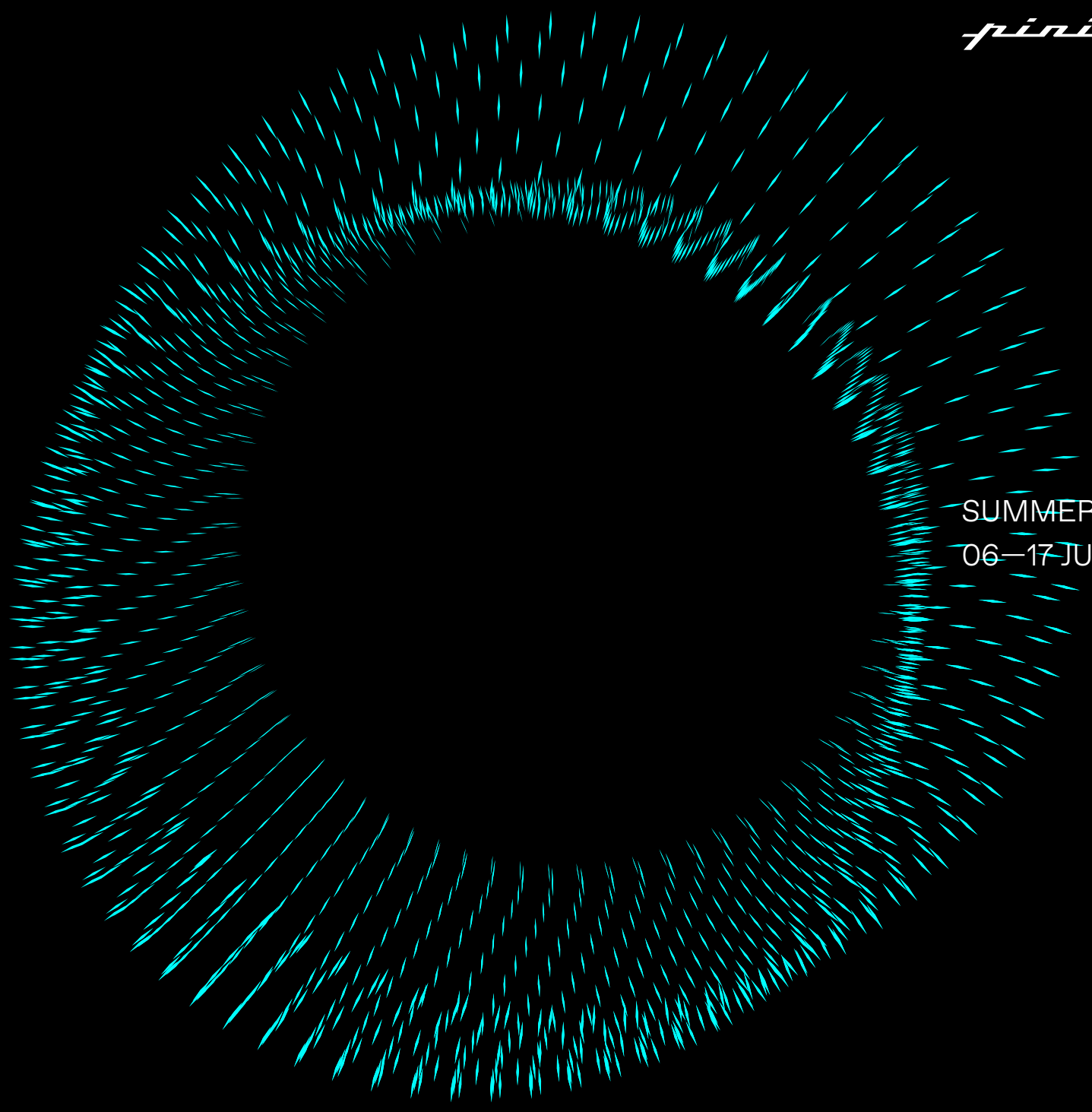


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SUMMER SCHOOL  
06—17 JULY 2026

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# 01

The Pininfarina Architecture Summer Course in Turin, Italy, is an exclusive two-week program for international architecture students, offering a cutting-edge educational experience in innovative design methodologies and advanced technological tools.

Participants will engage in workshops, on-site visits, and collaborative projects that emphasize Pininfarina's core values of elegance, purity, and innovation, culminating in a final presentation to industry experts.

The course also explores the transition from automotive to architectural design while immersing students in Turin's rich architectural heritage and fostering skills in concept design, UX definition, and spatial coordination.



