



24th may, 2022

DOING BUSINESS IN USA

pininfarina

Pininfarina A Family Legacy

A world leading design house established in 1930 in Turin, Italy building a rich heritage for over 90 years. Made of skills and know-how, made of passion and heroism, made of craftsmanship and attention to details, made of aesthetic marks and stylistic features.

A story full of icons, nobility and men that make the Pininfarina style unmistakable.

This is the history of Pininfarina

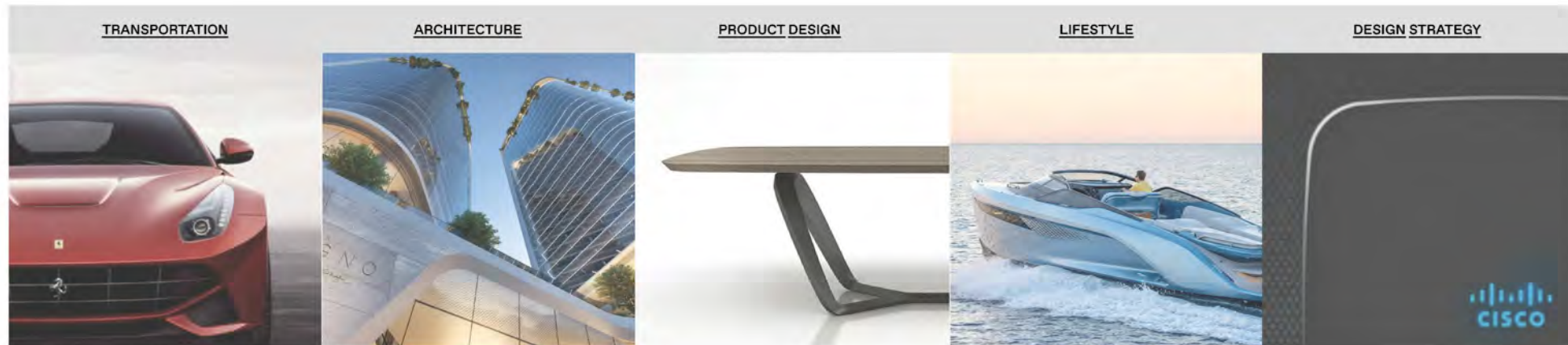


Pininfarina
360 Design House

The expression of innovation, purity and elegance is applied to all the products, from luxury cars, to haute horlogerie, to architecture.
The power of a visionary able to imagine future scenarios, to design and build innovative solutions improving the quality of life.



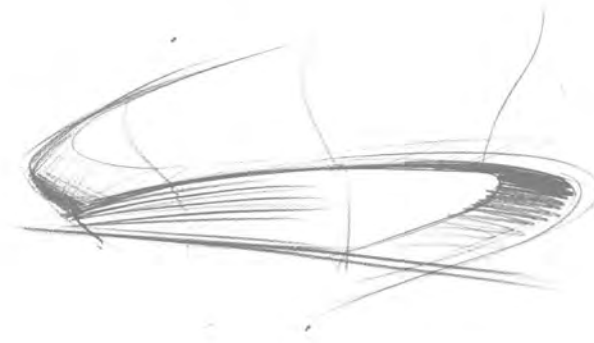
Pininfarina is the emblem of the truly Italian style.



Pininfarina Architecture Services

The Architecture services have grown both in scope and presence always maintaining a respectful sense of belonging to the brand. Ultimately, the vision and approach through multidisciplinary angles has allowed Pininfarina Architecture to fully engage its know-how of dealing with complexity across projects concerning landscape, infrastructure, industrial facilities, and entire urban development plans

They way we live, we work, we move



ARCHITECTURE / INTERIOR DESIGN



URBAN PLANNING



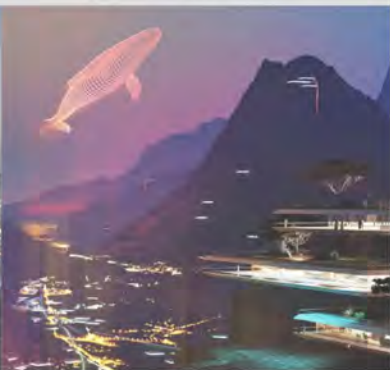
LANDSCAPE DESIGN



INFRASTRUCTURE / URBAN FACILITIES



PHYGITAL ENVIRONMENT



The Value of
the Brand

pininfarina

Pininfarina The Value of Brand

Branding has become increasingly important in current Real Estate developments.

Its use in Hotels and Residences creates an aspirational model and a reflection of luxury and prestige associated with the brand, thus helping developers to stand out in a competitive market.

