

HIGOLD®

O N D A C O L L E C T I O N 2 0 1 8



*by pininfarina*

Onda



Past,  
Present  
and Future  
of **Onda**

*by pininfarina*





reddot design award  
winner

## Share our passion for furniture!

### A short introduction

The history of HIGOLD as a company goes back to 1989. From the nineties the company developed itself to a reliable manufacturer of kitchen hardware. From 2011 we may call ourselves a leading brand in China. In 2005 we decided to expand our business activities with furniture, to be precise top quality outdoor furniture. First under private label, later on we decided to launch and build our own brand HIGOLD excellent outdoor.

### A brand with a mission

That is for sure. We like to inspire the luxury outdoor market with our brand and prove our promise: live the excellent life. Not only in China, but all over the world. Therefore we launched HIGOLD excellent outdoor shop in Europe at the first quarter of 2014 and started launching the brand with one of our partners in the Netherlands. From here we have connected various enthusiastic agents, dealers and retailers and are we building the brand. At the moment we are active in Holland, Germany, Spain, Portugal, Italy, Switzerland, Belgium, USA and Qatar. In these countries famous hospitality brands like Hilton, Sheraton and Jade Beach have already met the brand and gave their terrace the right ambiance with one or more HIGOLD models.

### Our ambition

All together the HIGOLD business activities have led to a very promising turnover. A result that we are absolutely proud of. But we are ambitious and are ready for our next step. In terms of our collection and in terms of expanding to additional countries. To start with Northern America. To handle this growth ambition we have just finished building a complete new sustainable factory. Wherefore we obtained all relevant certificates. The building not only has a great look, but also guarantees the best working conditions.

### Our collection strategy

We believe that design makes a difference. The fact that we have won the prestigious international Red Dot award in 2014 and 2016, for our Shenzhou X series and lcook collection, emphasizes that. From that point of view we have attracted top designer Nicolas Thomkins to work with the HIGOLD outdoor collection. He is worldwide known and famous for his original signature, iconic designs & functional furniture and is also a Red Dot award winner. In 2016, Pininfarina Extra started to work with us in designing our new head office and also furniture, which sets a benchmark in HIGOLD's history.

Sincerely,

Founder & President of the HIGOLD group

Mr. Alwin Ou





## PININFARINA EXTRA

Pininfarina Extra, is part of the world-famous design house Pininfarina, whose history traces back to 1930 when the company was established by Battista Pinin-Farina, who became the most acclaimed car designer of his time. For example the Cisitalia 202 by Pininfarina (1947), was the first and only car to enter into a permanent display at the MoMA of New York, in 1961. Up to today, more than 100 Ferrari cars that have gone into production have been designed by Pininfarina.

In 1986, the third generation of the Pininfarina family created Pininfarina Extra srl to extend the design capabilities of the company, outside of the automotive sector. Over the past 30 years, Pininfarina Extra has developed more than 600 projects under the direction of its President and Chief Executive Officer, Paolo Pininfarina (now Chairman of the Pininfarina Group), and has established its own direction and a clear identity.

Today the company has ventured into a variety of commodity sectors where products bearing the Pininfarina name have won acclaim in the world's leading markets. The company attempts to blend the most advanced features of scientific, technological and engineering research with attractiveness that should accompany the things we use every day.

Pininfarina Extra is a reliable and competent partner to firms wishing to use design as a strategic asset for their product development process and a tool of communication to improve their position in the market.

The main activities of the company include Industrial design (electronics, sporting goods, furniture, equipment and machinery, consumer products, graphic design and packaging), Architecture and interiors (residential, hospitality, sport and commercial structures), and Transportation design (Yachts, airplanes, private jets, people movers).



"Italian style means sense of proportions, simplicity and harmony of line, such that after a considerable time there is still something which is more alive than just a memory of beauty."

[Battista 'Pinin' Farina]





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*pininfarina*

# Onda

OUTDOOR FURNITURE COLLECTION DESIGNED  
BY PININFARINA FOR HIGOLD





Onda was born to blend in different environments and, at the same time, to make them unique.



Being conceived for the outdoor, the Pininfarina design team took the inspiration from the dynamism, elegance and purity of the ocean waves, the empty space that is created when a wave is broken, resulting in to a hollow or tube wave (onda in Italian).

