

Press Release

P!NTO by P.A.S. Co.,Ltd.

P.A.S. EUROPE srl

P!NTO SEATING DESIGN, a good habit for your natural posture
Japanese ergonomic cushions & chairs
opens its **Temporary Shop** in **Via Tortona**
during **Milan Design Week 2018**

April 17th-22nd 2018 – Milan Design Week – Via Tortona 12, Milano



P!NTO SEATING DESIGN opens its temporary shop during the **Milan Design Week**, from April 17th to 22nd 2018, in **via Tortona 12, Milan**, one of the most affluent area of Fuori Salone in Milan.

Thanks to the strong enthusiasm received by design admirers during Fuori Salone 2016 and 2017, in the Tortona area, P!NTO returns for the third time to Milan Design Week to present its

new products : cushions and seats with more refined ergonomic design. The temporary shop is inspired by its showroom of P!NTO SEATING DESIGN opened in Tokyo November 2017. Furthermore, for this year, in the **Lambrate Design District**, P!NTO presents other new products created with the collaboration of Italian Designer, Arch.Simone Micheli at his exhibition "Hotel Regeneration".

Just sit on the P!NTO and get your most natural posture

A Japanese brand of Seating Design created by the occupational therapist HISAKO NOMURA, who produces every year over 300 bespoke seats and in 2013 developed ETHREEM®, the three-dimensional modelling system. P!NTO supports the pelvis, which tends to lean back, and balances the muscular tension of the back, allowing the functional movement of muscles and joints. A good habit for your posture, natural and balanced comfort.



P!NTO is a requested product: in Japan over 170,000 P!NTO cushions have been sold in 5 years.

P!NTO line-ups:



CUSHION LINES

P!NTO – for all seats

This is the first line born at P!NTO. P!NTO offers good postural habits, natural comfort and balanced. It can be used on a chair with a back. At work, in the dining room, on the sofa, on the train.



P!NTO KIDS – for children

a good posture begins with a good seating. For better concentration and better body balance. It is important that children adopt good posture for their healthy development. Their bone and muscle structure and internal organs develop rapidly between 0 and 12 years.



P!NTO AIR - transportable

the travel cushion so comfortable that it seems full of air. An airy softness that gives you comfort. After n.170.000 sales in Japan, users requested a P!NTO that can be taken anywhere. Practical for use in various situations: at work, at the bar, on the park bench, in the car, on the plane or on the train.



P!NTO DRIVER – for the car

A way to drive safely and without stress: P!NTO DRIVER facilitates the functional movements of the guide with a support for the shoulder blades, ribs, back, pelvis and thighs. The support surface of this P!NTO cushion comes from the analysis of the body's movements when driving.

CHAIR LINES

P!NTO Chair “CLASSIC” – dining chair, office chair

Now “P!NTO” is available not only as a cushion but also **as a chair**, to offer the same comfort in various situations. You can choose the legs and fabric to fit more to your lifestyle and customize it to make it unique.



P!NTO Chair “MINI” – stool

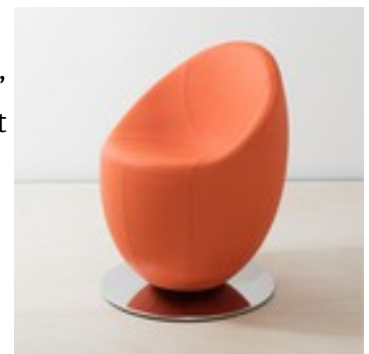
The new P!NTO stool is perfect for reception, bar-counter or kitchen. The surface of the seat, although small, always favours an excellent alignment. The legs and the textiles are customizable.



P!NTO Chair “UOVO” – armchair

Here is a new armchair that combines design and ergonomics. On the unique and iconic Italian design of Arch.Simone Micheli was developed and integrated the ergonomic approach of Hisako Nomura, comfortable and functional. The UOVO armchair offers comfort and at the same time a unique aesthetic, with a neutral posture that gives a feeling of being hosted in a real egg.

Design by Simone Micheli, Produced by P!NTO in collaboration with Adrenalina



P!NTO Chair “PERCH” – armchair

A natural wood structure, with an organic and fluid curving, designed by Eiji Shibata, a Japanese interior & product designer. It was inspired by the three-dimensional curved surface of P!NTO that follows the natural alignment of the body. From the inclination to the curvature of the armrests, every detail is dedicated to a pleasant comfort. The structure fits perfectly with the seat, designed by Hisako Nomura.



For more information:

<http://pin-to.net/en>

P!NTO by P.A.S. Co.,Ltd, P.A.S. EUROPE srl – profile

P!NTO line-ups are developed by P.A.S. Co.,Ltd., a manufacturer specialized in high quality assisted rehabilitation articles, in seat systems for the disabled, and in cushions, seats, thanks to the specialized expertise and long experience of the occupational therapist.

P.A.S. (Perception and Action in Space) was founded in 1999 with the aim of creating original ways of perceiving the space (environment) in which we move. In 2016 P!NTO presented for the first time in Europe, in 2017 established P.A.S. EUROPE srl. November 2017 opened its first showroom in Tokyo.

www.pas21.com

www.pas-europe.net

www.pintoseatingdesign.com

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