



## HERITAGE BY PININFARINA, THE NEW CYRELA LUXURY RESIDENTIAL PROJECT FOR BRAZIL

The single residential tower will go up in one of the most prestigious locations in São Paulo referred to as the “Manhattan circuit”

Render Credit: Neorama Studio

**Turin, September 10th, 2019** – The partnership that won the heart of citizens of São Paulo with their first project **Cyrela by Pininfarina** completed in 2018 presents a new luxury project in the making. A dynamic design inspired by the shape of a speedform.

**Heritage is Cyrela and Pininfarina’s new project** featuring grand floor plans and luxurious amenities and is set to become a pioneer in the new high-end development era.

Located in the desirable Leopoldo Couto Magalhaes Junior Street in the area of Itaim Bibi, the project currently under construction **combines elegance with fluidity**. Considering an innovative architectural concept,

this project will be one of the biggest icons in the downtown of the city.

“I believe this project will be the residential reference to the next decade for the city of São Paulo”, says **Efraim Horn**, co-president of **Cyrela**.

The single tower rises up **32 floors and features 31 spacious apartments** with one unit per floor ranging from 570 m<sup>2</sup> to 700 m<sup>2</sup>. Each apartment features large balconies. The new Pininfarina project aims to become the referral of **high-end luxury design in Brazil** and offer the market something novel and unique. ▶





Render Credit: Neorama Studio

“Smart design is consistently anticipating future scenarios to find continuous innovation focused on the user experience and quality of life”, says **Paolo Pininfarina**, chairman of Pininfarina.

The goal for Pininfarina is to offer residents a **360-degree experience throughout all touchpoints**. The garage is the first experience residents and guests will encounter when arriving at **Heritage**. Special consideration has been taken in insuring the garage is a positive and comfortable experience. Each unit features 6 to 8 parking spots to allow residents to comfortably store their vehicles.

Heritage amenities **offer luxurious experiences for all members of the family** to enjoy including indoor and outdoor adult pools, a fun-sized kids pool, a kids area and playground, a tennis court, relaxing lounges, a bar, a ballroom with an outdoor terrace, a state-of-the-art gym, a soothing spa and more.

“Reaching a timeless beauty and unprecedented sublime inspiration, that is interpretation of the architect of the

future. This is the legacy that Cyrela intends to perpetuate: **sensitivity, combining the classic with elegance**, a project masterfully designed by Pininfarina’s hands. More than the record of a history, a milestone of 57 years of Cyrela, born today to bear difference in the beauty of tomorrow” adds **Efraim Horn**.

The new project allows Cyrela to position its brand as the luxury reference of development in the country. The company has been establishing strategic partnerships with renowned names in the world of architecture with Pininfarina being the leader in this strategy.

“Living in a Cyrela building is synonym with living in an icon of architecture and design. In one of the most complete and sophisticated neighborhoods of São Paulo, we now have a project that will inspire the world”, says Mr. Horn.

“Pininfarina is a company and the history of a family. Pininfarina is style, a brand, and is very exclusive, very special. There is only one Pininfarina”, says Paolo Pininfarina.▲



## About Cyrela

**Cyrela Brazil Realty**, headquartered in São Paulo and listed in the BM&F Bovespa, is the largest homebuilder and real estate company by revenue and market value in Brazil. Considered one of the most solid within the civil construction sector, Cyrela currently **operates in 17 states and 55 cities in Brazil and Argentina**. Founded

in 1962, Cyrela has built more than 7 million square feet of property focused on the construction, development, promotion, and sale of residential real estate, with company activities serving more than 35,000 customers divided between three business segments of Real estate, Housing and Services.

## 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.

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