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Pininfarina designs interior of new Juventus stadium, Turin

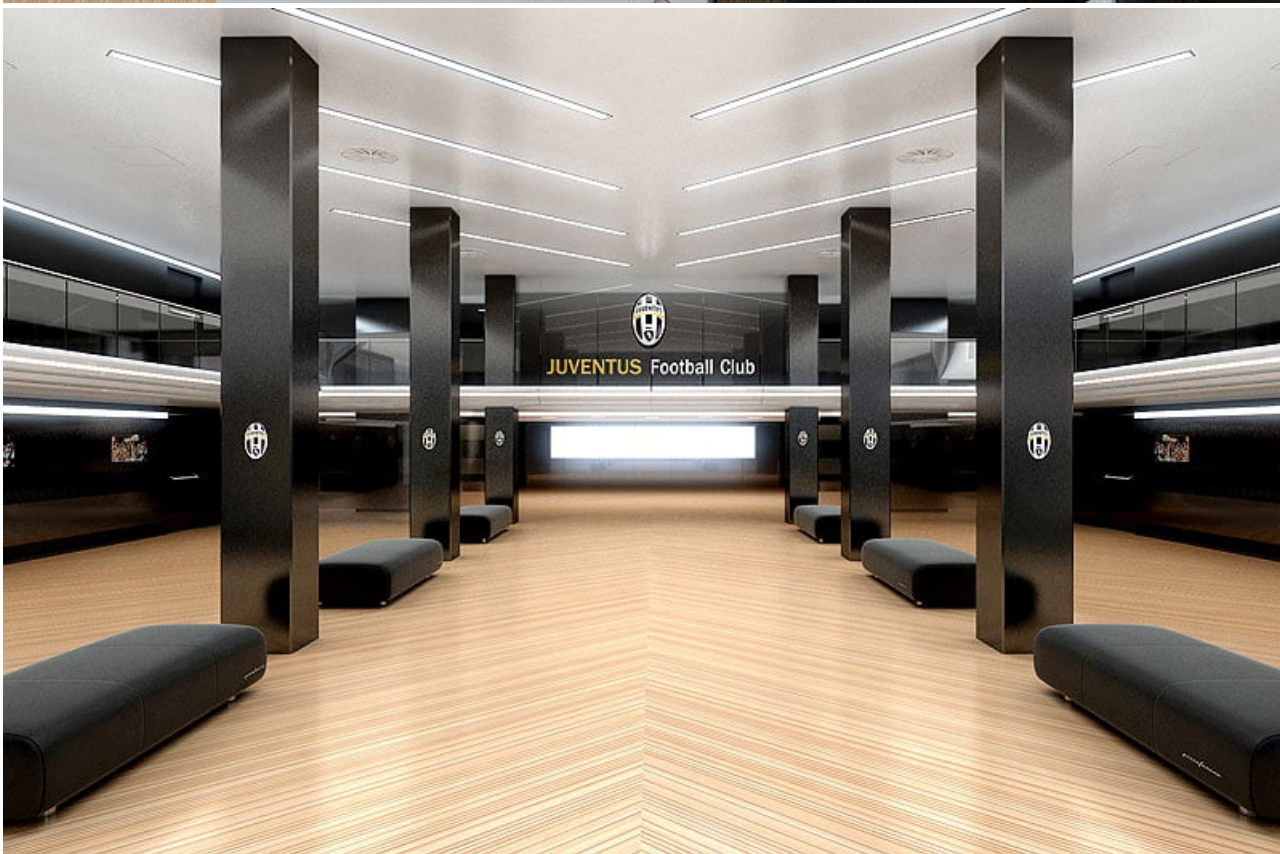


One might more normally associate the words ‘football’ and ‘Pininfarina’ with the latest purchase by a highly paid star of the Premier League.

On this occasion, however, the great Italian styling house has contributed to the interior design of an all-new stadium commissioned by the mighty ‘Juve’ (the *bianconeris*, Juventus Football Club from Turin and possibly the most successful club in Italian football).

The team has long been linked with the Agnelli family of Fiat fame, the parent company of which includes Ferrari, Alfa Romeo, Maserati and Lancia, for so many years the recipients of timeless coachwork from the great styling company, itself based in the Turin region.

The new, 41,000-seat stadium, due to open for the coming season, occupies 90,000 square metres. Pininfarina’s input has been as a consulting service for works inside the stadium, including the players' rest and meeting areas.



For a player, stepping out of his Ferrari 599 GTB into the new changing room - Pininfarina has designed both - it will be a home from home.

For further information, see www.juventus.com.

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Photos: Pininfarina

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