INTRODUCTION  
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# INTRODUCTION



## ABOUT THE PREVIOUS YEAR'S EDITION

For the first time in its 95 years of history, Pininfarina opened its doors to a select group of young talents studying architecture, with the goal of creating a one-of-a-kind learning experience: hands on with materials, software and machines, guided by experts from both within the company and guest teachers.

Figures such as Chris Bangle, Arturo Tedeschi, Tom Wiscombe, Ingrid Paoletti, Federico Borello and many more provided not only theoretical insights on their expertise topics, but actively engaged with the students, working alongside them on their projects, giving feedback and, overall, connecting with them and their aspirations. A crucible of knowledge, innovation and experimentation.



Over the course of two intensive weeks, participants immersed themselves in the distinctive Pininfarina philosophy, a synthesis of beauty, technology, and impact. The Academy offered a multidisciplinary perspective that bridged art, industry, and academic research. Guided tours through Pininfarina's campus and hands-on sessions developed in collaboration with WASP3D and Stratasys provided participants with a direct insight into the creative processes that define Pininfarina's world-renowned methodology.

All of this made possible thanks to our partner Intesa Sanpaolo, our sponsors Ghella, Mered and Manni Group, as well as our patrons ADI and Fondazione per l'Architettura.





The 2025 theme, 3x3x3, once again served as a conceptual and spatial framework for exploring modularity, flexibility, and compositional balance.

Through these lectures, workshops, and design reviews, students transformed theoretical knowledge into tangible architectural expressions.

The program ended with the students' final presentations before a panel of experts, where they showcased their projects in an atmosphere of creativity and dialogue. Beyond the design studios and laboratories, the Academy fostered a vibrant community of emerging talents. Individuals enduring values of innovation, beauty and human connection.





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# THEMATIC GUIDELINES



**01** Immerse yourself in the world of design at the Pininfarina Architecture & Product Academy

Join a selected group of international architecture students for an intensive two-week workshop that explores the frontiers of complex shape generation through parametric design, generative design, and typical digital manufacturing tools. The course will be held at the iconic Pininfarina headquarters in Cambiano, Italy, a center for automotive innovation and design for over 95 years.

**02** Learn from the Best

During the program, you will have the opportunity to learn and collaborate with world-renowned architects, designers, and technologists. Each day will feature a keynote presentation by a prominent guest speaker, alongside practical design workshops throughout the program.

**03** Explore New Design Possibilities

Using cutting-edge design software, you will experiment with parametric, generative, and AI-driven design techniques to create extraordinary and innovative architectural forms. You will also have access to Pininfarina's state-of-the-art manufacturing facilities, where you can test and prototype design solutions.

**04** Network with Peers from Around the World

The Pininfarina Architecture Academy offers a unique opportunity to network with talented architecture students from across the globe. You will create lasting connections and share your passion for design with like-minded individuals.

