



pininfarina

The City of Coral Gables
February 25th, 2020



[Introduction Video Link](#)

“
Design is the instrument to humanize innovation

”

Paolo Pininfarina

PININFARINA DESIGN VALUES



ITALIAN DESIGN HOUSE WITH NINE DECADES OF EXPERIENCE.
TRADITIONALLY INNOVATING.

ELEGANCE

Harmony of proportions and volumes
Fluid surfaces and refinement of details
Materials and production quality



PURITY

Essentiality of shapes
Enhancement of function and ergonomics
Long lasting design expression



INNOVATION

New concepts and forward thinking
Advanced materials and technologies
Creating the future trends



360

lifestyle design house



Pininfarina is the emblem of the truly Italian style.

The expression of innovation, purity and elegance is applied to all the products, from luxury cars, to haute horlogerie, to architecture.

The power of a visionary able to imagine future scenarios, to design and build innovative solutions improving the quality of life.



TRANSPORTATION



ARCHITECTURE



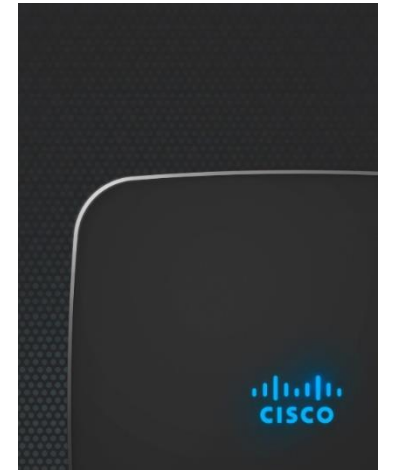
INTERIORS AND
FURNITURE



INDUSTRIAL DESIGN



LIFESTYLE
PRODUCTS



DESIGN STRATEGY



interior
innovation
award
2012



automotive
interiors
EXPO



reddot design award



GOOD
DESIGN



2010
IFIA
INTERNATIONAL
FURNITURE
AWARD

if



CAR DESIGN



ADI
COMPASSO D'ORO
INTERNATIONAL
AWARD



THE CHICAGO
ATHLETIC
MUSEUM OF
ARCHITECTURE
AND DESIGN

360
lifestyle design house

Recognized and Appreciated in all
sectors

Pininfarina's role in the design world has been
recognized with some of the most prestigious
awards worldwide.

Over hundreds of awards ranging from
design to engineering and architecture,
Pininfarina has been noted as a key player in
the design industry.

THE 4D METHODOLOGY OF PININFARINA

AN INTEGRATED DESIGN PROCESS

1 DISCOVER & DEFINE

- Brand DNA analysis
- Design Language analysis
- Customer Journey mapping
- User experience study
- Market research and Benchmark
- Pain Points
- User insights research
- Design thinking

2 DESIGN

- Digital design
- Service design
- High quality renderings
- Virtual 3D modelling
- Color & trim specifications

3 DEVELOPMENT

- Prototyping
- Art direction
- Industrial Design Language codification
- VR/AR

4 DELIVER TO MARKET

- Retail & booth design
- Packaging
- Marketing & communication materials



Human-Centered Design is an iterative process that takes an understanding of the users and their context as a starting point for all design and development.

TIMELESS HERITAGE & TRADITIONS



Coral Gables 1925
“The City Beautiful”



PININFARINA Torino 1930
“The Magical City” Home of Pininfarina

HYSTORIC DESIGN CONSERVANCY

- Honor Heritage
- Amplify Brand Values
- Attention to Details
- Build on Experience
- Tradition of Innovation



TIMELESS BEAUTY

“Italian style means sense of proportions, simplicity and harmony of line, such that after a considerable time there is still something which is more alive than just a memory of beauty.”

