



Pininfarina enters the Polish market with Proximo, office complex in Warsaw

Lobbies and landscape designed by Pininfarina for the international real estate firm Hines

Turin, July 9 2014 – **Pininfarina** takes its bow in **Poland** with the announcement of a partnership with **Hines** – the international real estate firm – with the purpose of realizing an A Class office complex, **Proximo**. The building will comprise 28,385 square meters in total and will rise in one of the most dynamically developing parts of **Warsaw**, offering tenants best-in class office space. Additionally, Proximo will be certified to a BREEAM VERY GOOD, the world's foremost environmental assessment method and rating system for sustainable buildings.



Construction started at the end of June 2014 and will be completed in May 2016. **Pininfarina** has designed **two iconic lobbies** and the **internal courtyard**, identifying a distinctive design language tailor made on Proximo identity and on prospect tenants' needs in order to convey to the whole structure both a unique character and an extremely refined experience.

The entrance lobby is characterized by sinuous and elegant lines and by the combination of modern material reminding the car world with classical ones, creating an appealing contrast. The second lobby has been integrated in the stairs combining aesthetics with functionality. A strong family feeling between the two lobbies is generated by smooth surfaces and the use of the same materials. **Pininfarina** will also design the internal courtyard of the building.

*“In Proximo our architectural identity found expression giving life to elegant and sophisticated business spaces – affirms Chairman **Paolo Pininfarina**. - We believe the know-how and the skills shown in Proximo will be met with interest and new application on the Polish market.”*

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