



In São Paulo a new skyscraper designed by Pininfarina

A new innovative and unique expression of Pininfarina architecture with the look of artwork, designed with focus on details

Turin, September 11, 2014 – Following Singapore and Miami, even **São Paulo** will have a skyscraper **designed by Pininfarina**. **Cyrela**, one of the leading developer in **Brazil**, launches **Cyrela by Pininfarina**, a luxury residential development located in the region of Faria Lima in São Paulo, for which Pininfarina has authored the **external architecture**.

The Cyrela project marks the first time that Pininfarina has created in São Paulo a style of living that it has already exported successfully all over the world. Existing ventures regard the United States (the 1100 Millecento luxury apartment building in Miami and the luxury Beachwalk development in Hallandale Beach, Florida), Singapore (the superb Ferra building, which won the "Object of Desire 2013" award), and in Italy, at Turin, with "Lagrange12" building, for which Pininfarina will be in charge of the interior design of the flats.



In an area of 2.050m², in the street Fiandeiras, the project is among the most modern and daring ever made by the Brazilian company in recent years. Starting with the frontage, inspired by curves and shapes that convey movement and dynamism, characteristics of a major metropolis.

Thought of every detail and with units ranging from 50 to 100m², the project is already born with a reference of high standard in the country, not only by combining the experience of Cyrela to Italian designs of Pininfarina, but because it is a venture that will reshape the landscape of the region.

The project presents an architectural symmetry, whose traces questions which side is the front of the building. The use of metal structures allows the project to gain curves so that the feeling of those who see it, is as the building was sculpted by the desire of the wind. The common areas of the project also features service options and full leisure facilities such as swimming pool, complete fitness center with latest gym equipment, among other options.

"Since we entered into this partnership, we had in mind that Cyrela by Pininfarina should be the closest to the representation that is living in an artwork. Therefore, every decision taken in this project was very well thought out, from the selection of raw materials to the leisure options and services.", said **Efraim Horn**, co-president of **Cyrela**.

"In Cyrela we have found a partner that shares with us the values of quality, innovation and attention to detail. Joining the forces we gave life to Cyrela by Pininfarina, a unique and exclusive project, our first expression in architecture in São Paulo" said **Paolo Pininfarina**, Chairman of the **Pininfarina Group**.

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