-Battista ‘Pinin’ Farina-

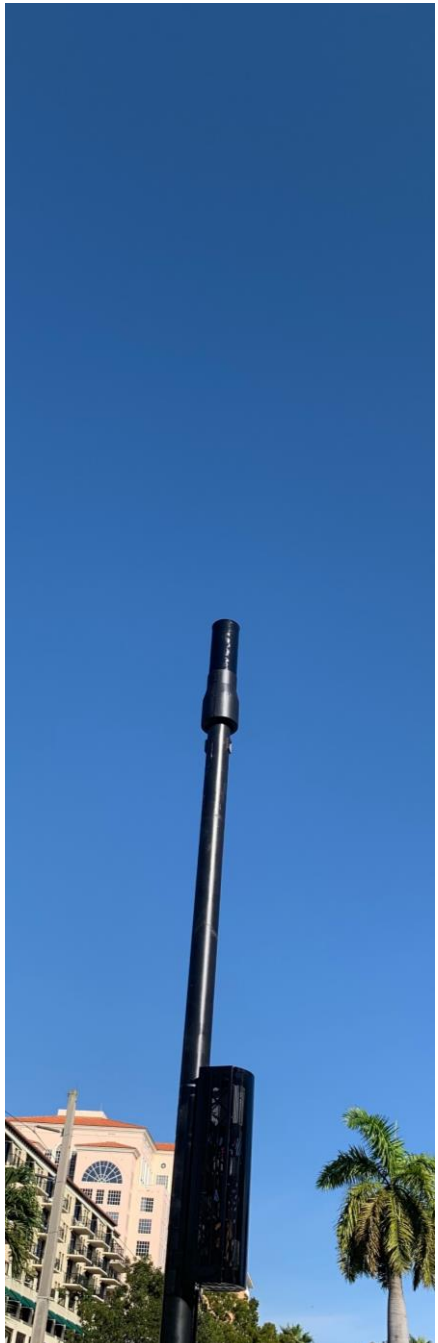


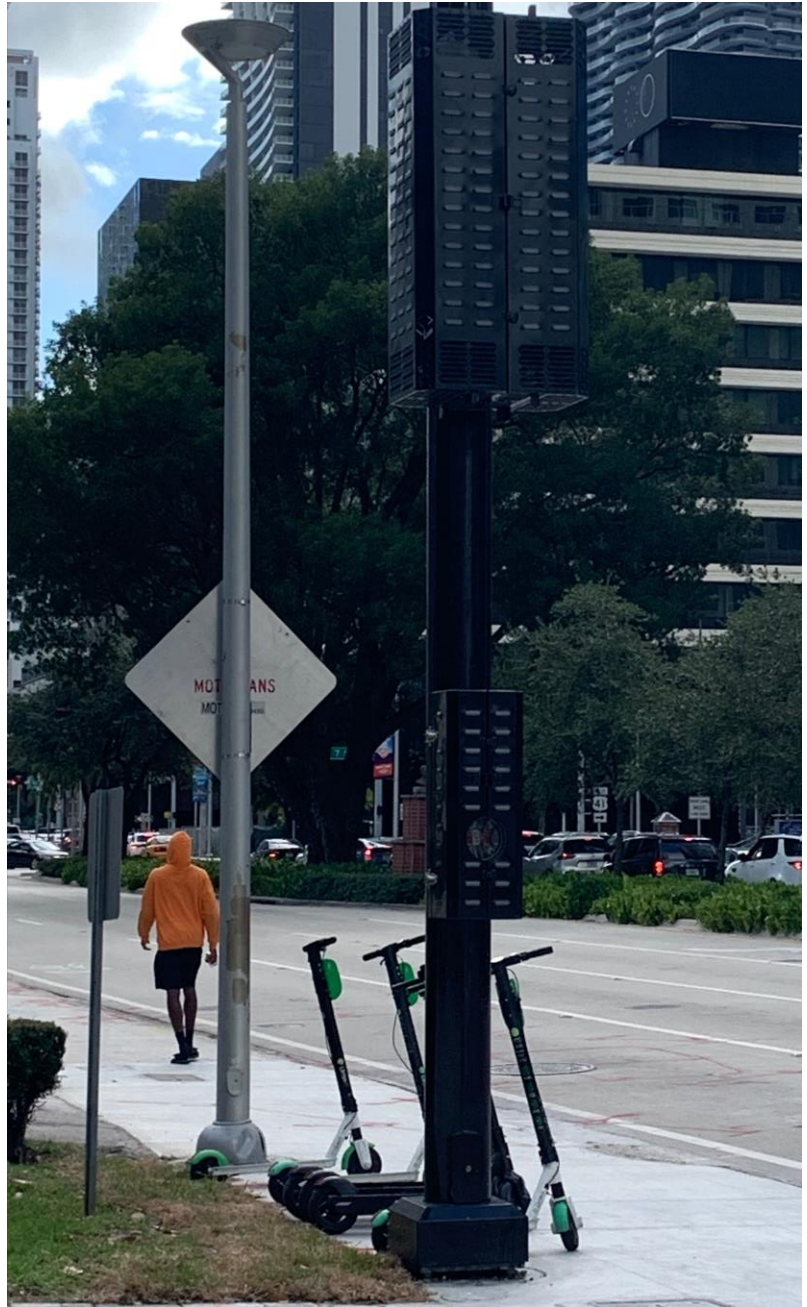
**CORAL
GABLES**
THE CITY BEAUTIFUL

PROJECT OBJECTIVE 5G STREET POLE

The goal of the collaboration between The City of Coral Gables and Pininfarina is to create an **innovative and aesthetically refined 5G Small Cell Street Pole** in order to both deliver a new quality experience with an aesthetic and functional perfection **consistent with the city brand identity and image** as well as technical requirements.









DESIGN AND TECHNOLOGY TO DELIVER INNOVATION

We foresee the possibility to partner with **Ekin Technologies** to use a **modular approach** to our new design to add smart city components and features to **generate the highest possible value** in the product **both for citizens and city**.

Minimizing the smart city technology **footprint** and **improving aesthetic and functionalities** for a better integration.

Functions

[XY 38 Z] Number Plate Recognition

- Recognition of every number plate in the field of view with its video based number plate recognition technology
- Automatic number plate recognition simultaneously for incoming, outgoing or parked vehicles
- Identification of wanted or stolen vehicles over a specific database

Speed Detection

- Automatic speed measurement for all the vehicles in the field of view
- Different speed limit adjustment for each lane
- Automatic official fine or report issuing containing required violation information

P Parking Management

- Detection of vehicles exceeding the parking time in the defined parking zone
- Automatic official fine or report issuing containing required violation formation

Video Surveillance

- 24/7 surveillance and video recording
- Day and night high definition video recording in adverse weather conditions

Red Light Enforcement

- High resolution videos and images of all vehicles violating red light
- Automatic official fine or report issuing containing required violation information
- No cable connection needed. Using Video analysis technology for detecting redlight status.

Advanced Traffic Management

Tailgating detection	Wrong way driving vehicle detection
Bus/truck lane violation detection	Object detection on the road for parked vehicle or pedestrians
Low speed violation detection	Accident detection
Emergency lane violation detection	Hard brake detection
Lane violation detection for different vehicle classes	Average speed enforcement between Ekin Spotter and any mobile system

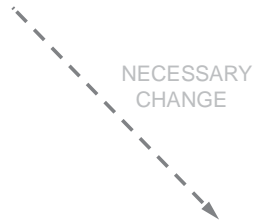


A DESIGN LANGUAGE IS A TOOL TO STRENGTHEN YOUR BRAND AND BUILD RECOGNITION IN THE MARKET.