**05** Challenge Yourself and Push Your Limits

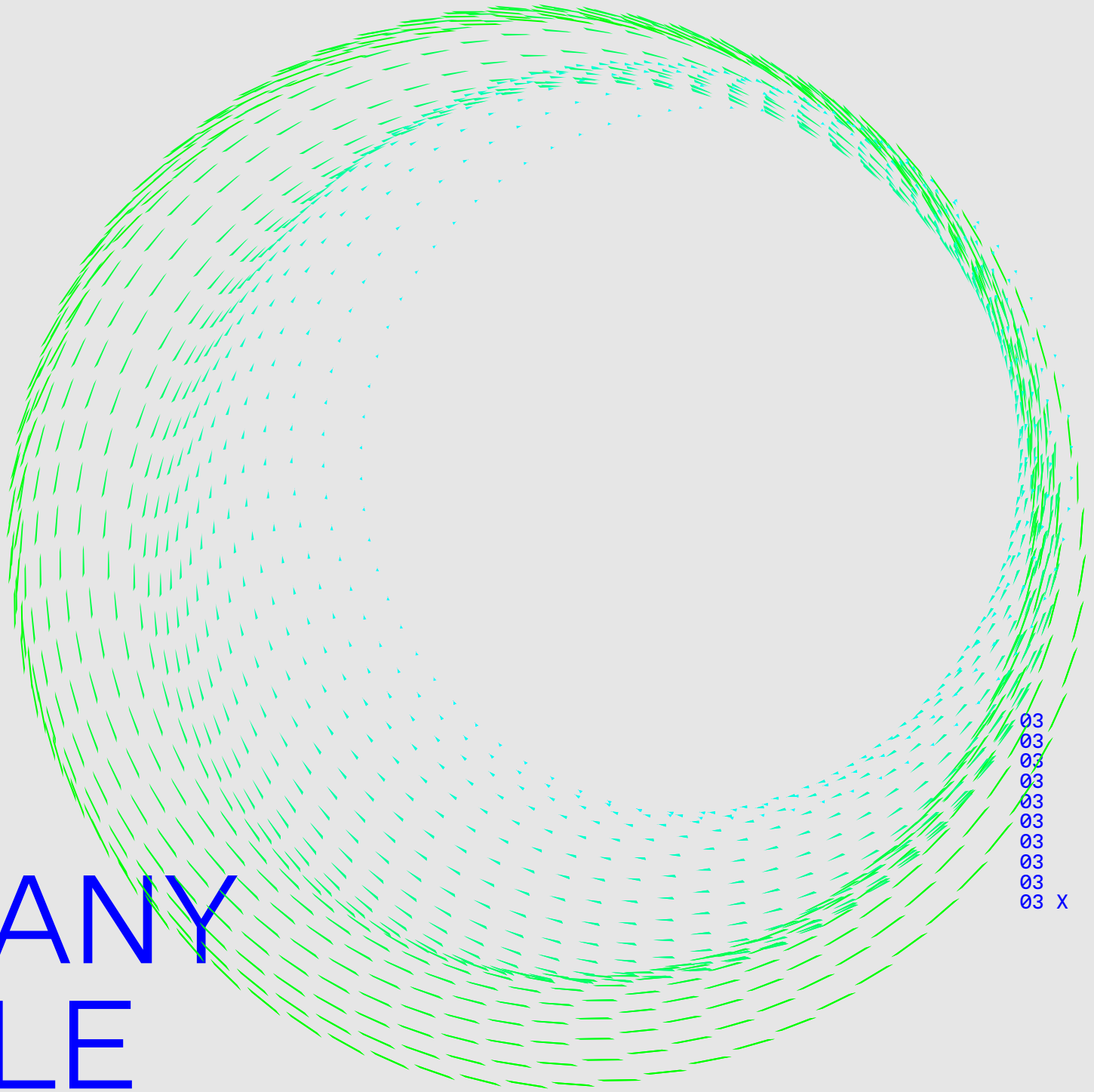
The academy provides a stimulating and rewarding experience that will push you to the limits of your creativity and technical skills. You will leave the program with a new perspective on architectural design and a portfolio of projects that impress potential employers.

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# COMPANY PROFILE



A global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values: elegance, purity, and innovation.

Founded in 1930, Pininfarina has evolved from an artisan company to an international service group.

Today, the company is the highest expression of automotive style and a well-established entity in experience design, transportation, industrial design, architecture, interior design, and yachting.

The group employs 600 people, with offices in Italy, Germany, China, and the United States. It has been listed on the stock exchange since 1986 and has been part of the Mahindra galaxy since 2016.