The heart of the Collection is the structure, an alluminum band sustaining the cushions and becoming the iconic element of the whole Collection. Characterized by fluid lines - as the ones of the wave - the band beyond being an aesthetic element becomes also a functional element, a rigid armrest that can be used to lean objects. The choice of the materials come from the Pininfarina 360° design experience: the aluminum - coming from the carsector - for the structure , the fabrics - used in the yachts for its resistance - for the cushions.

The Collection is composed by a modular sofa, a two seats sofa, an armchair and a coffee table.

"We have looked at the magic of nature to give life to Onda which is distinctive and, at the same time, able to be integrated in different environments. Technology and know-how coming from different sectors make it really unique" affirms Paolo Pininfarina, Pininfarina Chairman.

"Pininfarina always brings breakthrough visions and futuristic designs to the world. The design of Onda is influenced by car design in the technology and in the use of top materials. We are sure the new revolution is ready in the outdoor furniture industry!" affirms Alwin Ou, Chairman of Higold Group.

Onda is the second project born from the collaboration between Higold and Pininfarina, after the Higold headquarters in Shunde presented in march 2017.



# Past, Present and Future of ONDA





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*pininfarina*



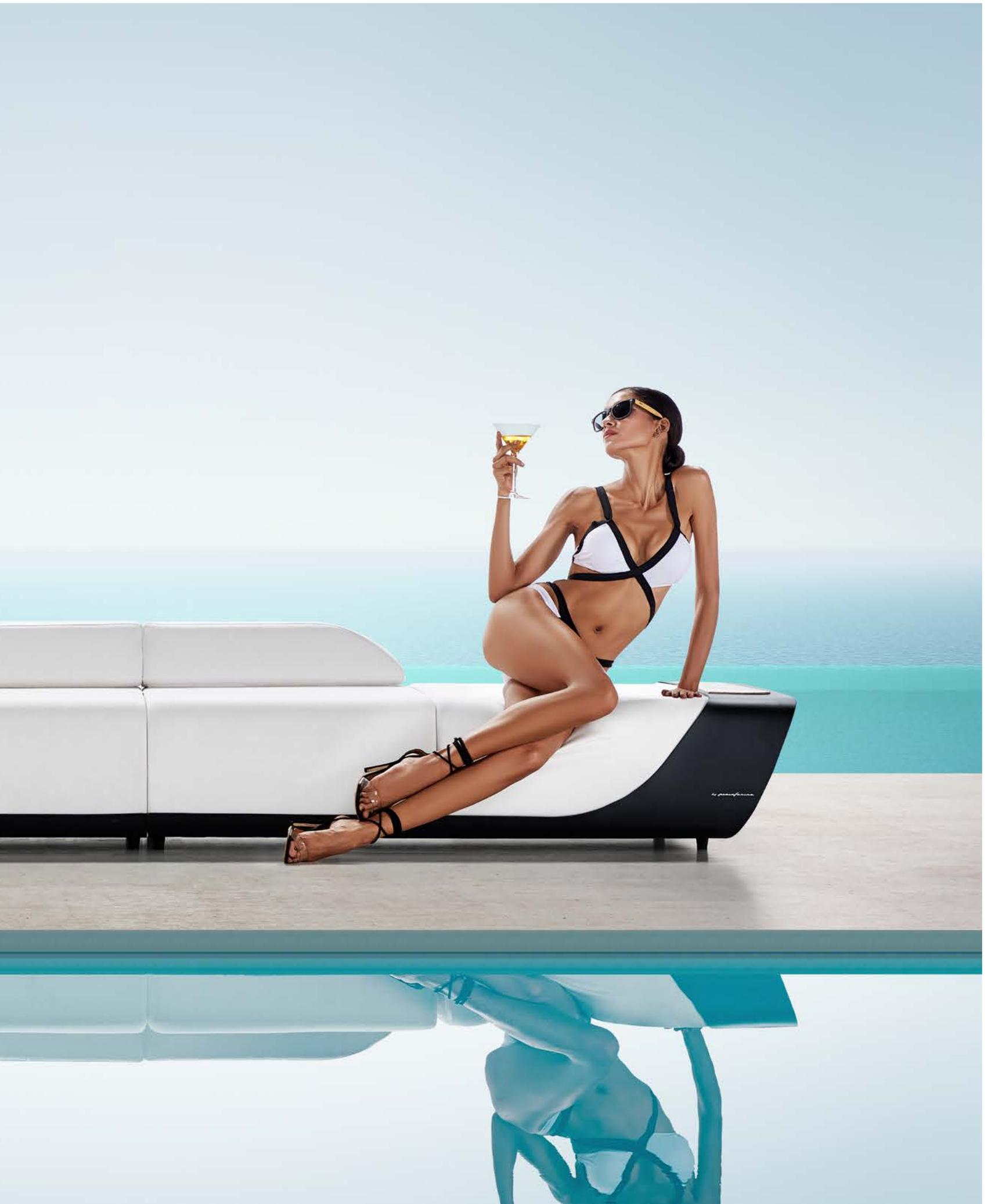
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HIGOLD