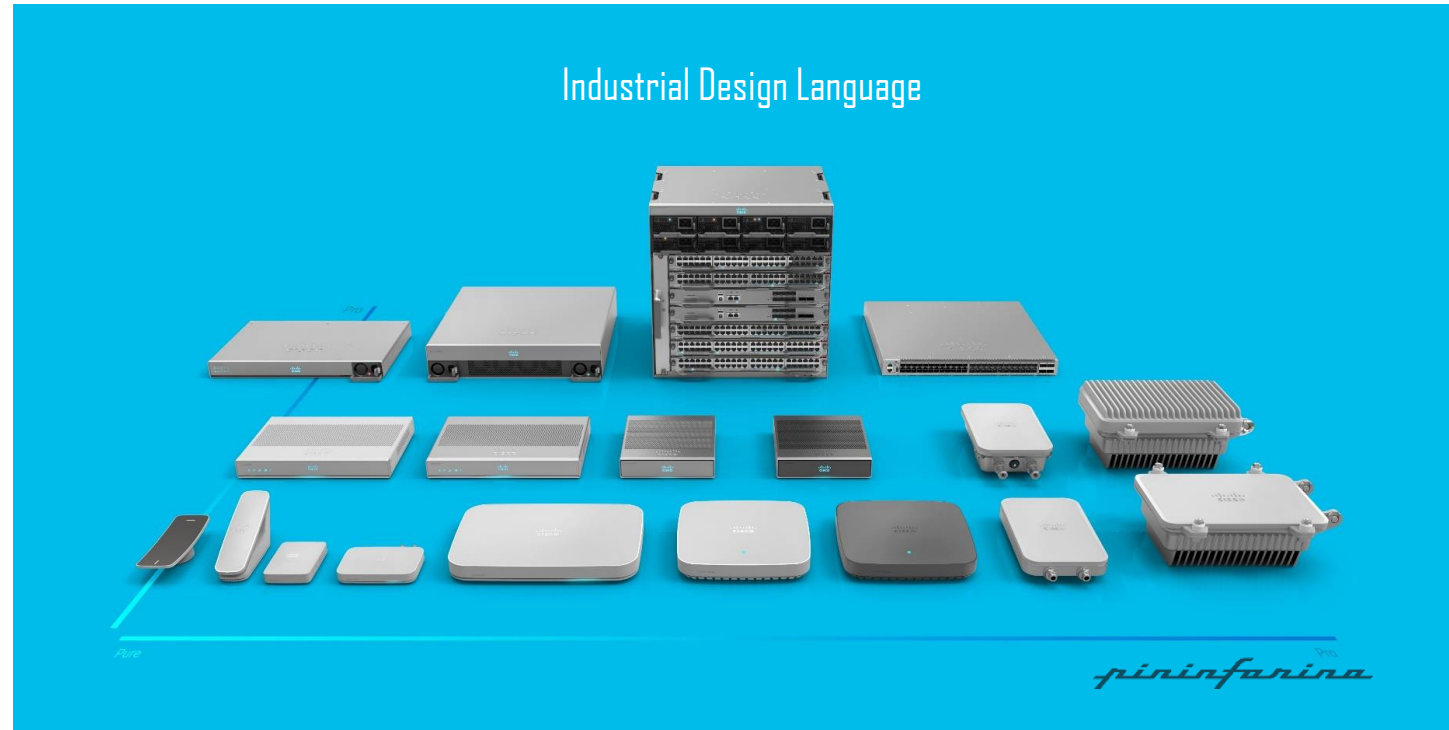
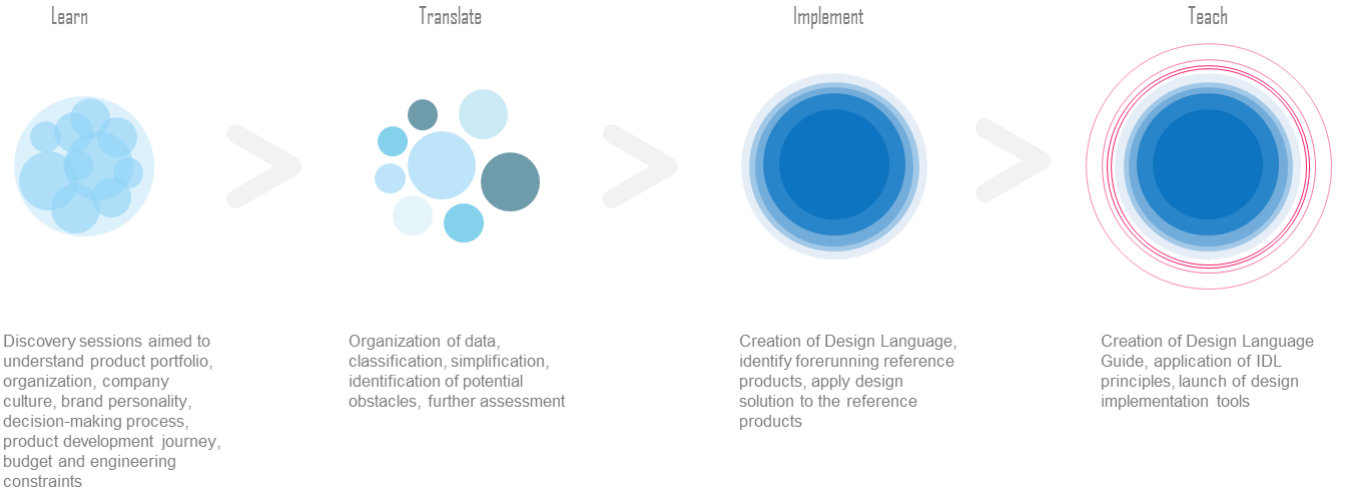
Cisco - Case study
Design strategy and Industrial Design Language



Now
 Fragmented
 Design/Market Share



Future
 Unified brand design language



Implement / Lobby – Using
Evocative Elements to be
representative of the IDL
San Jose location – large space



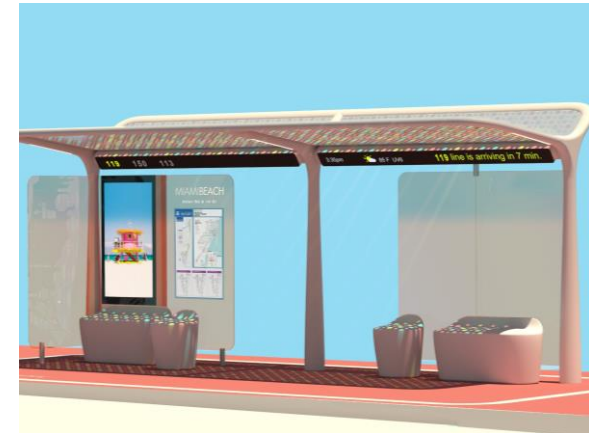
- 01 Screens
- 02 Cloud chandelier
- 03 Smart space



Main color palette



Secondary color palette (color accents)



reddot award 2019
winner

City of Miami Beach Bus Shelters
ACAI Associates
Miami, 2018



reddot award 2019
winner



Client: City of Miami Beach
Scope of work: Programming, design and development of a
prototypical bus shelter system Status : Concept

