

## **Pama and Pininfarina Present The New SpeedMat VMT At The EMO Trade Show In Hannover**

*Auto*

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**Turin, September 16<sup>th</sup> 2019** – On the occasion of the 2019 EMO Trade Show in Hannover, **PAMA** unveils to the world the new **Speedmat VMT** machining center designed in collaboration with **Pininfarina**.

Globally recognized for its tradition and technological excellence in the field of boring and milling machines and machining centers, PAMA renewed the design of the new Speedmat VMT.

PAMA and Pininfarina carefully identified the most strategic areas of intervention by a **new design language**. Maximizing the visual impact, ergonomics and usability interaction by maintaining **the same cost of production** were the key points.

The design language of the new PAMA Speedmat VMT is characterized by **simple and essential elements** developed to communicate the **precision** and the **performance** of the **machine center**.

The implemented solution focuses on **the concept of chromatic contrast**. The white skin applied to the façade has the purpose of drawing the attention of the user, leaving in the background the darker areas which represent the most operative ones and therefore the ones more prone to get soiled. The focal point of the new Speedmat VMT is identified on the

bevelled edge.

## **Pininfarina**

Pininfarina is an internationally renowned design house, since **89 years emblem of the Italian style in the world**, with offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as **Ferrari, Alfa Romeo, Maserati and BMW** were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family extended the company's competence outside the automotive world. In more than 30 years of activity, Pininfarina has developed **over 600 projects** under the guidance of Paolo Pininfarina, Chairman of the Pininfarina Group. The company's main activities include **Transportation design** (yachts, aircraft, private jets and people movers), **Industrial design** (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), **Architecture and Interiors** (residential projects, hospitality, sports and commercial structures), **Customer Experience design and User Interface design**.

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