

Pininfarina design in the new Cyrela concept store

A new chapter of the partnership: an innovative solution for the retail of real estate

Miami, November 10, 2017– The long-lasting story between **Cyrela** - one of the leading developers in Brazil - and **Pininfarina** - international design house and architectural studio - grows with a new chapter: the **Cyrela Concept Store**, the result of a collaborative team effort and part of an ongoing relationship for the fusion of design, lifestyle, and real estate vision in Brazil. The strategic partnership has also allowed Pininfarina to fully express their creativity and inspiration for residential solutions: from the essential hyper-refined flats of **Cyrela by Pininfarina** to the spacious luxury apartments of **Heritage**.



The Cyrela store was conceived to **redesign the customer experience**. The store is a place where the **brand expresses its soul through design**: Not simply a sales office, but a club where clients can enjoy the Cyrela atmosphere, and engage with diverse projects by both Cyrela and Pininfarina in a new and immersive way. Located in **JK**

Iguatemi, one of the most exclusive malls in Brazil, the store's **iconic entrance**, discerned thanks to the "L curve" typical of Cyrela by Pininfarina projects, makes the space an immediately recognizable Cyrela locale.

"Working with Pininfarina, by definition, is having the objectives set at a very high standard, and yet the results somehow exceed the already lofty expectations. How can we describe that in words? Magic is the true description — magic perceived by the multitude of senses of every individual. After our collaboration in building architecture, we ventured together into the retail segment. And with our shared vision and spirit of partnership, interpreted in the veins of both Cyrela and Pininfarina DNA, the new store reached its goals in a third of the projected schedule, and with impressive results of 1500 visits, with an average store experience of 20 minutes, in just one month," said **Efraim Horn**, Cyrela Co-Chief Executive Officer.

"The overall knowledge of Cyrela DNA, developed in our long and fruitful partnership, has allowed us to work strategically with our partner to envision new scenarios in retail," affirmed **Paolo Trevisan**, Head of Design of Pininfarina of America. *"In the future development of the project, we will work to include smart solutions to also further improve the customer experience and engagement."*



Cyrela

Cyrela Brazil Realty, headquartered in São Paulo and listed in the BM&F Bovespa, is the largest homebuilder and real estate company by revenue and market value in Brazil. Considered one of the most solid within the civil construction sector, Cyrela currently operates in 17 states and 55 cities in Brazil and Argentina. Founded in 1962, Cyrela has built more than 7 million square feet of property focused on the construction, development, promotion, and sale of residential real estate, with company activities serving more than 35,000 customers divided between three business segments of Real estate, Housing and Services.

Pininfarina of America

Global icon of Italian style, Pininfarina is the prestigious 360° design powerhouse recognized for the unparalleled ability to create timeless beauty. In 1986, continuing the family design legacy, Paolo Pininfarina founded Pininfarina Extra, with the mission to expand Pininfarina design vision into other fields of design, transportation, and architecture. In 2013, the expansion of Pininfarina Extra culminated with the creation of Pininfarina of America, based in Miami, Florida. All together the Pininfarina Extra group's activities span across Industrial Design (electronics, sporting goods, furniture, equipment and machinery, consumer products, graphic design and packaging), Architecture and Interiors (residential, hospitality, sport and commercial structures), and Transportation Design (yachts, airplanes, private jets, people movers). Pininfarina Extra has received many awards during the years, notably the 2015 American Architecture Award for Vitra by Pininfarina, 2015 Good Design Award to the "Beauty of Sound" for Magnat LZR980 by Pininfarina headphones, and the 2016 iF Design award for Cyrela by Pininfarina Architecture and Interiors.

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