Beat: Sports

PININFARINA DESIGNS THE NEXT GENERATION PADEL COURT

Combination of aesthetics and technology

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USPA NEWS - Turin, March 20, 2023 - Pininfarina is expanding its sphere of action by bringing its expertise to the world of design - from cars to product to architecture - and its unique design approach, a combination of aesthetics and technology, to the world of sports design. The studio, Turin-based by origin and international by vocation, has been commissioned by ICONIC to create the Iconic Padel court. It takes design for sports to a completely new level, revolutionizing the player's experience and the playing environment.

Iconic Padel Court is a court with a customizable interface and modular features designed for the discerning player, integrating innovative design with the industry's most advanced technologies, including the ability to review actions and movements to gather useful data in order to improve game performance.

Paolo Pininfarina, Chairman of PininFarina Group states: "Padel has become a global phenomenon, a way of life. Iconic Padel Court combines timeless beauty with the best technology available for players, offering an all-around Pininfarina experience. The design respects nature and embodies sport at the highest level, encapsulating sophistication and innovation in an unparalleled concept. The synergy between Iconic and Pininfarina comes from the intersection of wellbeing in sport and aesthetic design."

"It is a source of great satisfaction for us to have partnered with such a historic made-in-Italy brand as Pininfarina," said Leonardo Giangreco Biancheri, CEO of Iconic. "Pininfarina's design embodies the values of quality, precision and performance we desired for Iconic Padel Court. We are honoured to be able to work together in creating a court that is unique in style and functionality."

Technology, sport, and lifestyle come together in the Iconic Padel Court. The design optimizes the player's experience and performance through continuous interaction with court components, physical or remote. The court is compliant with the standards of the International Padel Federation, it can be installed anywhere in the world and can be freestanding or fixed to the ground depending on the client's needs. It integrates innovative finishings and materials including fiberglass coating, laminated tempered glass with concealed ground fixing, faux leather protectors, as well as perfectly integrated LEDs, displays and cameras.

Extremely flexible and modular, the court is equipped with innovative technological systems. The net tending poles, for example, are designed as real access hubs through two integrated touch displays and voice assistant. It is in fact possible to manage parameters such as field lighting or glass defrosting, adapting energy consumption and, at the same time, ensuring the best possible game experience. Each post also includes an automatic tensioning system for the game net, for a padel experience that is always at the highest levels, and a ball pressurization module, to considerably increase their useful life. The field is also equipped with a recharging stations for electronic devices.

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