

April 22nd, 2024
LIFESTYLE INNOVATION

PROD
UCT
DESIGN

pininfarina

Global Network



beauty x performance = impact

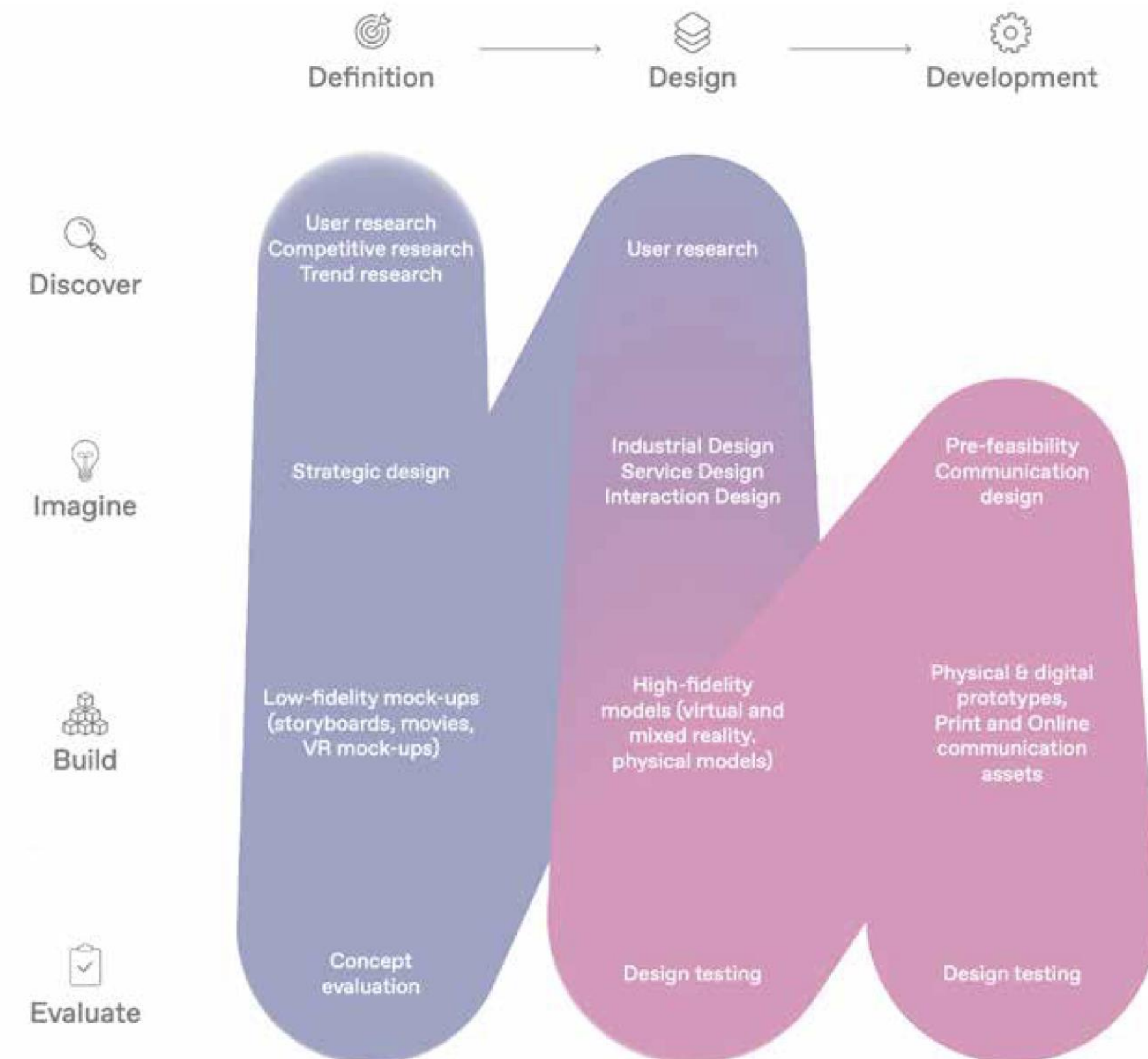
Methodology

Pininfarina Product Design's methodology implies a collaborative, iterative, and user-centric approach, hence committing to a nonlinear cycle of improvements implemented – until thought fit – throughout every stage of project iteration.

The overarching objective is to meticulously define the KEIs (Key Experience Indicators) that ultimately become the benchmark for the success of the design efforts. These indicators are qualitative and require a thorough journey of exploration.

Strictly speaking Pininfarina has a matrix methodology where definition, design and development (of a project) cross over actions such as exploration, imagination, construction and evaluation. These are made to happen in several stratifications, or rather iterations.