*pietraforina*



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Outdoor Furniture Collection  
ONDA

204221  
Single Sofa

Size: 930x1055x770mm  
Seat height: 375mm  
Armrest height: 565mm



204231  
Double Sofa

Size: 930x1800x770mm  
Seat height: 375mm  
Armrest height: 565mm



204224  
Left Corner Sofa

Size: 930x1640x565mm  
Seat height: 375mm  
Armrest height: 565mm



204225  
Right Corner Sofa

Size: 930x1640x565mm  
Seat height: 375mm  
Armrest height: 565mm



204234  
Left Corner Sofa

Size: 930x1580x565mm  
Seat height: 375mm  
Armrest height: 385mm



204235  
Right Corner Sofa

Size: 930x1580x565mm  
Seat height: 375mm  
Armrest height: 385mm



204227  
Left Corner Sofa

Size: 930x1640x770mm  
Seat height: 375mm  
Armrest height: 565mm



204229  
Right Corner Sofa

Size: 930x1640x770mm  
Seat height: 375mm  
Armrest height: 565mm



204237  
Left Corner Sofa

Size: 930x1580x770mm  
Seat height: 375mm  
Armrest height: 385mm



204239  
Right Corner Sofa

Size: 930x1580x770mm  
Seat height: 375mm  
Armrest height: 385mm



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204207  
Middle Sofa

Size: 930x730x565mm  
Seat height: 375mm



204208  
Middle Sofa

Size: 930x730x770mm  
Seat height: 375mm



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204226  
Middle Corner Sofa

Size: 1010x1010x565mm  
Seat height: 375mm



204228  
Middle Corner Sofa

Size: 1010x1010x770mm  
Seat height: 375mm



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204281  
Coffee Table

Size: 1200x720x435mm



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Onda Combinations



204210  
Size: 930x3890x770mm



204220  
Size: 2590x3890x770mm



204230  
Size: 2590x2590x770mm



204240  
Size: 2650x2590x770mm



204250  
Size: 2590x2650x770mm



204260  
Size: 2650x3380x770mm



204270  
Size: 930x3160x770mm



204280  
Size: 930x3160x770mm



204290  
Size: 930x4010x770mm



2042100  
Size: 930x4010x770mm



2042110

Size: 770x3220x770mm

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2042120

Size: 930x3220x770mm

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2042130

Size: 930x3220x565mm

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2042140

Size: 930x4010x565mm

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2042150

Size: 930x3890x540mm

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2042160

Size: 930x3890x540mm

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2042170

Size: 930x4010x565mm

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2042180

Size: 2650x3380x565mm

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2042190

Size: 2650x2590x540mm

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2042200

Size: 2590x2590x540mm

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Onda Combinations



2042210

Size: 2650x2650x565mm



2042220

Size: 2650x3320x540mm



2042230

Size: 2590x3380x565mm



2042240

Size: 2650x3320x540mm



2042250

Size: 930x3890x540mm



2042260

Size: 930x4010x565mm



2042270

Size: 930x3280x565mm



2042280

Size: 930x3280x565mm



2042290

Size: 930x3160x540mm



2042300

Size: 3660x1985x770mm



2042310

Size: 2590x3890x770mm



# HIGOLD®

*Live the excellent life*

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