

PININFARINA TO DESIGN TORRE CARRA, A HIGH-END RESIDENTIAL DEVELOPMENT FROM GRUPO SAN SIRO

Design Team Unveils Concept for its First Luxury High-rise
in Guatemala City and Central America



Guatemala City, GUAT. – July 7 2021 – Global icon of Italian style & design **Pininfarina**, recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation, is pleased to announce its **first residential development in Guatemala and first ever in Central America**. Seeking to create a high-end, contemporary living experience for local residents, luxury Guatemalan-based residential developer, **Grupo San Siro** tapped Pininfarina to design the **Torre Carra**. The tower is slated to become one of the tallest buildings in the city once completed in 2024.

“As the fundamental principle of San Siro is innovation, we wanted to embark on something that really sets a new standard in the luxury real estate development,”

says **Luis Fernando Morales, Director Executive of Grupo San Siro**. “That is why we decided to form this alliance with renowned designer, Pininfarina, we wished to give Guatemala a truly unprecedented building.”

Situated within culturally robust Guatemala City, the **38-unit tower** will feature native Italian Carrara stone material to exude warm, inviting tones. Influenced by the historical Italian art and architecture of Pininfarina’s roots, the sculpted Carrara marble reflects the firm’s ethos of ‘elegance, purity and innovation’. The art of sculpting -- manipulating mass and texture to mold light and space in order to convey a distinct message – serves as the main inspiration behind the luxurious Torre Carra. ▶



As evidenced in the transformation of material, sourced from the mountains and delicately shaped into stunning organic forms, the process for designing the mid-rise residential tower follows a similar path: **molding and refining to a unique, yet inviting aesthetic.** The curved facade, featuring large terraces at each level, offers units abundant natural lighting and marks a definitive iconic factor of the design, seen from around the city.

“We are thrilled for the first residential development in Guatemala,” says **Paolo Trevisan, Vice President of Design at Pininfarina of America**, which oversees the firm’s work in Latin America from its studio in Miami. “Offering an exceptional experience in elegance and fine finishes, residents will feel the dynamic design within their own home.”

The building will include a gym, electric scooter and bike station, parking garage, concierge area, children’s playroom, pool with attached deck, and a BBQ pit. Seeking to further integrate the foliage of the local environment into the design to activate residents’ senses, the team also incorporated native flora throughout both private resident and amenity spaces.

Torre Carra by Pininfarina is slated to break ground in **early 2022.** ▲



ABOUT SAN SIRO

San Siro is a Guatemalan organization dedicated to the development, construction, promotion and sale of innovative real estate projects, with the purpose of selling top quality conceptual and

housing solutions to Guatemalan families. San Siro applies innovative design and construction techniques with ultra high quality standards, all while respecting the environment.



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 Borsa Italiana Stock Exchange since 1986, Pininfarina has offices in Italy, Germany, China and the United States, with a prestigious design portfolio that includes transportation, industrial design, architecture, interiors, nautical and automotive design. Each of Pininfarina's projects – which span multidisciplinary collaborations with luxury goods companies such as Ferrari, Maserati, Alfa Romeo, Princess and Oceano to multi-family residential work with Cyrela and Excem Real Estate and architectural projects such as the Istanbul Airport Control Tower

and the Juventus Stadium – is rooted in the goal of humanizing innovation and technology, creating designs that are both aesthetically powerful and boundary-pushing. This human-centered ethos reflects the core Pininfarina values with an approach to design that has been refined over the last 90 years and marries the best of each vertical to produce a wholly unique result every time. Pininfarina was named a top player in the 2020 Branded Residences World Research market report by Savills and has been recognized on the global stage by programs such as the International Architecture Awards, the Red Dot Design Award, the iF Design Award, and 5th in a ranking of the Top 100 Architecture and Design Companies operating in Italy.

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