

Press Release

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

P.A.S. EUROPE srl

P!NTO SEATING DESIGN, Japanese ergonomic cushions & chairs
presents **its collections** and **new products** in **Tortona & Lambrate areas**
during **Milan Design Week 2019**

April 9-14th 2019 - Milan Fuori Salone -

P!NTO Seating Design Temporary Shop - Via Tortona 19, Tortona Design District

Exhibition "Hotel Re-Generation" with Simone Micheli - Via Ventura 14, Lambrate Design District



P!NTO SEATING DESIGN presents its collections during the **Milan Design Week** from **April 9th to 14th 2019**: in **Tortona area** opens his **Temporary Shop**, in **Via Tortona 19**, Milan, whereas in **Lambrate area** presents the **new products** made with the **design by Simone Micheli** in the exhibition "Hotel Re-generation" organized by Simone Micheli, in **Via Ventura 14**, Milan, two of the most fascinating areas of the Fuori Salone of Milan.

The enthusiasm shown by design connoisseurs during the previous editions of Fuori Salone, **P!NTO returns for the fourth time, always in the Tortona area**, to present **its new ergonomic seating products more and more characterized by design and technology**.

Furthermore, for this edition, within the exhibition "Hotel Re-generation", P!NTO presents its original design approach with a public **demonstration of its tridimensional modelling technique** by **Mrs. Hisako Nomura**, Seating Designer and Occupational Therapist. **The demonstration will take place from 18.30 to 19.30 on April 9th 2019**, within the "Hotel Re-generation" exhibition at the "Social time - Conference Area | Hotel & Tourism Forum". It will be a precious opportunity to discover "how" its technology is born.



Ergonomic Design by
HISAKO NOMURA

Product Design by
SIMONE MICHELI



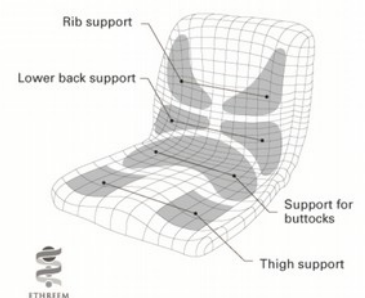
P!NTO, the new medical-design approach for seating

Just sit on 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 tridimensional 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 very requested product: over 230,000 cushions were sold. P!NTO is also used in public schools and at the National Assembly in Japan.



P!NTO collections:

CUSHION COLLECTION



P!NTO – for all seats

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



P!NTO BEAUTY

P!NTO Beauty cushion offers good positioning and optimal alignment of the vertebral column and muscles. Contributes to healthy and elegant posture. Allows you to sit with upright torso and chest, easing movement and breathing.



P!NTO AIR - portable

The travel cushion so comfortable that it seems full of air. An airy softness that gives you comfort. After n.170.000 units sold 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 TRONCO – without backrest / Design by Simone Micheli

Sitting on a bench for a long time comfortably without imbalance. Its three-dimensional surface guides the posture neutral without fatigue, supporting the pelvis which tends to lean backwards, and balancing the muscular tension of the back. Just put it on benches, stools or even directly on the floor.



P!NTO KIDS – for children

A good posture begins with a good seating.

For better concentration and better body balance. It is important for kids to adopt good posture for their healthy development. Their bone and muscle structure and internal organs develop rapidly between 0 and 12 years.



P!NTO DRIVER – for the car

A way to drive safely and without stress: P!NTO DRIVER facilitates the functional movements when driving 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.



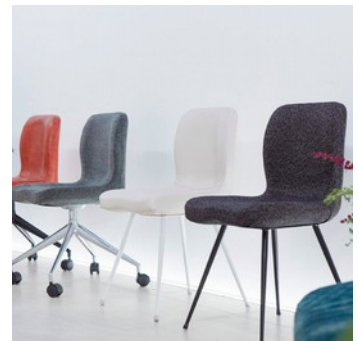
P!NTO MOLDSEAT – for wheelchair

This cushion prevents the body from bending forward and reduces pressure on the buttocks area. On a wheelchair without pinto, the instability of the posture causes tension in shoulders and arms, limits comfortable movements and leads to tiring out.

CHAIR COLLECTION

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

Further information:

<https://pas-europe.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 for the first time P!NTO was presented in Europe. And in 2017 its European Branch was established, P.A.S. EUROPE srl. And currently the products are distributed in Italy, France, Germany, Spain and UK. In November 2017 opened its first showroom in Tokyo.

www.pas21.com

<https://pas-europe.net/en>

www.pintoseatingdesign.com

Milan, March 14th 2019

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