

Pininfarina wins the 2015 American Architecture Award

The awarded project, Vitra, is a luxury residential building designed for Brazilian developer Pasqualotto

Pininfarina confirmed the 5th place in the Top 100 of Architecture and Design Companies operating in Italy

Torino, November 13 2015 – **Vitra**, the **luxury building** designed by **Pininfarina** for renowned Brazilian developer **Pasqualotto**, has won the prestigious **2015 American Architecture Award** assigned to the best new buildings designed and constructed by American architects in the U.S. and abroad. The project has been managed by Pininfarina's U.S. branch Pininfarina of America based in Miami, Florida.

The American Architecture Awards were announced by the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies, organizers of this annual prestigious prize for Design Excellence and the best and latest contributions to innovative contemporary American architecture. Vitra was selected together with other 59 new buildings and urban planning projects.

*"We are very proud of this award because it recognizes our project as a surprising new addition to its urban location - affirms **Paolo Pininfarina**, Chairman of the Group - According to the Jury every detail is exquisitely refined and the project is a game-changer that other architects, clients and local authorities should aspire to. This result also confirms that Pasqualotto is the perfect partner to give life to projects able to set a new a standard in architecture in Brazil".*



Vitra, which will rise in Balneário Camboriú, came after **Yacht House**, the first high-end residential project developed by Pininfarina for Pasqualotto, destined to be the **highest Brazilian skyscraper**. **Vitra** will be located in a central shopping street close to the beach. The skyscraper is characterized by two different areas: a commercial one and a residential one. The Pininfarina team has designed the commercial area, at the base of the building, using large glass walls in order to give high visibility to shops hosted and to facilitate the visual communication with the people walking on the street. In order to distinguish the commercial area from the residential one Pininfarina has conceived a band, an iconic element that strongly characterize the building, making it unique and recognizable. The band is characterized by dynamic and fast lines, reminding a race track, conveying a sense of movement to the all structure.

The residential tower is characterized by large glass walls on the main façade intended to let the people enjoy the view and by the use of brise-soleil on the side that, beyond having an aesthetic valence, has also an important functional role. Pininfarina has also designed the common areas with the leisure facilities and the sky lounge on the roof, characterized by the same elegance and refinement as the exteriors of the building.

The American Architecture Award comes in the year Pininfarina confirmed the **5th place** in the **Top 100 of Architecture and Design Companies** operating in **Italy**. These facts came to life from the 2015 Report on Entrepreneurship of the Project, edited by prof. Aldo Norsa of IUAV University of Venice.

These new results represent a further affirmation for **Pininfarina Extra**, born in 1986 to extend the competences of the Pininfarina Group beyond automotive. Among the over **500 projects** developed along the years, the most recent in the Architecture and Interior Design regard the **United States** (the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida), **Argentina** (nautic complexes Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires), **Brazil** (Cyrela, luxury condo in San



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Paolo, and the new luxury tower Leopoldo), **Singapore** (the superb Ferra building, which won the "Object of Desire 2013" award), **Polonia** (Proximo, an A Class office complex in Warsaw developed for Hines, international real estate firm).

In **Italy**, after the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, and the Private Chapel of Riardo, the Lagrange12 building is coming up in Turin, for which Pininfarina designed the interiors. One more project has been presented in 2015, the Terrazza Martini by Pininfarina, built in the Italian Pavilion at EXPO 2015 in Milan.

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