City of Miami Beach Bus Shelters
ACAI Associates
Miami, 2018



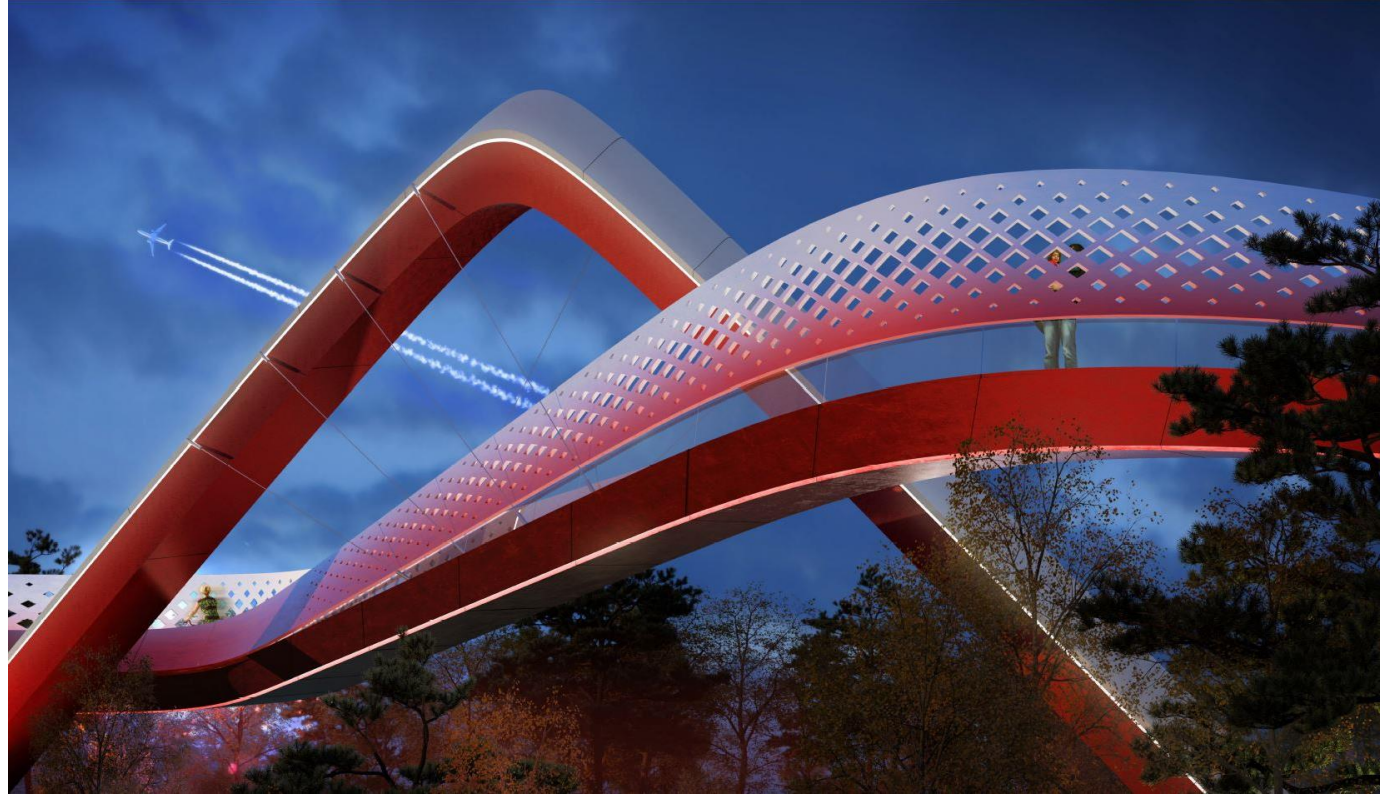
reddot award 2019
winner

City of Miami Beach Bus Shelters
ACAI Associates
Miami, 2018



Client: City of Istanbul
Scope of work: Architecture – Bridge and Folly
Status : Competition

Esenler Otogari Park
Istanbul. 2017



Esenler Otogari Park- Bridge Structure
Istanbul. 2017

CASE STUDY: COSTA EXPRESS VENDING MACHINE



From utility to **multisensorial**



THE BAR EXPERIENCE THROUGH THE 5 SENSES.

Sight. Physical and digital design.

Smell. Perfume dispenser.

Touch. Touch screen panels and selection of materials.

Hear. Situational sounds.

Taste. Costa Coffee products.

Attract the consumer through physical design and digital images.

Release evocative fragrances and emit environmental noises as the consumer approaches, giving the impression of entering a bar.

Involve the consumer in the creation of a fresh coffee through manual actions, sounds and digital interface of choice.



PHENOMENOLOGY OF AN EXPERIENCE

SIGHT	ENGAGING LIGHTS/VIDEOS/SHAPE/COLORS	CLEANLINESS QUALITY MATERIALS/DETAILS	FEEL COMFORTABLE (PIECES AND INTERFACE)
SMELL		INVITING /SUBTLE/RELAXING	FRESHNESS/JUST ROASTED
HEARING		FEEDBACK (WORKS WELL)	MARK THE PROCESS/GIVE INFO
TOUCH			CLEANLINESS/RESPONSIVE SCREEN MATERIALS FEEDBACK (SHELF, CUPS, STIRRER ETC.) FEEL THE CUP (TEMPERATURE/DESIGN)
TASTE			EXPECTED COSTA
EMOTIONS	UNCONSCIOUS PAST MEMORIES WELLNESS NEED	AS GOOD AS FAST ATTRACTION → EXCITEMENT	EASY HANDLING CUSTOMIZED PROUD HAPPY

CASE STUDY:
COCA-COLA
FREESTYLE



PORTFOLIO

COCA COLA FREESTYLE

- “The ultimate drink experience”
- The most advanced vending machine in the TCCC portfolio
- More than 50k machines installed so far
- Substantial product consumption increase
- Standing at the forefront of the UX
- Conceived for the 5 senses
- Integrated physical and digital design
- UI conceived to drive sales and track both sales and user preferences
- Easy to install, easy to maintain, simple to clean



