



Las Olas Marina, a new Pininfarina creation for GICSA

Pininfarina will create both the interior and the exterior design for this spectacular residential development in Cancun



The strategic alliance between GICSA® and Pininfarina has developed to extend its reach to southeastern Mexico. The partners plan to build Las Olas® Marina, a unique residential complex at the spectacular Cancun, Quintana Roo beach destination.

Following the success the partners experienced after they announced in 2007 that they were joining their talents to develop Torre México, one of the most spectacular buildings in Mexico City that is located in City Santa Fe®, where Pininfarina created the interior design, GICSA® and Pininfarina decided to once again join their efforts in a project that will showcase the Italian creative company's interior and exterior designs.

Las Olas® Marina is a luxurious residential development with a marina located on an island at the heart of Puerto Cancun. It is a real estate complex that includes residential, hotel and sports facilities on 327 hectares overlooking the Caribbean. The Las Olas® Marina architectural design is very modern, with its slim and clean towers, strong horizontal strokes and very efficient spaces. Pininfarina designers have taken advantage of the ocean views from the heights with its functional spaces, open kitchens and fully open bathrooms. Each tower equipped with cutting edge technology and efficient spaces designed by Pininfarina will house apartments with one to four bedrooms that range from 112 m² (1,205 square feet) through 306 m² (3,200 square feet). The project represents a \$175 million U.S. dollar investment and will provide 3,000 direct and indirect jobs during its construction phase.

Paolo Pininfarina, President and CEO of Pininfarina Extra, believes that Cancun "is an international tourist destination that has the capacity to blend different cultures with the Mexican tradition." When speaking of the Las Olas® Marina development, he said: "Our designers have been inspired with the way this concept has developed; they are impressed with its harmony with nature and its respect for the environment, which is clearly seen in its shapes, colors and materials. Mexico is a land that is passionate about Pininfarina's design expressions," he added. "It is one of the best places to visit."

José Luis Quiroz, Deputy Managing Director of the Real Estate Development Business Unit at GICSA®, stated: "As developers, we are delighted to produce a new idea for the Mexican market along with Pininfarina." GICSA® constantly seeks to innovate the elements of its products as it seeks to lead the industry and "offer clients more than what they normally receive, which is why we sought out Pininfarina to provide greater benefits for our clients," said the executive.

Victor Barreiro, Director of the Residential Business Unit, explained that the market's response to Torre México "has been absolutely amazing. We have attracted clients who are familiar with the Pininfarina style and understand the firm's Italian innovative concept, and the elegance and simplicity of its designs." GICSA® decided to transfer this successful experience and concept to Cancun. "Pininfarina's scope is not limited simply to interior designs, but also includes Spas, gyms, vestibules, lobbies, exteriors, swimming pools, access porticos, walkways and the Marina," added Barreiro.

In March of 2007, GICSA® and Pininfarina Extra entered into an exclusive alliance to work on all types of real estate developments on the American Continent.