

## PININFARINA WINS INTERNATIONAL ARCHITECTURE AWARD

The program honors Cyrela by Pininfarina, the luxury design firm's first-ever residential tower

**Cambiano, Italy - July 1st, 2019** – Pininfarina is pleased to announce that residential tower **Cyrela by Pininfarina** has been honored with an **International Architecture Award for 2019**. The renowned luxury design firm worked in partnership with Brazilian real estate company Cyrela on the winning project located in São Paulo, Brazil.

Each year, the International Architecture Awards program is hosted by The Chicago Athenaeum: **Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies**. This prestigious annual program is highly distinguished, seeking to honor new and cutting-edge design worldwide.

“Cyrela by Pininfarina is our very first residential tower and architecture project in Latin America. Receiving this award is a great honor and speaks to our firm’s dedication to creating innovative design that pushes the envelope” says **Paolo Pininfarina**, Chairman of the Pininfarina Group.

“This project has helped to reimagine the future of São Paulo’s real estate market, and it is great to have this larger mission recognized by the jury.”

Located at Rua Fiandeiras and a short distance from Av. Brigadeiro Faria Lima, Cyrela by Pininfarina is situated in one of the most exclusive commercial areas of São Paulo. **The luxury tower** is considered the real estate company’s **most modern and daring development** ▶



of recent years, as evidenced by its sleek, modern form. For the façade, the design team found inspiration in curves and shapes that convey **dynamic movement – characteristics of Pininfarina’s signature style** that also translate into the evolution of a great metropolis. The 2019 judging panel for this year’s program was held in Vilnius, Lithuania, during which over 100 projects were selected from a shortlist of 380 by a reputable jury of Lithuanian architects. **Cyrela by Pininfarina was awarded for its standout design**, beating a record number of projects from some of the globe’s most respected firms.

Pininfarina will once again partner with Cyrela for a second exclusive venture, **Heritage, in São Paulo, Brazil**, that is expected to be completed in 2020. ▲



## About Pininfarina

Global icon of Italian style, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of **Elegance, Purity, and Innovation**. Listed on the Stock Exchange since 1986, Pininfarina has offices in Italy, Germany, China and the United States.

Pininfarina’s main design activities include **transportation design** (yachts, aircraft and locomotives) **industrial design** (electronics, sports goods, furnishings, equipment and machinery, consumer goods, graphic design and packaging), **architecture and interiors design** (residential projects, hospitality, sports and commercial structures), and **automotive design**.

Among the **over 600 projects** developed along the years, the most recent in the Architecture and Interior

Design projects include projects across Turkey (the Istanbul New Airport Air Traffic Control Tower), United States (the 1100 Millecento luxury condo in Miami), Brazil (Cyrela, luxury condo in Sao Paulo, and Vitra and Yacht House, luxury skyscrapers in Balneario Camboriu) Italy (the Juventus Stadium in Turin).

Pininfarina won several **International Architecture Awards**, amongst the most recent are the 2016 International Architecture Award for the Istanbul New Airport ATC Tower, the 2016 iF Design Award assigned to the Cyrela by Pininfarina skyscraper and the 2015 American Architecture Award assigned to Vitra, a skyscraper design by Pininfarina for Pasqualotto. Pininfarina was also confirmed as 5th in a ranking of the Top 100 Architecture and Design Companies operating in Italy. ▶



## About the Chicago Athenaeum

The Chicago Athenaeum is a **global nonprofit education and research institute** supported by its members. Its mission is to provide public education about the significance of architecture and design and how those disciplines can have a positive effect on the human environment.

## The European Centre for Architecture Art Design and Urban Studies

The European Centre for Architecture Art Design and Urban Studies is dedicated to **public education concerning all aspects of the built environment** - from entire cities to individual buildings - including the philosophical issues of arts and culture that ultimately give the final shape to design. A high emphasis exists on contemporary values and aesthetics, conservation and sustainability, and the theoretical exploration and advancement of art and design as the highest expression of culture and urbanism.

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