

Pininfarina Architecture for the first time at MIPIM

Pininfarina exhibits award winning projects at the most prestigious real estate fair in Europe (14-17 March, Booth P-1.N13)

Paolo Pininfarina will hold a speech on the company's distinctive architectural style inspired by car design (16 March, 12.30 pm, Italian Pavilion, Booth R8-B10)

Turin, March 13, 2017 – **Pininfarina Architecture** will be exhibiting for the first time its most recognized projects at **MIPIM**, one of the world most important property and real estate fair. The event, which will take place in Cannes from **14th to 17th March**, gathers the most influential international property players from the office, residential, retail, healthcare, sport, logistics and industrial sectors.

Paolo Pininfarina, Chairman of the Group, will hold a speech on 16th March at the Italian Pavilion, in the frame of the event organized by the Italian Trade Agency. During “**An Excellence of Made in Italy: Architecture Inspired by Car Design**”, Paolo Pininfarina will speak about the company's innovative and dynamic architectural style, deeply inspired by the exclusive car design legacy of the Group.



*“Architecture was our last amazing challenge: bringing movement and dynamism to buildings, which are static by definition” says **Paolo Pininfarina**. “Over the last ten years we have been realizing amazing projects all around the world, from Brazil to China, awarded by prestigious assignments. The result of the work of fantastic design teams, sharing enthusiasm in creating the new”.*

At Mipim, Pininfarina Architecture will show its uniqueness.

An architectural studio but also a renowned brand. An innovative style inspired by car design, made of dynamism, curved and fast lines, sculpted and sensual shapes. Cross-fertilization, bringing to architecture innovative solutions coming from the other sectors in which Pininfarina operates. The ability to maintain a unique style while adapting to different cultures. A distinctive architectural language, a unique mix recognized by the most prestigious awards. Among the most recent achievements, showing the ability to combine elegance, purity and innovation in a **contemporary and timeless architectural vision**: the **2016 iF Design Award** assigned for the residential tower Cyrela by Pininfarina in San Paolo, the **2015 American Architecture Award** and **2017 German Design Award** for Vitra in Balneario Camboriù, and the **2016 International Architecture Award** for Istanbul New Airport ATC Tower. Pininfarina represents today one of the most prestigious signature in the Architecture and Interior Design in the fields of residential, hospitality, sport and commercial

structures and has been confirmed as 5th in the ranking of the Top 100 Architecture and Design Companies operating in Italy.

The projects in exhibition:



Higold Headquarter (Completion 2019)

The first Pininfarina architectural project in China. The building was conceived to be a memorable and full expression of the company's key values: Creativity and Leadership. The new headquarter is an **iconic, elegant complex** where architectural elements, public space and products are integrated in a unique identity. The iconicity of the building is enhanced by curtain walls that create a more shaded effect outwardly, thanks to a glazed double skin, and a more transparent surface internally. The project takes its origin from the connection between two buildings, drawing inspiration from a mother's arm that reaches the child's hand.

Cyrela by Pininfarina (Completion 2018)

Cyrela by Pininfarina, **winner of 2016 iF Award**, is among the most modern and daring projects ever made by the Brazilian company in recent years. Considered an exception in modern and bold design, the project combines movement and dynamism, inspired by curves and shapes. The facade features symmetrical lines that impress the most articulated admirer deciding which side is the front of the building. A seamless design integration that puts this project as a city landmark.



Istanbul New Airport ATC Tower (Completion 2017)

Winner of the **2016 International Architecture Award**, the building will be the landmark for Istanbul New Airport, which is set to be the world's largest new airport in terms of annual passenger capacity. The design evokes the aerodynamic forms used in automotive and aviation design, and includes an elliptical tower that will be visible to all passengers flying in and out of the new airport. The tower shape is inspired by the tulip, which has been the symbol of Istanbul for many centuries and is an important cultural reference in Turkish history.



Pininfarina Architecture

Pininfarina Extra was born in 1986 to extend the competences of the Pininfarina Group beyond automotive. Among the over 600 projects developed along the years, the most recent in the Architecture and Interior Design regard China (the Higoold Headquarter in Shunde), Turkey (the Istanbul New Airport Air Traffic Control Tower), Poland (A class office complex in Warsaw), United States (the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida, the Virginia Key Harbour & Marine Center in Miami), Argentina (nautic complexes Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires), Brazil (Cyrela, luxury condo in Sao Paulo, and Vitra and Yacht House, luxury skyscrapers in Balneario Camboriu). In Italy, following the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, the company has designed the Terrazza Martini, built in the Italian Pavilion at EXPO 2015 in Milan and the interiors of the Lagrange 12 Building in Turin. Pininfarina Home Design is one of the most recent projects, an innovative vision for the Home Spaces, combining Pininfarina heritage in furniture design with the unique architectural style.

Come to visit us at Booth P-1.N13, Palais des Festival, Cannes, France / 14-17 March

Join the speech *An Excellence of Made in Italy: Architecture Inspired by Car Design* at the Italian Pavilion, Booth R8-B10, 16th March, 12.30 pm

Pininfarina Contacts: Francesco Fiordelisi, Head of Communications, tel. 011.9438105, e-mail: f.fiordelisi@pininfarina.it

www.pininfarina.com | www.facebook.com/PininfarinaSpA | [Instagram @pininfarina_official](https://www.instagram.com/pininfarina_official)
www.youtube.com/pininfarinaofficial | store.pininfarina.com