



PIRELLI 2013 ANNUAL REPORT “SPINNING THE WHEEL” WINS GRAPHIS MAGAZINE’S PLATINUM MEDAL

THE PROJECT REALIZED BY CACAO DESIGN EARNED THE HIGHEST INTERNATIONAL RECOGNITION IN THE 2014-2016 EDITION OF THE PRESTIGIOUS CONTEST IN THE DESIGN AND VISUAL COMMUNICATION SECTOR

Milan, 25 November 2016 – Pirelli’s 2013 annual report “Spinning the wheel” was awarded the platinum medal in the 2014-2016 edition of the prestigious competition organized by Graphis, the magazine dedicated to the best design production at the world level. Created by Milan’s Cacao Design, Pirelli’s 2013 Annual Report was the only Italian one to be awarded the platinum medal. In addition, the 2013 Pirelli Annual Report was included in Graphis’s portal and in its printed annual, both points of reference for the complex work of annual report design. The jury, which includes the world’s most influential Annual Report designers, this year awarded a total of 8 platinum medals, 77 golds and 92 silvers.

The award acknowledges the capacity for innovation which has always distinguished Pirelli, not only in its products, but also in its methods of communication, which also extend to telling the company’s story through an Annual Report which goes beyond numbers and technical texts. The 2013 Annual Report created by Cacao Design combines meticulous graphics with the touch of originality given by the volume’s tilt at 45 degrees.

To produce the 2013 annual report, centred on the idea of talent, Pirelli gathered together nine emerging young international talents, - from the fields of architecture, physics design, music, film animation and fashion - with the task of “reinventing” the wheel, bringing to light the creativity, intuition, commitment, tenacity and passion which give body to an idea, a project or a successful product. The Annual Report “Spinning the Wheel” has already received three prestigious citations in the design and graphics sector: the *Gold Trophy Award*, among the most important prizes at the world level from the ‘International Design Awards (IDA), the third prize in the category Annual Reports of the European Design Awards and inclusion in the ‘ADI Designex Index, the annual listing of the ADI Association for industrial design.

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