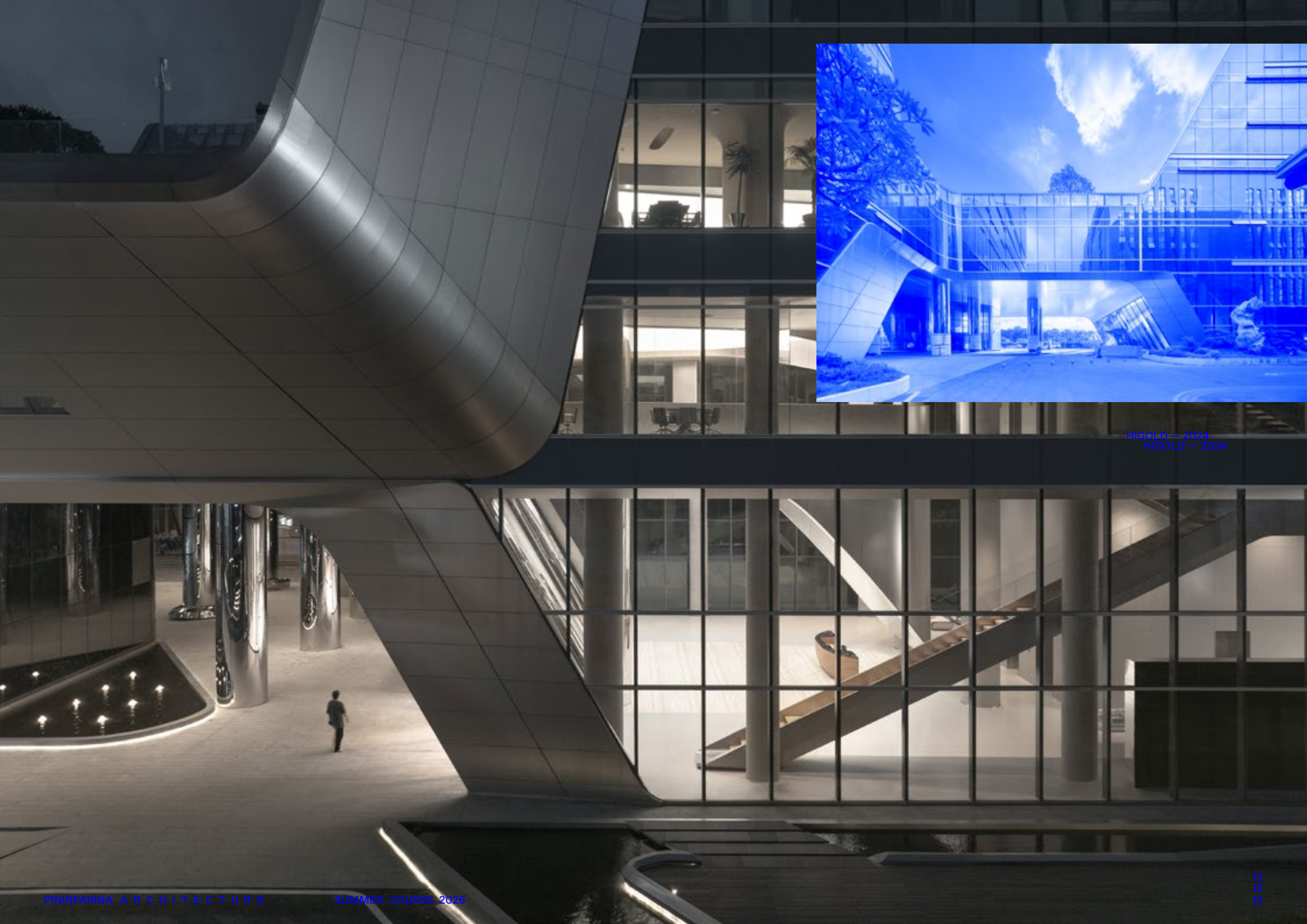
Each Pininfarina project—collaborating with luxury companies such as Ferrari, Maserati, Alfa Romeo, Princess, and Rossinavi, as well as residential projects with Cyrela and Excem Real Estate and architectural projects like the Control Tower at Istanbul Airport and Juventus Stadium—aims to humanize innovation and technology, creating aesthetically powerful and innovative designs along with unique experiences that connect physical and digital worlds.

This human-centered philosophy reflects Pininfarina's core values with a design approach refined over the past 90 years, combining the best of each sector to consistently produce wholly original results.

COMPANY PROFILE  
COMPANY PROFILE

C O M P A N Y P R O F I L E

Pininfarina's work has received international recognition through awards such as the Compasso D'Oro, International Architecture Awards, Red Dot Design Award, iF Design Award, and a fifth-place ranking among the 100 best architecture and design companies operating in Italy.



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# PROGRAM OVERVIEW

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The Advanced Architecture Program (PAA) 2026 offers a unique and intensive learning experience at the intersection of cutting-edge architectural design and advanced technology.

Hosted by Pininfarina Architecture in Turin, Italy, this two-week summer course provides a number of select international students with unparalleled access to the firm's proprietary tools and conceptual approaches.

Participants will gain hands-on experience with Pininfarina's advanced visualization and prototyping technologies.

The course will also introduce students to Pininfarina's parametric design software, which enables rapid iteration and optimization of complex architectural forms.

Beyond technical skills, the program delves deep into Pininfarina's design philosophy, emphasizing the seamless integration of aesthetics, functionality, and innovation. Students will learn how the firm translates its legacy of automotive design excellence into architectural projects, creating spaces that evoke emotion and enhance user experience.

The curriculum includes workshops on Pininfarina's unique approach to concept development, focusing on the creation of multisensory architectural experiences. Participants will explore the firm's methods for translating abstract ideas into tangible designs, utilizing techniques such as mood boarding, sketching, and digital modeling.

A key component of the course is the exploration of Pininfarina's interdisciplinary design process. Students will learn how the firm collaborates across disciplines, integrating insights from fields such as materials science, engineering, and sustainability to create holistic architectural solutions. The program culminates in a collaborative project where students apply Pininfarina's tools and methodologies to a real-world design challenge. This hands-on experience provides invaluable insight into the firm's project workflow and decision-making processes.