“You need a design that looks as big as the idea. You need to go talk to Pininfarina.”
Muhtar Kent (former CEO)



wireframe and ui development

PROPOSTA 01

DESIGN - CONCEPT



HIGHLIGHTS

- 01 - ISOLA PEDONALE
- 02 - STRUTTURA POLIFUNZIONALE
- 03 - AREA CUSCINETTO
- 04 - PAVIMENTAZIONE VERDE



PIAZZA ALFIERI

RIQUALIFICAZIONE

COMUNE DI MOMBERCELLI
 FASE 01 - STEP A | 03 - 05 - 2019



PIAZZA ALFIERI
 Mombercelli, ITALY 2019



PIAZZA ALFIERI
Mombercelli, ITALY 2019

PROPOSTA02

DESIGN - CONCEPT



HIGHLIGHTS

- 01 - ISOLA PEDONALE
- 02 - STRUTTURA POLIFUNZIONALE
- 03 - AREA CUSCINETTO
- 04 - PERCORSO PEDONALE CONTINUO





Client: IGA
Scope of work: Architecture
Status : Built
7000 sqm

AECOM Air Traffic Control and Technical Building
Istanbul, 2015





A Global icon of Italian style with over 500 projects developed and launched, gaining appreciation from the consumer market, international partnerships and the design community. Pininfarina provides curated marketing branding that attracts not only the local community attention, but global renowned media, receiving special features in lifestyle magazines, well-known newspapers, and respected digital platforms.

REAL ESTATE

The New York Times

Ferrari Interiors for a Miami Condo

Big Deal
By NICK MADIGAN APRIL 17, 2015

HL
HAUTE LIVING
NATIONAL

Pininfarina and Magic Development
Celebrate \$3 Million Partnership

80°
Sign In | Subscribe

Miami Herald

FULL MENU NEWS SPORTS BUSINESS REAL ESTATE Search the site

MIAMI-DADE COUNTY APRIL 19, 2016 4:34 PM

Miami's \$100 million marina expansion

This month, Miami's top administrator endorsed a \$100 million plan by RCI Group, the company that runs the Miami Beach Marina in South Beach. In a partnership with design firms Arquitectonica and Pininfarina, RCI Chairman Bob Christoph has proposed to tear down much of what exists on the site's 10-acre upland and build a project baptized the Virginia Key Harbour & Marine Center.

Miami Herald

BUSINESS

The Ferrari of bus shelters: Miami Beach stops get makeover from Italian car gods

CURBED MIAMI

TRENDING TOPICS CITIES NEIGHBORHOODS

BAY HARBOR ISLANDS BRICKELL RELATED GROUP

With 1100 Millecento Done, Pininfarina Sets Up Shop in Miami

BY CURBED STAFF | APR 17, 2015, 6:32P

OCEANDRIVE

Parties • People • Food & Drink • Home & Real Estate

Startups Fuel Miami's Tech Boom

By Marc Goodman | October 3, 2013 | Lifestyle

It's just one example of the growing tech boom in Miami. Or take the chic, minimalist offices of [Pineapple Bricks](#), a shared workspace where companies like Ferrari designer [Pininfarina](#) co-mingle with local tech dreamers.

5 Locals Who Make Miami Happen

By Jon Waresch
Photography by Jennifer Robbins | April 5, 2015 | People

What's a "connection" you've made recently that you're most proud of?

Our partnership with Formula One driver Felipe Massa and our association with Italian car design firm [Pininfarina](#) have been two of the most exciting connections I have made.

THE REAL DEAL REAL ESTATE NEWS

Once-controversial Bay Harbor Continental co-op sells for \$16.5M

200K+ views on way for renovation of building and development of 7-story residential project going into 2016

With that in mind, the city has retained Pininfarina, the Italian industrial design firm that devised the signature look of Ferrari and Alfa Romeo. Now it's being charged with creating a cool, art deco look to overlay on those massive saltwater pumps and give them some Miami Beach style.

County records show P3 paid \$16.5 million for the building at 1100 103rd Street. Michael Hershman, who presides of the co-op, signed the deed transfer of ownership. The sale paves the way for demolition of the once-historic property so that it can be developed into seven-story residential building designed by Pininfarina, the Italian design firm known for its Ferraris, Alfa Romeos, and more.

POLITICOMAGAZINE

WHAT WORKS

How Miami Beach Is Keeping the Florida Dream Alive—And Dry

Beset by rising seas and indifferent legislators, the city is spending big to keep its economy above water.

By SARA SOLOVITCH | March 14, 2016

"We are confident we can make investments over time, that we can learn from our mistakes and create a new city."

