

PININFARINA AND EXCEM AT TRIENNALE MILANO TO PRESENT A NEW LUXURY RESIDENTIAL COMPLEX FOR COSTA DEL SOL

The new project presented today in occasion
of a commemorative event to celebrate
the 90th anniversary of Pininfarina

Milan, February 18, 2020 - The new residential complex designed by Pininfarina for the Spanish developer **Excem Real Estate**, is meant to become a unique architectural landmark for **Estepona** and the entire **Costa del Sol**.

Elegance, Technology and Well-being are the cornerstones that inspired Pininfarina in the design of this new luxury residential development, converging **luxury living** and superior services with particular attention to **global environment** and **personal health**.

As the effects of climate change starts to visibly affect living conditions globally, consumers are currently moving towards more **sustainable lifestyle**

choices, reinventing their lives to minimize their environmental footprint. Indeed, this project includes a 20.000 m² zone of **luxuriant green** surrounding the 3.000 m² residential plot, thus contributing to the reduction of the carbon footprint.

The living experientia within will be maximized by incorporating nature into the building and integrating **wellness-related technologies**, regulating lighting according to the circadian rhythm and guaranteeing indoor air quality control and water purification. The technology will also allow a seamless home control, multiroom audio, security, surveillance and beyond, providing real-time ▶



situational data, education on matters of health and wellness, and automation to optimize the indoor environment.

Among the main features of the building, the “Atrium” will be an imposing 16m high-ceilinged lobby, with a unique view of both the sea and mountains that can be enjoyed from the exclusive terrace with an infinity pool, allowing residents to live the amazing experience of the Mediterranean sunsets.

Common areas will offer services similar to a luxury hotel while fostering interaction among residents. The 1.500m² leisure activity spaces include a private club with a culinary area, a special purpose events room, a reading room, a movie theatre, a game room for children, and a multi-function and work area. In addition to this, there will be areas dedicated to

relaxation activities like a SPA, a heated indoor pool, a climbing wall and a gym.

This project, the first building designed by Pininfarina in Spain, includes the construction of 38 exclusive residential units sized from 250 to 550m² with very low density and very high quality, in line with the vision that the Estepona City Hall has outlined to improve quality of life for its citizens. The residential units will be designed according to the BREEAM and WELL criteria, promoting health and well-being among the residents.

Estepona, together with the municipalities of Marbella and Benahavis form the ‘Golden Triangle’; a privileged haven on the south-west coast of the Mediterranean. Pininfarina will use its extensive experience in the development of luxury residential complexes to propose an imposing architectural design carried out through an emotional connection between the residents, the building and its surroundings. ▲

Excem Real Estate

Excem Real Estate è un gruppo di investimento immobiliare e società di gestione i cui fondatori, il presidente David Hatchwell Altaras e il CEO Andres Sanchez Lozano, hanno oltre 35 anni di esperienza nel settore, sia in Spagna che a livello internazionale. Excem Real Estate ha lanciato più piattaforme di investimento negli ultimi anni attraverso due strategie principali. La prima si basa sulla generazione di entrate che includono soluzioni di co-

living sotto una struttura spagnola REIT e CATS, la catena leader del mercato Fun Hostel. La seconda è dedicato allo sviluppo residenziale a Madrid, la Costa del Sol e la regione di Murcia. Questo progetto è il primo di una serie di investimenti programmati sulla Costa del Sol.

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