

Pininfarina Architecture exhibitor at MIPIM.

Pininfarina exhibits its expertise at the most prestigious real estate fair in Europe (13-16 March, Booth P-1.N13).

At Mipim, Pininfarina Architecture launches Pratum Coller winery, innovative and sustainable architectural project.

Turin, March 12, 2018 – **Pininfarina Architecture** will be exhibiting for the second time its most recognizable projects at **MIPIM**, the world's leading property market and real estate fair. The event, which will take place in Cannes from **13th to 16th March**, gathers the key influential international property players from the office, residential, retail, healthcare, sport, logistics and industrial sectors.

At Mipim, Pininfarina Architecture will show its uniqueness and will highlight its expertise in three main sectors: the **Architecture for Transportation**, the **Residential** and the **Retail**.

Architecture for Transportation.



Leveraging on our car **design roots**, we combine **architecture** and **transportation** knowledge, to search every time for innovative and unprecedented synergies. Giant infrastructure projects are reshaping the world having a huge impact on the overall environment and human behavior. Among the most recent projects our proposal for the **Fourth Bridge** on the **Panama Canal** and the **New Istanbul Airport ATC Tower**, winning the International Architecture Award.

Residential.

Structures in movement, sculptured by the wind. **Dynamism** is the hallmark that provide a unique personality to our residential projects. Uniqueness enhanced by **sophisticated interiors** tailor-made to fulfill the customer's dreams. The **Pininfarina brand**, synonymous of **Italian timeless beauty**, is a further element of differentiation. Among the most recent projects **Cyrela by Pininfarina** that will be inaugurated on April 9.



Retail



Reshape the **customer experience** in the retail spaces, **merging physical and digital**. Creating **immersive worlds** in which the digital touchpoints are integrated with the tridimensional features of the environment and the products displayed. Writing **new visual languages** able to **enhance the brand values** and to guide the customer through the purchase journey. Among the most recent projects **The Dealership of Future** realized for Mahindra.

Pratum Coller Winery: innovation and sustainability.



As part of WIDE – Wine DEsign project - **Pininfarina** and **Pratum Coller**, biodiversity friendly agricultural society, joined forces to give life to an **innovative winery** with the goal of producing **high quality wines** in a **sustainable way** and becoming an **attraction pole** in the territory.

The building was conceived to be **integrated** harmoniously in the **natural environment** maintaining, at the same time, its **stylistic personality** characterized by an unmistakable formal elegance. The new Winery will

become the Icon, the image of the company willing to grow renewing also its manufacturing plant and its distribution. The design is characterized by an extreme stylistic simplicity; the building is made of a monolithic volume covered by a pattern in which a wooden skin is alternated with transparent splits. The façade design finds inspiration in the geometric shapes created by the rows of grape on the ridges of the cultivated hills. The wood construction technique will increase the internal comfort and the energetic efficiency.

"Our passion for sustainability, we inherited for the car sector, found an extraordinary application in the Pratum Coller winery," affirmed **Paolo Pininfarina**, Chairman of the Group. *"This project expresses how a building with an unmistakable personality can be harmoniously integrated in the natural environment"*.

"The new Pratum Coller Winery is our way to emphasize the territory with a project able to enhance the area in a sustainable way," affirmed **Andrea Pirlo**, Chairman of Pratum Coller. *"I believe that the pure elegance of the building together with the high quality of our wines will become a new attraction hub for the region"*.

Pininfarina Architecture

Pininfarina is not only an architectural studio but a revered brand, yielding that an unmistakable style inspired by the dynamism, curved and fast lines of the family's automotive legacy, with love of sculpted and sensual shapes. Success lies in an ability to cross-fertilize concepts, bringing design solutions from non construction sectors, combining elegance, purity and innovation in a contemporary and timeless architectural vision.

Recent awards include 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.

Come to visit us at Booth P-1.N13, Palais des Festival, Cannes, France / 13-16 March