VIRTUAL MEETS PHYSICAL
Marco Ivancich – Head of Pininfarina Virtual Lab

View Conference
October 26, 2018
THE ITALIAN ART OF TIMELESS BEAUTY
PININFARINA DESIGN VALUES

**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
8 decades of concept cars: over 110 prototypes
Maserati Birdcage 75th (2005)

Louis Vuitton Classic Concept Award 2006
Best Concept Salone di Ginevra 2005
L’automobile più bella del mondo 2005
Pininfarina Sintesi (2008)

*Red dot award 2008* (Singapore) for the excellent quality of its design and the outstanding innovation of its technological content.
Alfa Romeo 2uettottanta (2010)

Car Design of the Year Award 2010
AutoDesign Award-Design of the Year 2010
Pininfarina Cambiano (2012)

Interior Design of the Year Automotive Interiors Expo 2012 Awards
Award for Innovation ADI Design Index 2013
Honorable mention Compasso d’Oro Adi 2014
National Award for Innovation 2014
Pininfarina Sergio (2013)

Best Design Study 2013 Autonis Design Awards
BMW Pininfarina Granlusso Coupè (2013)

Good Design Award 2013
Special Mention - German Design Award 2014
Second place Best Design Study 2013 Autonis Design Awards
Pininfarina H2 Speed (2016)
Long-lasting Cooperations
SUSTAINABLE MOBILITY
Research Projects
ZETOR by Pininfarina

PRINOTH Beast
LUXURY TRANSPORTATION
Airplanes and Boats (Primatist, Schaefer, Aero Toy Store, Alenia Aeronautica)

Design by Pininfarina Extra
INDUSTRIAL DESIGN

Design by Pininfarina Extra
Custom-built vehicles were always embedded in Pininfarina’s DNA. It is the exceptional ability to bring dreams to life through unique or small series vehicles.
Hyperion (2008)

Design, engineering, manufacturing by Pininfarina
New Stratos (2010)

Design, engineering, manufacturing by Pininfarina
Ferrari  SP12 EC  (2012)

Design by Pininfarina
Ferrari Sergio
March 3, 2015 - Unveiling in Geneva

Design, engineering, manufacturing by Pininfarina
Pininfarina H2 Speed (2018)
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### Virtual Lab Activities Along the Design Process

<table>
<thead>
<tr>
<th>Engineering</th>
<th>Style Research</th>
<th>Style Development</th>
<th>Style Industrialization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phase 0</td>
<td>Phase 1</td>
<td>Phase 2</td>
</tr>
<tr>
<td>Package Analysis</td>
<td>Style Input Def.</td>
<td>Style Feasibility</td>
<td>Design Feasibility</td>
</tr>
<tr>
<td>3D Modeling</td>
<td>Vol. CAS</td>
<td>Cas</td>
<td>Cas Refinement</td>
</tr>
<tr>
<td>Style</td>
<td>Sketches</td>
<td>Renderings</td>
<td>Follow-Up</td>
</tr>
</tbody>
</table>

#### Virtual Lab Activities

- **RealTime 3D**
- **VR**
- **Rendering**
- **Configurator**
- **Short Movie**

#### Physical Model
PHASE 0 1:1 POLYSTYRENE MOCKUP
PHASE 2 1:1 POLYURETHANE MOCKUP
VIRTUAL LAB PININFARINA

SHORT MOVIE
thank you