



## Beachwalk, second Pininfarina project in Florida with The Related Group

*Pininfarina will design the interiors of a luxury real estate project in Hallandale Beach*

Turin, May 3<sup>rd</sup>, 2013 – Following the huge success met by the **1100 Millecento Residences** project in Miami, the partnership between **Pininfarina** and **The Related Group** evolves thanks to the announcement of **Beachwalk**, a high-end real estate project that will rise in **Hallandale Beach**, South Florida.



Beachwalk will offer **300** exquisite waterfront **residences** with exclusive **beach club** services. The Pininfarina team will be authoring the **interiors** of the main building, the style of the common areas and the complete design concept for the beach club. The Pininfarina style is perfectly recognizable both in the dynamic elegance of the shapes and in the use of the materials, as in Millecento, creating a family feeling among the two structures.

Beachwalk will be characterized by the balance between the modernity of the design and the ability to be integrated perfectly in the natural environment in which it will be placed. The project will stand out thanks to its ability to offer to a residential condo all the comfort and services of a hospitality structure, hence guarantying a very refined experience.



*“Beachwalk is new statement of Pininfarina in America – declares **Paolo Pininfarina**, Chairman of Pininfarina Group. - We are proud that our design is valued and appreciated so much within the American and Latin American markets, where we intend to be more and more protagonist”.*

Pininfarina reinforced in fact its strategic presence in the American market with a new office in **Miami**. The wholly owned subsidiary, named **Pininfarina of America Corp**, develops projects in Industrial Design, Architecture and Interiors, Consumer

goods and Transportation, in tight collaboration with the Italian headquarter.

The mission is to strengthen the relationship with the existing customer base, represented by leading companies such as The Coca Cola Company, The Related Group, Schaefer Yachts, Desarrollo Mor, AeroToyStore, etc, and to develop new strategic partnerships and innovative projects in key sectors. *“The direct presence in the market will allow Pininfarina to better understand and satisfy the American partners’ needs, both from a design and a marketing perspective, leading to even more successful collaborations”* concludes Paolo Pininfarina.

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### **Pininfarina contacts:**

Francesco Fiordelisi, Head of Communication, tel. +39.011.9438105 e-mail [f.fiordelisi@pininfarina.it](mailto:f.fiordelisi@pininfarina.it)