

## Magic Place by Pininfarina Changing the Skyline of Orlando, FL

Miami, March 18 2016 - An ambitious 87-acre luxury mixed-use vacation village is in the works featuring five signature towers with lush terraces offering expansive site views with resort amenities,



curated boutique shops and sidewalk cafes; that will host seasonal art shows and events. Orlando-based Magic Development, LLC will start work on the infrastructure this July on the first phase of its colossal development; **Magic Place by Pininfarina.**

Pininfarina has pledged to bring high-end elegance to this Magic development. The renderings reflect the first phase of the overall development that at buildout, "it will include 250,000 square feet of retail and a total of 1,850 units that will be a mix of residential, condo and fractional units as well as nightly rental hotel rooms, which will have about \$1.7 billion in cost", said project manager James Mincy.

**Magic Place by Pininfarina** has been designed as an intelligent way of discovering beauty and an affluent personality to each structure; crafting a European lifestyle in Orlando, FL through its exclusive boutique retail and a sophisticated approach not only on the design, but the users' surroundings involvement. "Always making sure the areas are designed to deliver a satisfying experience, enriched by Art, pop-up events, trendy café shops and much more", confirms Paolo Trevisan, Pininfarina of America head of design.

The partnership between **Magic Development** and **Pininfarina** is a marriage of vision. After an extensive research in finding the perfect design strategy for this project, Rodrigo Cunha, CEO of Magic Development, LLC, and Matteo De Lise, Managing Director of Pininfarina America, decided on a great balance between the range of capabilities the Italian Design House has to offer, from its aesthetics to functionality, innovation, technology and the pervasive user experience and lifestyle that Magic Development has been aspiring to provide. The team is committed to develop a project that empower the dream living of their audience, at the same time meeting the needs of the Orlando community and its local governmental authorities as a whole.

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