OCEANDRIVE Parties • People • Food & Drink • Home & Real Estate

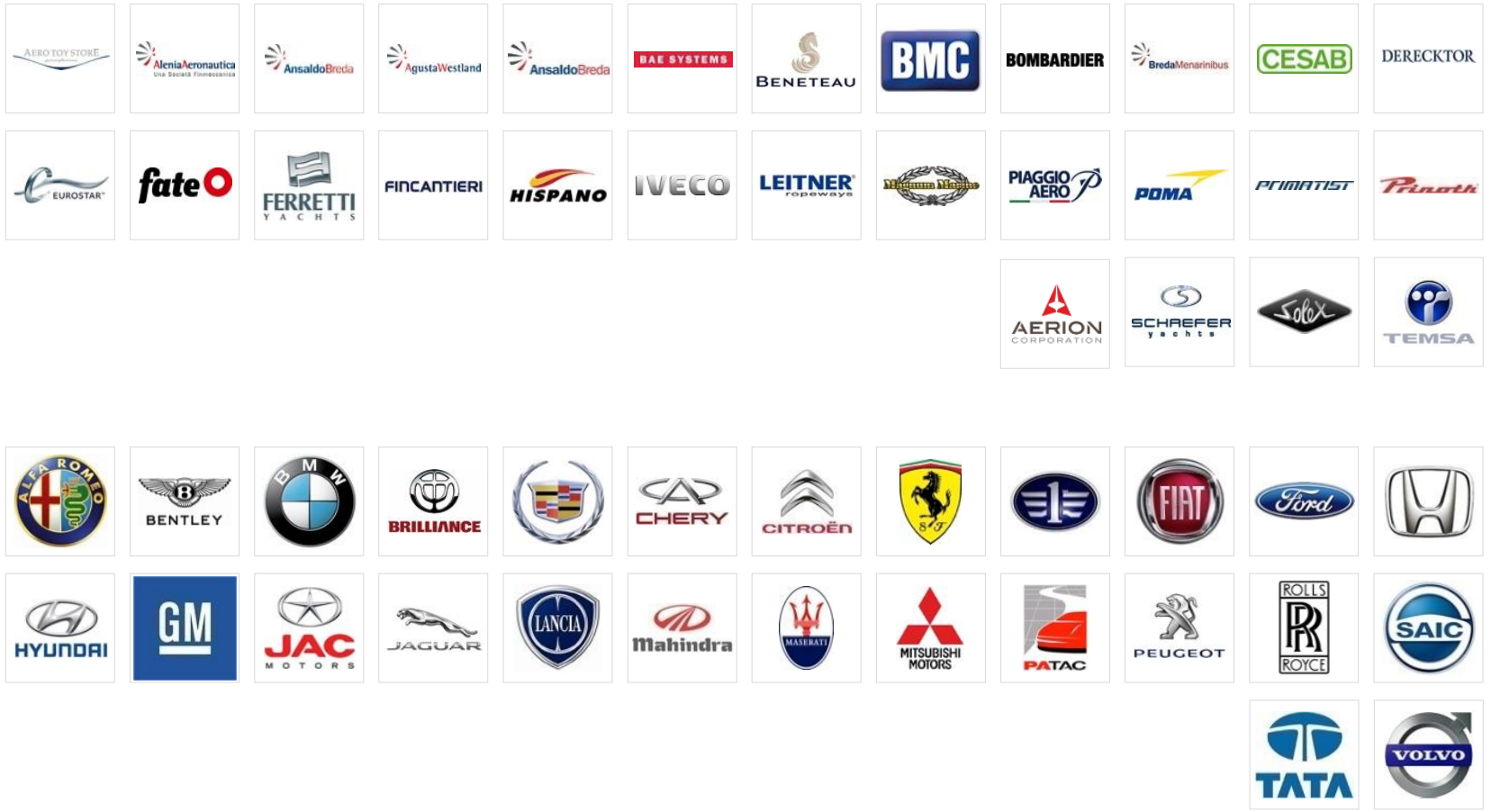
PININFARINA MAKES ITS US DEBUT IN MIAMI

By Robyn A. Friedman | July 22, 2016 | Home & Real Estate

The luxury brand [Pininfarina](#) opens its first design studio outside Italy in Miami's burgeoning Brickell neighborhood.

A promise view of Magic Development's new Vago Pace by Pininfarina.







pininfarina

Thank You

Back up Slides of projects, not to be presented. We will leave them in case there are requests to see some additional projects.

AUTOMOTIVE

Concept



Limited Series



Sport Cars



Luxury Historic Cars



Electric Cars



Electric Hyper Car

RAIL AND CABLE

High Speed



Interiors



Cable



Concept



Interiors



People Mover

AIR

Supersonic Jets



Luxury Helicopters



Commercial Travel



Luxury Cabins



Seat Design



CMF (Color, Material, Finishes)

NAUTICAL

Luxury



Custom



Concept



Exteriors



Custom



Branding

INDUSTRIAL DESIGN

Electronics



Luxury goods



Smart Mobility



Consumer Goods



Hardware



Communication and Graphics



Coca Cola - Freestyle Dispenser

COMMERCIAL ARCHITECTURE

Infrastructure - Airport



Infrastructure - Bridge



Mixed Use (Residential / Commercial)



