

Pininfarina among 100 Italian Designers

Ferra, the architectural design of Pininfarina, on the cover of the new book of Dell'Anna Publishers

Turin, November 15 2013 - The luxury residential tower **Ferra** in **Singapore**, architecture project developed by **Pininfarina**, has earned the cover of "**100 Progettisti Italiani**" (100 Italian Designers - Contemporary Talents), a new book that celebrates the biggest names in contemporary Italian architecture.

Published by Dell'Anna Publishers, edited by Giancarlo Priori, the book will be presented Thursday, November 21 at 5pm in the Hall of Honor of the National Academy of San Luca in Rome. A discussion on the topic "The role of Architecture and Design Made in Italy" will follow, with the participation of Chairman **Paolo Pininfarina**.

The exclusive residential project chosen for the cover of the book marks the debut of **Pininfarina** in Singapore and it is a further affirmation of the Pininfarina signature into **Architecture and Interior Design** after the recent successful projects in the **United States** (the luxury condo 1100 Millecento in Miami and the luxury real estate project Beachwalk in Hallandale Beach, Florida), in **Argentina** (the boating complex Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires) and in **Italy** (the Juventus Stadium in Turin, awarded with the "Stadium Innovation Award", and the Private Chapel of Riardo). **Ferra** is a **104 unit residential tower, around 102 meters high**, for which Pininfarina has authored the complete project from the **external architecture** to the **interior design**, creating a new architectural language.



"We are very proud that Pininfarina is featured next to the most prestigious architectural studios in Italy and that, among so many deserving projects, the Ferra tower has impressed the editors of the volume so much that they selected it for the cover - said Paolo Pininfarina. - With this residential project we have identified a specific expressive language and a strong aesthetic personality that will fit perfectly into the architectural context of Singapore".

"100 Progettisti Italiani" is a review of what the most influential designers and architects in Italy have created, designed, engineered, building the milestones of a recognizable style in the world, the Italian one. The hundred names in the book, the most representative ones, draw the connective tissue of a style produced by talents that make research a constant goal, recognizable in Italy and abroad. A limited edition volume for collectors, an art gallery on slick paper that tells the ideas but above all the study and the reason behind them.

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