



Cyrela by Pininfarina wins prestigious German award iF Design

Turin, 15 February 2016 – Developed by **Cyrela** in partnership with **Pininfarina**, the luxury residential project which takes the names of its own designers won **iF Design Award** in the category **Architecture and Interior**. Thought about each detail, the new skyscraper **Cyrela by Pininfarina** can be compared to an artwork, it is a unique project thoughtfully and detailed, which proposes to São Paulo to give a new way of living: exclusive and innovative.



Cyrela by Pininfarina, recipient of the iF design awards 2015, is reshaping its region. Considered an exception in modern and bold design, the project combine 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.

"There is the common, there is the special and there is the unforgettable. Cyrela joined one of the world's leading architecture and design firms to bring to Brazil innovative and unique concepts. We were inspired by the best of world has to offer, because we believe that aesthetics and design can transform much more than cities, but change our lives", explain **Ephraim Horn**, co-chairman of Cyrela.

"An architecture conceived as an artwork, Cyrela by Pininfarina is destined to become a landmark in Brazil for the dynamic shapes sculpted by the wind and for the luxury interiors. We are very proud of the project, result of a fantastic team work, sharing the vision and the passion in create the new" affirms **Paolo Pininfarina**, Chairman of the Group.

Cyrela by Pininfarina has been developed by Pininfarina's US branch, **Pininfarina of America**, based in **Miami**, Florida together with the Italian headquarters.

Founded in 1953 iF Design has more than 60 years of tradition and annually brings together the most prestigious projects in design. The winning companies are recognized with iF seal for their products and projects, participation in iF Design online exhibition - which receives about 200,000 hits per month - and also participate in the iF Design World Guide - a digital reference platform of companies, offices, agencies, institutions and design professionals of the whole world.



Cyrela by Pininfarina

The region of Faria Lima in Sao Paulo, win a luxury residential development that will make Brazilian rethink everything they know about building design. Through a unique partnership with Pininfarina, the renowned Italian office design, Cyrela launches Cyrela by Pininfarina.

In an area of 2.050m², in the street Fiandeiras, and scheduled for release in September this year, the project is the most modern and daring ever made by the Brazilian company in recent years. Starting with the frontage, inspired by curves and shapes that convey movement and dynamism, characteristics of a major metropolis.

Thought of every detail, the project offers units ranging from 50 to 100m² and common areas with features service options and full leisure facilities such as swimming pool, complete fitness center with latest gym equipment, among other options. "In Cyrela we have found a partner that shares with us the values of quality, innovation and attention to detail. Joining the forces we gave life to Cyrela by Pininfarina, a unique and exclusive project, our first expression in architecture in Sao Paulo" said Paolo Pininfarina, Chairman of the Pininfarina Group.

About Pininfarina

Pininfarina is an internationally renowned design house, which has been an emblem of Italian style across the world for more than 85 years. The company has offices in Italy, Germany, China and the United States. Masterpieces for prestigious brands such as Ferrari, Alfa Romeo, Maserati and BMW were born from Pininfarina's pencil. In 1986 the third generation of the Pininfarina family founded Pininfarina Extra. Born to extend the competences of the Pininfarina Group beyond automotive, Pininfarina Extra has developed, along the years, over 500 projects.

Recent projects in the Architecture and Interior Design sector include: in the United States the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida; in Argentina nautical complexes Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires; in Brazil the Cyrela, luxury condo in San Paolo, and the new luxury tower Leopoldo; in Singapore the superb Ferra building, which won the "Object of Desire 2013" award; and in Poland the Proximo, an A Class office complex in Warsaw developed for Hines, the international real estate firm.

In Italy, following the great success of the Juventus Stadium in Turin, which was awarded the Innovation Award Stadium, and the Private Chapel of Riardo, the company is designing the interiors for the Lagrange12 building in Turin. Another project for Pininfarina in 2015 is the Terrazza Martini, built in the Italian Pavilion at EXPO 2015 in Milan.

Vitra, the luxury building designed by Pininfarina for renowned Brazilian developer Pasqualotto, recently won a prestigious American Architecture Award from the Chicago Athenaeum.

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