Commercial - Marina



Corporate - Offices



Sports Stadium

RESIDENTIAL ARCHITECTURE

Residential Interior Design



High-Rise



Residential Common Areas

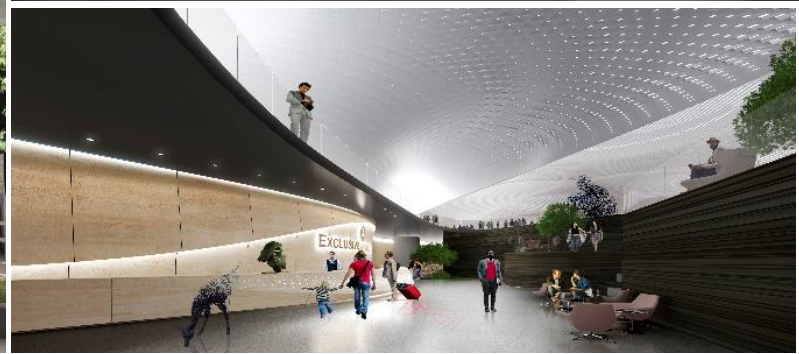


Residential Common Areas



Custom Garage

COMMERCIAL INTERIOR DESIGN

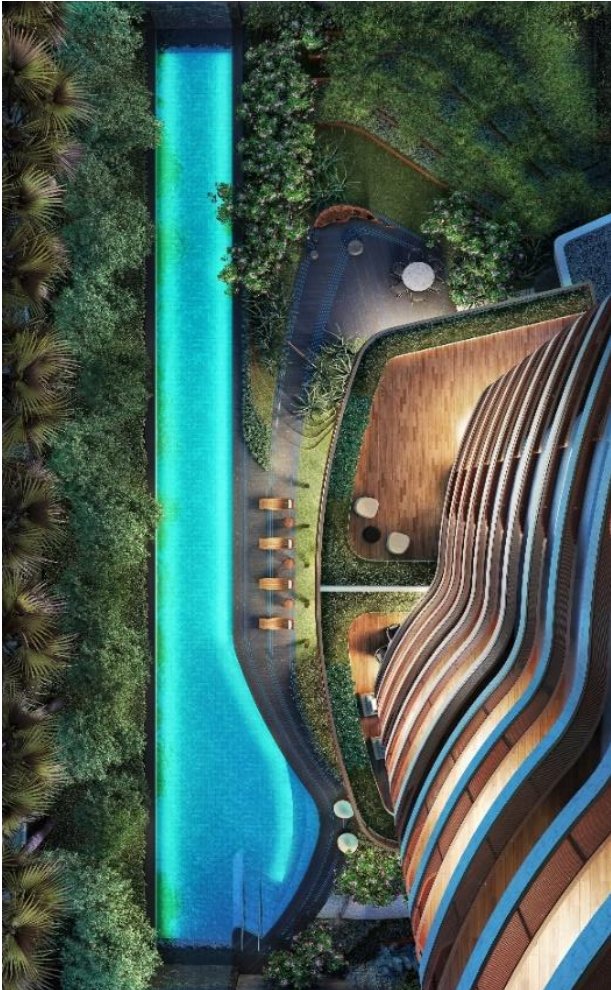


LANDSCAPING – COMMERCIAL & RESIDENTIAL

Residential & Commercial Landscaping



Residential Landscaping



Marinas



Landscaping and Sculptures



Commercial Landscaping - Public Spaces

INTERIOR DESIGN

Airport - Terminal



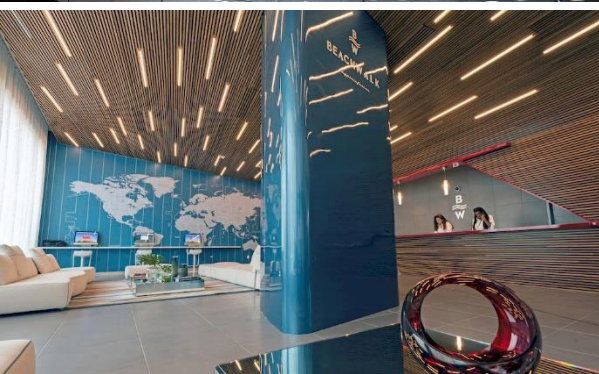
Reception Lounge



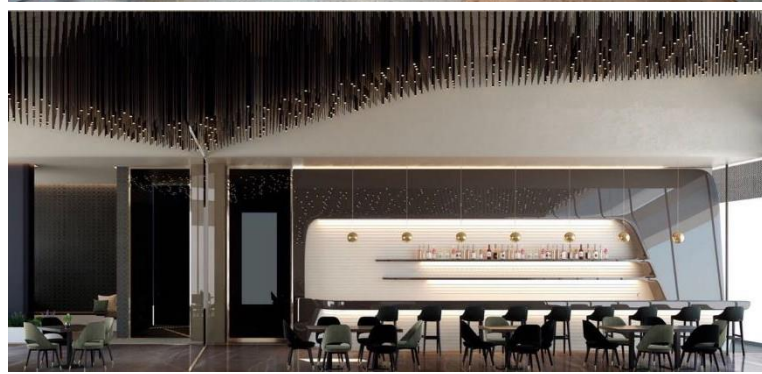
Amenities



Rooftops



Hospitality



Restaurants / Food & Beverage



Living spaces



Parking Garages

BOVET
1822



Bovet
Flying tourbillon Ottantasei. 2016





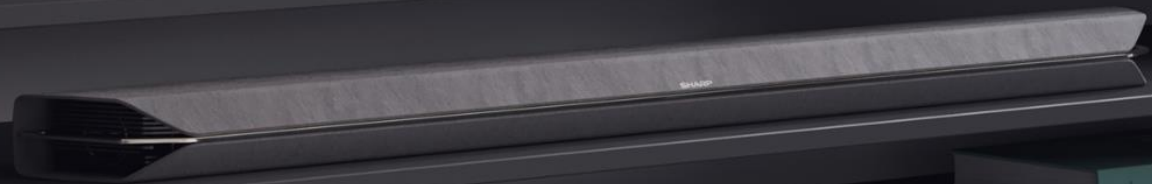
reddot design award
winner 2018



DESIGN
AWARD
2018



SHARP TV AND AUDIO SYSTEM



pininfarina

SHARP TV AND AUDIO SYSTEM





INDUSTRIAL DESIGN LANGUAGE

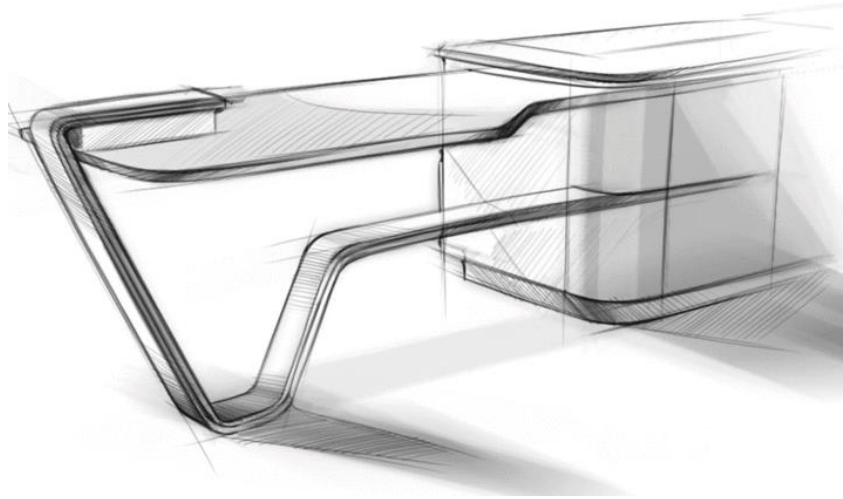










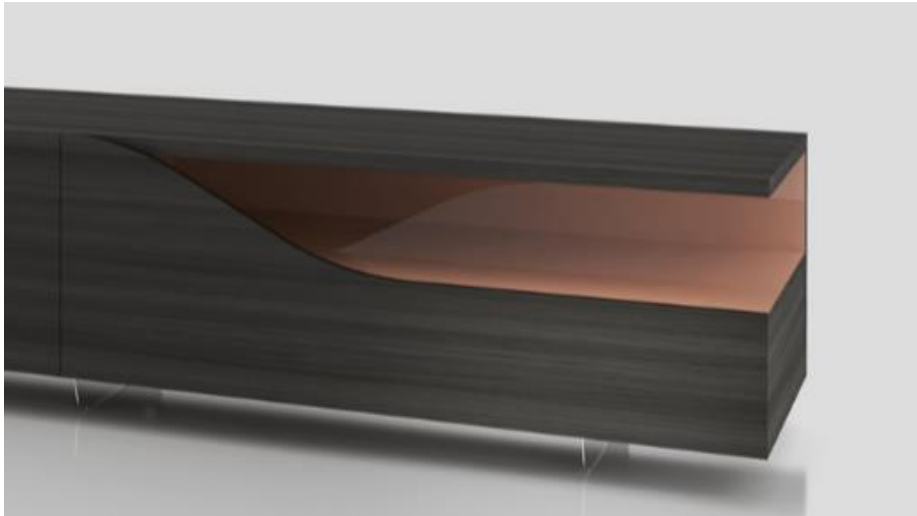


reflex





Reflex
Living system that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems.2016



