

PININFARINA UNVEILS THE DESIGN OF MARINGA TOWER, THE FIRST OF FIVE COLLABORATIVE PROJECTS WITH PLAENGE IN BRAZIL

Miami, FL. – June 5th, 2024 – Pininfarina, the world-renowned Italian design house, is proud to unveil the design of **Maringa Tower**, the inaugural project in its groundbreaking collaboration with **Plaenge**, one of the largest privately held construction companies in Brazil and a reference in the high-end real estate segment. This partnership aims to create **a collection of five iconic residential towers** that will redefine urban living across Brazil, setting new benchmarks for design and luxury.

Maringa Tower exemplifies the essence of this collaboration, seamlessly integrating Pininfarina's innovative design with the unique character of Maringa. Considered one of the greenest cities in Brazil, Maringa has one of the highest concentration rates of green areas, along with being a commercial, political, and cultural center. Drawing inspiration from the local community and the concept of wellness and

connectivity, the building features a dynamic, woven design that creates unique forms and experiences for its residents.

The tower's design prioritizes **natural light, airflow, and the inclusion of green spaces** to promote a healthier lifestyle, aligning with the growing demand for eco-conscious urban living solutions. **The interiors** draw inspiration from the luxury of boutique hotels, offering exquisite communal areas and personalized services that cater to the discerning tastes of modern residents.

"Maringa Tower showcases our vision for this exciting collaboration with Plaenge," says **Samuele Sordi, Chief Architect Officer at Pininfarina**. "Starting from its façade, which creates a connection between the building and the Parque do Ingá located in front of it, Maringa Tower represents our commitment to creating ▶

living experiences that seamlessly blend with the unique character of each location while inspiring, and elevating the everyday lives of residents.”

In addition to its groundbreaking architecture, **Maringa Tower also features a meticulously designed public artwork** that engages dynamically with the surrounding cityscape. This piece serves as a cultural landmark, enriching the environment and integrating the building more deeply into the cultural and visual narrative of Maringa. The artwork theme will be characteristic of all the five projects of this collaboration between Pininfarina and Plaenge.



Each apartment offers unobstructed **views of Park Ingá**, providing a unique and memorable experience. These façades face one of the greenest cities in Brazil. Interiors feature locally sourced materials and cultural elements harmonized with state-of-the-art technology. The complex will be charmingly and vibrantly sophisticated by contrasting warm and cool materials.

The unique braided weaving geometry from top to bottom, providing unlimited usage. All residences have been directly connected to the open living space and the gourmet area. Internally, the living space is designed for flexibility, with large windows to bring light from both sides, favored by floor-to-ceiling glazing. Handrails of glass ensure clarity for visual permeability.

The design of Maringa Tower, including Park do Ingá, draws inspiration from its natural surroundings, seamlessly integrating with nature. The incorporation of nature itself ensures residents remain connected to the vibrant surroundings.▲

ABOUT PLAENGE

Plaenge is driven by tradition, efficiency, and trust. With 54 years of history, the company’s foundations sustain values that have remained alive since its inception. Currently, it is the largest construction company in southern Brazil, a staple in the high-end real estate sector in six Brazilian states and also in Chile, and

is present in the industrial and urban development segments. Throughout these years, they have built six million square meters and achieved the milestone of delivering 474 residential projects, earning the trust of more than 100,000 clients.

Learn more at: www.plaenge.com.br



ABOUT PININFARINA

Global icon of Italian style, with offices in Italy, the United States, China and Germany, Pininfarina is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, synonym of automotive styling and an established reality in industrial, product and experience design, architecture, nautical and mobility beyond automotive. Over the course of nine decades Pininfarina has designed more than 1,300 automotive and mobility projects and more than 650 product and architecture projects, receiving more than 70 international design awards in just the past 10 years.

Pininfarina is recognized within the Top Architectural Studios worldwide for Branded Residences. Through its unique architecture approach that emphasizes quality, and the human experience at all scales, Pininfarina has received several prestigious national and international awards. Among the most notable and recent projects, Cyrela and Heritage by Pininfarina in Brazil, Torre Designo and Light Towers in Mexico, Andare Residences and The Concours Club in Florida, USA and many more. Starting in 2021, for three years in a row, Pininfarina of America's design studio has been certified among the top Great Place to Work in the United States, where it counts offices in Miami and New York City.

Francesco Fiordelisi

HEAD OF COMMUNICATIONS, PININFARINA S.p.A.

e-mail: f.fiordelisi@pininfarina.it

tel. 011.9438105

