



Pininfarina and renowned Brazilian developer Pasqualotto announce a partnership on the design of residential luxury projects in Brazil

Miami, December 5th 2014 – On the occasion of the upcoming Art Basel, **Pininfarina** officially announces the collaboration with **Pasqualotto**'s Brazilian **luxury residential projects**. The partnership has the goal to combine two excellences. On one side the Pininfarina's exclusive design able to generate emotional experiences in different sectors, from cars to furniture and architecture, giving life to a sophisticated lifestyle. On the other hand Pasqualotto's ability in realizing outstanding successful residential projects in extraordinary locations. The first results of the union have already been shaped: **YACHTHOUSE** and **VITRA**.

YACHTHOUSE is a high-end residential project; it will be the **highest Brazilian skyscraper** and it is destined to become a **landmark** in the area. The building will rise in Balenario Camboriu, in a



very prestigious location between the river and the sea with a privileged access to the harbor.

The building is constituted by two main parts: the base and the towers.

The concept of the building has been influenced by the area in which the towers will be sited. The base has in fact been conceived as a keel of a yacht, ready to move, to go into the sea, reminding the Pininfarina identity and tradition in the design of the means of transportation. The concept has both an aesthetic and a functional purpose: on one hand the shape has been designed to respect the triangular space available, on the other one the movement and the dynamism of the surfaces lighten the big volume of the base.

The garage and the commercial areas have been located in the base while on the roofing of the base the common areas as the swimming pools and the playgrounds.

Each area has been customized according to the needs of the different targets.

The towers have been designed with large glass walls to enable to enjoy the wonderful landscape, the sea from one side and the forest from the other one. The curve of the façade is intended to reflect at best the sea and the sky, making the building part of the natural environment.

Pininfarina will also be responsible to design all the internal common areas and a penthouse that, consistently with the exteriors, will be characterized by elegance and innovation.

VITRA is the second project designed for Pasqualotto. The new building will rise in Balenario



Camboriu, it 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 characterizes 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.

“In Pasqualotto we have found a perfect partner to give life to projects able to set a new standard in architecture in Brazil” affirms **Paolo Pininfarina**, Chairman of the Group. *“Outstanding style, luxury amenities, extraordinary locations are the features making YACHTHOUSE and VITRA unique in the area. We believe the collaboration with Pasqualotto will soon give new amazing fruits.”*

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