



## Iconic luxury condo Ferra designed by Pininfarina is the Object of Desire 2013

Torino, December 13 2013 - **Ferra**, ultra luxury condo **designed by Pininfarina** for Far East Organisation, was awarded the **Object of Desire award** as part of the 2013 People's Choice Awards assigned by online property portal *iProperty.com*.

People's Choice Awards are Singapore's only consumer-selected awards for property developers and home service providers. The high-end residential project Ferra was selected based on consumers' preference for properties such as premium interiors and unique home spaces. According to the motivation of the award, Ferra signals a growing trend of developers co-branding properties to attract customers.

The **Ferra** marks the debut of **Pininfarina** in Singapore and it is a further affirmation of the Pininfarina signature into **Architecture and Interior Design** after the recent successful projects in the **United States** (the luxury condo 1100 Millecento in Miami and the luxury real estate project Beachwalk in Hallandale Beach, Florida), in **Argentina** (the boating complex Tifon Baigorria in Rosario and Tifon Tigre in Buenos Aires) and in **Italy** (the Juventus Stadium in Turin, awarded with the "Stadium Innovation Award", and the Private Chapel of Riardo).



The **Ferra** is a **104 unit residential tower, around 102 meters high**, for which Pininfarina has authored the complete project from the **external architecture** to the **interior design**, creating a new architectural language. This project has recently earned the cover of "**100 Progettisti Italiani**" (100 Italian Designers - Contemporary Talents), a new book that celebrates the biggest names in contemporary Italian architecture.

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