

Beat: Sports

ICONIC ENTERS THE METAVERSE WITH THE ICONIC PADEL COURT DESIGNED BY PININFARINA

Available at padel.iconicsportdesign.com

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USPA NEWS - Iconic enters the Metaverse with the Iconic Padel Court designed by Pininfarina. On padel.iconicsportdesign.com visitors will be able to view the court built on the spatial.io platform, learn about its functions and move around the Iconic environment. Users will also be able to see the court inserted in an architectural context as well as participate in virtual demonstrations and meetings. Different lighting conditions, day and night, can be simulated, creating a unique experience. This space is the ideal place for design and sport lovers and allows them to meet and interact in a completely immersive environment, regardless of the platform chosen: desktop, mobile or VR. The environment is totally free without the need for registration and easily accessible with their own avatar.

Leonardo Giangreco Biancheri, CEO of Iconic says. "Iconic Padel Court is a court with a customizable interface and modular features designed for the most demanding players, which integrates innovative design and the most advanced technologies. The use of new media in the relationship with consumers represents an important step for our global positioning."

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.

ABOUT PININFARINA

A global icon of Italian design and lifestyle, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity and innovation. Pininfarina is headquartered in Italy and has offices around the world, with a design scope that includes transportation, industrial design, architecture/interior and automotive design. Recent architecture and interior design projects span geographic locations such as Turkey (the Air Traffic Control Tower at Istanbul's New Airport), Brazil (Cyrela, Vitra and Yachthouse, as well as the luxurious twin towers at Balneario Camboriu) and Italy (Juventus Stadium in Turin, The New Stauffer Center for Strings in Cremona, Urban Lounge in Milan, The Cave in Bologna). Pininfarina has won several international architectural awards, most recently the 2022 Green Good Design Award for Urban Lounge, the 2020 American Architecture Award with Yachthouse, the 2020 International Architecture Award for Sixty6, and the 2019 Red Dot Award for Bus Shelters for the City of Miami. Based in Turin, Milan, New York, Miami, and Shanghai, Pininfarina Architecture works with a Team of 50 professionals-trained at th

ABOUT ICONIC

Iconic is a new sport design brand founded by Leonardo Giangreco Biancheri, Pierfrancesco Iazeolla and Miguel Bonilla. Iconic creates extraordinary sports experiences distinguished by design and quality made in Italy. Iconic projects are designed for those who want to experience sport at the highest level in the best possible environment. Our mission is to be the global reference for innovative sports design. The Iconic Padel Court is a game changer, the maximum expression of cutting-edge design and technology applied to sports.

www.iconicsportdesign.com

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