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# COURSE OVERVIEW

The unique setting of Turin, with its blend of historical architecture, industrial innovation, and creative technologies, provides an ideal backdrop for students to explore the intersection of tradition and innovation in contemporary architectural practice.

The Pininfarina Architecture Summer Course offers an immersive exploration of cutting-edge architectural tools and conceptual approaches used by Pininfarina Architecture.

This intensive two-week program provides participants with a unique opportunity to engage with Pininfarina's innovative design methodologies and advanced technologies.

The course is structured around Pininfarina's core architectural services, including Preparation & Briefing, UX Definition, Concept Design, Spatial Coordination, and Artistic Supervision.

Students will gain hands-on experience with these processes, learning how Pininfarina translates client visions into architectural realities. A key focus of the program is Pininfarina's approach to Concept Design.

Participants will learn how to develop architectural proposals that align with site information and project briefs, while incorporating input from various stakeholders and specialists.

This process emphasizes the importance of iterative design and regular reviews to ensure that concepts meet both aesthetic and functional requirements.

The course also delves into Pininfarina's unique perspective on User Experience (UX) definition in architecture. Students will explore how Pininfarina goes beyond aesthetics to create multi-sensory spatial experiences, prioritizing the interaction between people and their environment. This approach reflects Pininfarina's commitment to designing spaces that are not only visually striking but also deeply engaging and functional.

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Participants will be introduced to Pininfarina's vision of architectural design, learning how to validate architectural concepts through design studies and engineering analysis.

This process ensures that spatial elements are harmoniously integrated before detailed construction planning begins.

Throughout the course, students will have the opportunity to work with Pininfarina's advanced technological facilities, like the internal industrial prototyping workshop or the wind tunnel.. This facility, typically used for automotive design, demonstrates how Pininfarina applies cross-sector innovation to architectural projects.

Students will gain insight into Pininfarina's process of translating client visions into architectural language, emphasizing the creation of multisensory experiences that go beyond mere aesthetics.

The course culminates in a final project presentation, where participants will demonstrate their understanding of Pininfarina's approach to creating impactful, identity-driven architectural designs.

This course provides a rare opportunity to learn from a global leader in design, known for its ability to seamlessly blend elegance, purity, and innovation across various sectors.

COURSE OVERVIEW

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COURSE OVERVIEW  
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# LEARNING OBJECTIVES

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The Pininfarina Architecture Summer Course (PAA 2026) aims to equip all participants with a comprehensive set of skills and knowledge that reflect Pininfarina's innovative approach to architectural design.

The key learning objectives of this program include:

01

Mastering Pininfarina's Design Philosophy

Students will gain a deep understanding of Pininfarina's core values of elegance, purity, and innovation, and learn the firm's unique approach to creating timeless beauty with distinct identity and impact.

02

Advanced Technological Proficiency

Participants will develop hands-on experience with Pininfarina's cutting-edge architectural tools.

03

Concept Design and Development

Students will hone their skills in preparing architectural proposals that align with site information and project briefs. They will learn Pininfarina's iterative design process, including regular design reviews and stakeholder input integration.

04

User Experience (UX) Definition in Architecture

The course will teach participants how to create multisensory spatial experiences, prioritizing the interaction between people and their environment.

05

DfMA and Engineering Integration

Students will learn to validate architectural concepts through design studies and engineering analysis, ensuring harmonious integration of spatial elements before detailed construction planning.

LEARNING OBJECTIVES  
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06

Cross-sector Innovation

Participants will explore how Pininfarina applies its expertise from automotive design to architecture, understanding the principles of transferring innovation across different design disciplines.

07

Artistic Supervision

The course will teach students the art of maintaining design integrity throughout the technical design and construction phases, including collaboration with local architects and contractors.

08

Sustainable and Future-oriented Design

Participants will learn to incorporate sustainability principles and future-oriented thinking into their architectural designs, reflecting Pininfarina's commitment to creating impactful and responsible structures.

09

Presentation and Communication Skills

Students will develop their ability to present architectural concepts effectively, culminating in a final presentation to industry experts that showcases their newly acquired skills and understanding.

By achieving these learning objectives, participants will be well-equipped to apply Pininfarina's innovative methodologies and technologies in their future architectural endeavors, pushing the boundaries of design and creating spaces that are both beautiful and meaningful.

LEARNING OBJECTIVES  
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