab infrastructure afterthought and transforming it into a **functional, artistic masterpiece** that will entrance drivers away from their pollutive commutes," he adds.

Beginning in 2005, **The Red Dot Awards** recognized the need to identify and celebrate new design concepts and innovations, the precursors of tomorrow's great products. This year, The Red Dot Awards panel received a total of **4,218 entries from 48 countries**. Over two days, the esteemed panel of international design experts gathered in Singapore for the adjudication.

To honor the chosen design projects, **The Red Dot Design Awards Ceremony** will be held on September 25, 2019 in Singapore.

About Pininfarina

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create **timeless beauty** through its values of '**Elegance, Purity, and Innovation**'. Listed on the Stock Exchange since 1986, Pininfarina has offices in **Italy, Germany, China** and the **United States**, with a design scope that includes transportation, industrial design, architecture/interiors, and automotive design. Leveraging the international prestige of Pininfarina, Pininfarina of America's physical presence in the US region provides value for their world-renowned clients, allowing a local perspective for their regional projects that is strengthened through the parent company's global reach.

Pininfarina's most recent **architecture and interior design projects** span geographical locations such as Turkey (the Istanbul New Airport Air Traffic Control Tower), The United States (the 1100 Millecento luxury condo in Miami), Brazil (luxury residential projects including Cyrela by Pininfarina and

Heritage in Sao Paulo and Vitra and Yachthouse in Balneario Camboriu) and Italy (the Juventus Stadium in Turin).

Pininfarina has won several International Architecture Awards; among the most recent are the 2019 International Architecture Award for Cyrela by Pininfarina and the 2019 Red Dot Award for the City of Miami Bus Shelter Designs. In addition to being an iF Design Award recipient for Cyrela by Pininfarina, Pininfarina was also confirmed as 5th in a ranking of he Top 100 Architecture and Design Companies operating in Italy.

For more information on Pininfarina please visit www.pininfarina.com

Tags :

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