



## Berlin to host the Itinerant "Shape Mission" exhibition of the work of Italian coachbuilders

*Meilenwerk, July 8, 2005* - Following the success in Shanghai, Seoul, Dubai, Mumbai, New Delhi, Lisbon and San Paolo, the itinerant exhibition "Shape Mission: Car design in Turin and Piedmont" now moves on to Berlin. The work of Pininfarina is among the main attractions of this exhibition that will be hosted by the Meilenwerk Centre from July 9 to August 19 2005.

The aim of this exhibition, which will also be put on in Krakow in September 2005, is to illustrate the prestigious history of a trade - that of the coachbuilder - to a vast international public, a trade that over the course of one century has seen the Turin metropolitan area establish itself as one of the capitals of the motoring world. This, thanks to the intuition, creativity, dedication to craftsmanship, design and engineering expertise, technological research and entrepreneurial courage of its coachbuilders.

Shape Mission describes the design process by presenting research and technical renderings and drawings, case histories and both scale and life-sized 3-D models. Pininfarina will be present with the life-sized model of the Ferrari "Rossa" prototype (2000), and the 1:5 scale models of the Ferrari Mythos (1989), the Honda Argento Vivo (1995) and the Metrocubo (1999).