Reflex
Living system that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems.2016



Reflex
Living system that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems.2016



Reflex
Living system that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems.2016



Reflex
Living system that includes a modular sofa, a table, a cabinet, a bookcase and two lighting systems.2016





MOMA

Cisitalia 202 GT
1946



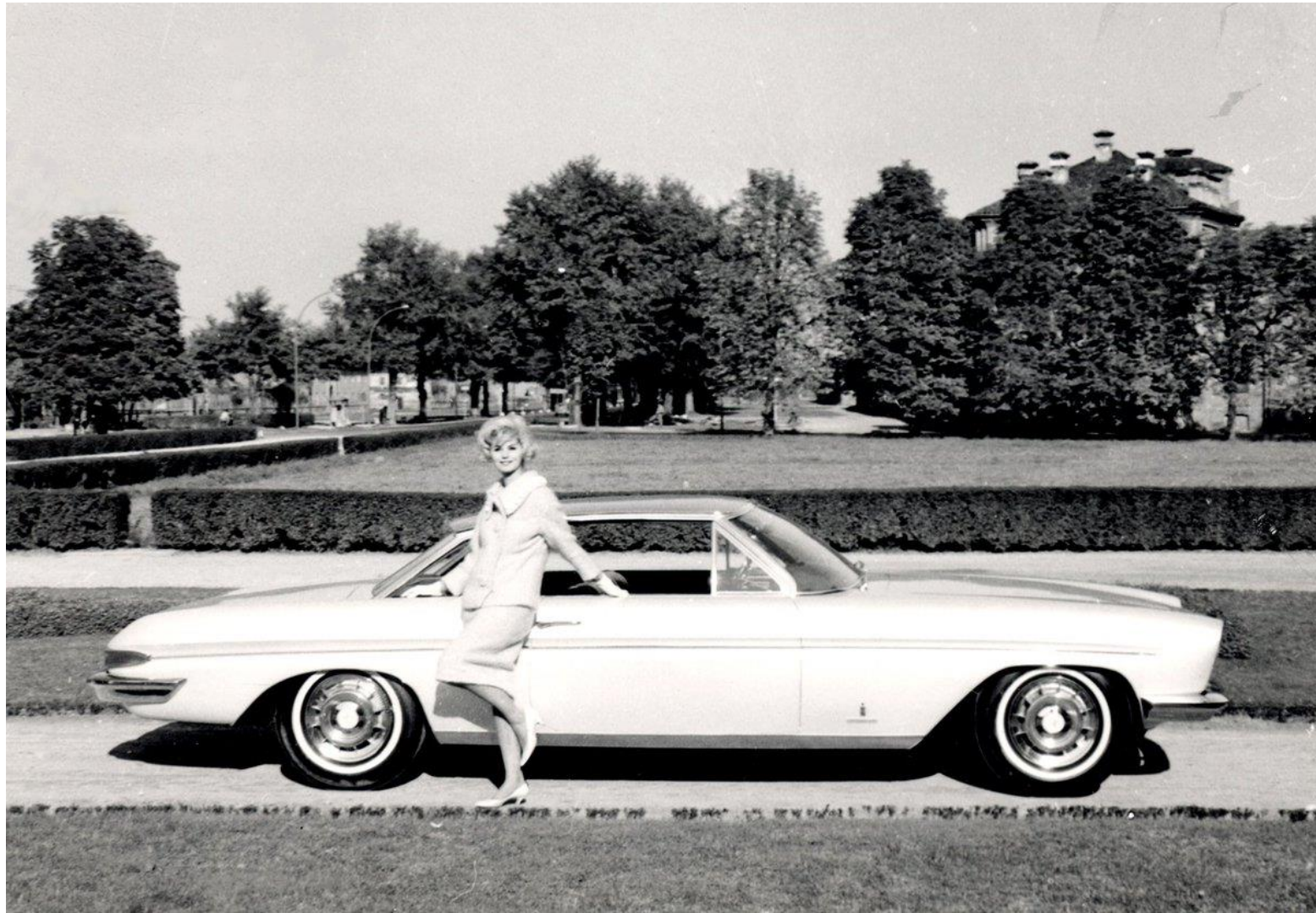
Cisitalia 202 GT
1946



Lancia Florida II
1957



Lancia Florida II
1957



Cadillac Jacqueline: In name of the American First Lady whose sense of style had captivated the world
1961



ALFA ROMEO Spider's
1966 to 1994 / 2015



FERRARI 250 GT
1961



FERRARI TESTAROSSA
1984



FERRARI F40
1987-1992



FERRARI F50
1995-1997



FERRARI ENZO
2002-2004



Maserati Birdcage 75th (2005)

"Louis Vuitton Classic Concept Award" 2006
"Best Concept" Salone di Ginevra 2005
"L'automobile più bella del mondo" 2005



pininfarina



Ferrari California T



Ferrari 458 Speciale
2013



BMW Pininfarina Grand Lusso Coupe'
Concept car. 2013



BMW Pininfarina Grand Lusso Coupe'
Concept car. 2013



Ferrari Sergio
A new exclusive concept car. 2013



Green GT and Pininfarina
High performance hydrogen car. 2016



Battista

AUTOMOBILI PININFARINA Battista
World Debut March 2019 Geneva
Fastest Hyper car in the World
0-100 km/h in < 2 Seconds
100% Electric



AUTOMOBILI PININFARINA Battista
World Debut March 2019 Geneva
Fastest Hyper car in the World
0-100 km/h in <2 Seconds - 100% Electric