The iterative design process



what we believe in

PROD
UCT
DESIGN
pininfarina

A photograph of two men in profile, looking at a large screen displaying a dental X-ray. The man on the left is wearing a dark sweater and has a small hoop earring. The man on the right is wearing a grey sweater. The X-ray shows a tooth with a root canal filling. The text 'people-centered design' is overlaid in pink on the screen.

people-centered design

essential beauty

A close-up photograph of a hand wearing a black nitrile glove operating a lever on a coffee machine. The machine is made of brushed metal and has a blue cap on top. The number '920' is visible on the side of the machine. The background is a dark, textured surface. The text 'delightful interaction' is overlaid in a pink, sans-serif font.

delightful interaction

A vertical stack of hydroponic planters filled with various green leafy vegetables. The plants include lettuce, basil, and chives. The text "embedded technology" is overlaid in pink. The background shows a modern building interior with a person walking in the distance.

embedded technology

sustainability



what we bring



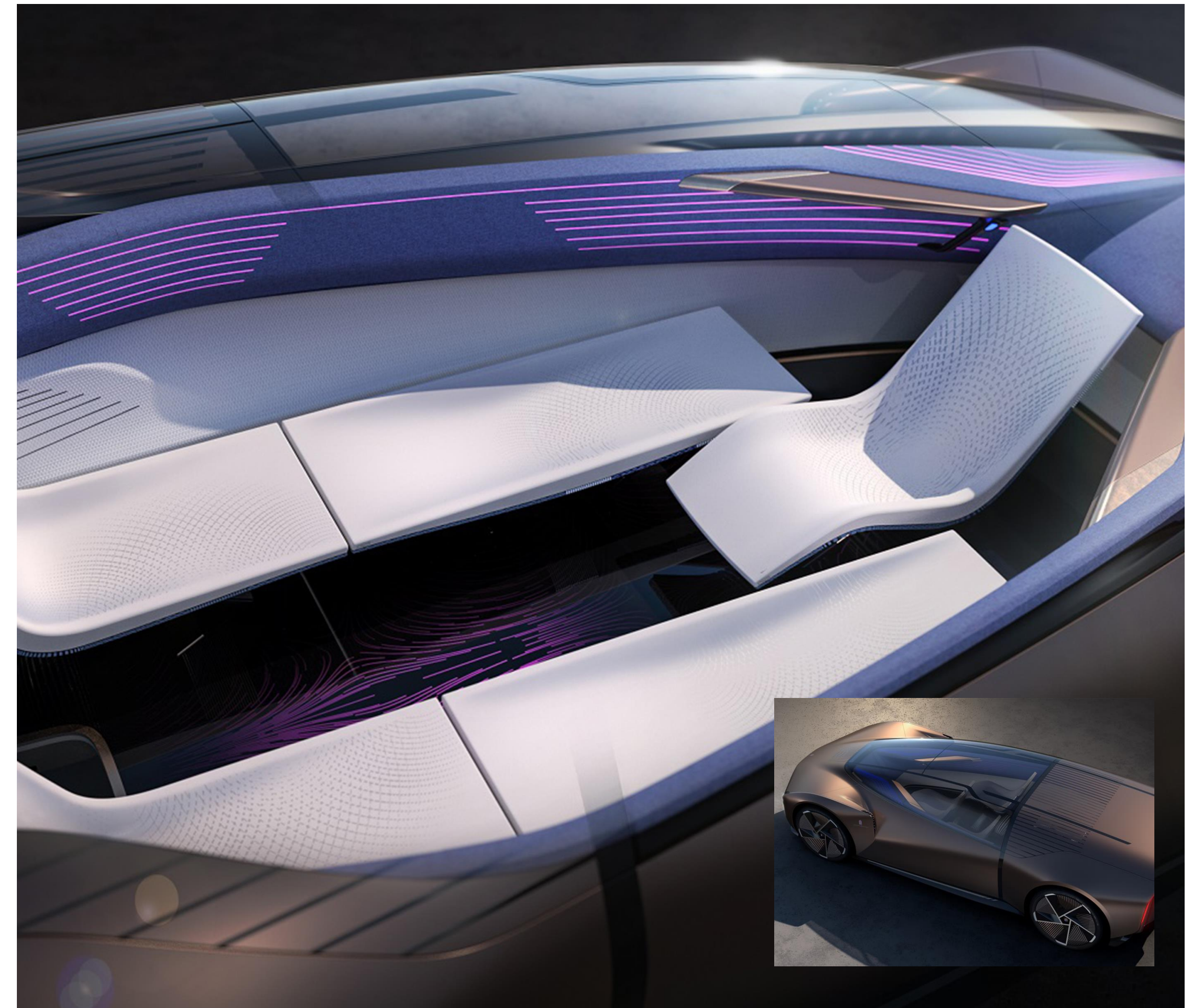
We design & deliver
amazing product experiences,
tangible and intangible

How we do it

cross-pollination & collaboration



technology as enabler



holistic sustainability



30 VIA NAZIONALE,
CAMBIANO, TO - ITALY 10020
T +39 011 9438111

pininfarina.com

34 VIA BORGOGNONE,
MILANO, MI - ITALY 20144

501 BRICKELL KEY DRIVE, SUITE 200
MIAMI, FL - USA 33131
T +1 305 424 1653

114 W 26TH STREET, FLOOR 2
NEW YORK, NY - USA 10001

UNIT 1, BUILDING 3, LANE 56, ANTUO ROAD,
ANTING, JIADING, SHANGHAI - CHINA 201805
T +86 18917474758

PROD
UCT
DESIGN.

pininfarina