



Pininfarina opens NYC Office

July 12, 2022 - Front Section

New York, NY Italian style and award-winning design firm, Pininfarina, is opening an office in New York City.

"We believe that New York is a key epicenter of creativity and design innovation in the United States, and we are thrilled to be bringing Pininfarina's human-centric, forward-thinking design approach into the fold," says Silvio Pietro Angori, CEO at Pininfarina Group. "New York will give us an additional platform to expand our organization's breadth of work through exciting new partnership and collaboration opportunities in the Metropolitan area and across the country."

Providing a local anchor to better service both current and future clientele, the New York City office will bring a new level of dexterity to the brand, positioning the firm to further advance its pioneering pursuit of innovative built solutions across the Americas.

"With our unique proposition of 360-degree-service capabilities and commitment to design excellence across all disciplines—from product and industrial design to architecture and interiors, from nautical to any kind of mobility solutions—we see this location as an exciting opportunity to continue building on the groundwork we've laid as a company and as a premium exclusive brand," says Claudio Da Soller, senior vice president and general manager at Pininfarina of America. "Our Americas practice has grown incredibly, assuming a significant portion of Pininfarina's global business in architecture and product design, and we are excited to capitalize on that momentum in New York City."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540