Branding is about sharing a vision, a purpose and connecting people.

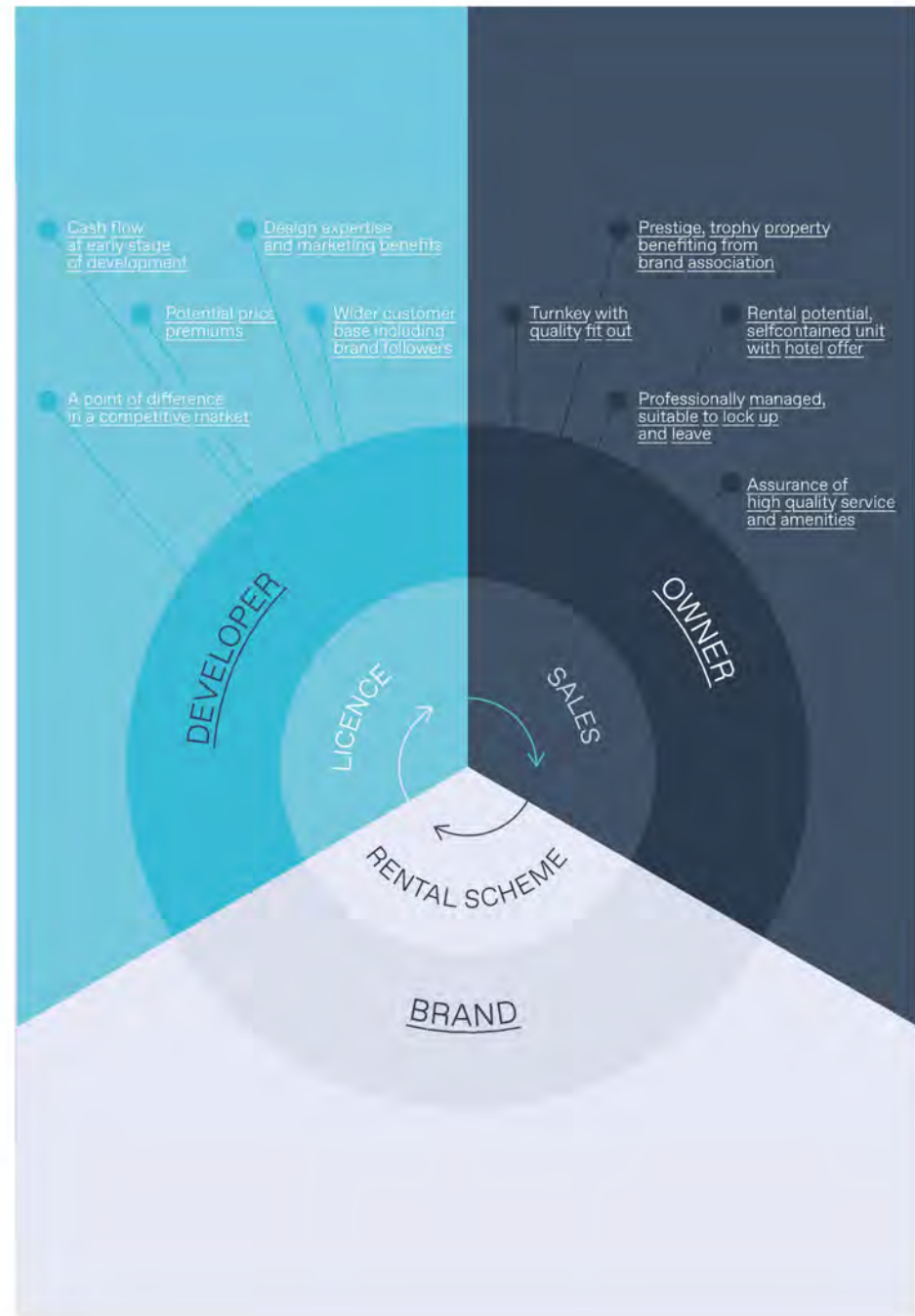
As such, brand values and brand collaborations are more important than ever: in a crowded global marketplace for prime property, branded residences have many advantages to offer



Pininfarina Benefits of Branding

The quality, the timeless design and the beauty of a Pininfarina branded residence attract globally-mobile, brand-conscious affluent individuals thus achieving the highest possible positioning on the market and maximising profitability in sales, when you combine the marketing strategy with the brand's strength.

It is a proven fact that Branded residences achieve a rather higher premium, on average, over similar non-branded properties, though this figure varies significantly by location: the Middle East, the Far East and the Americas are the most sensitive from this standpoint.

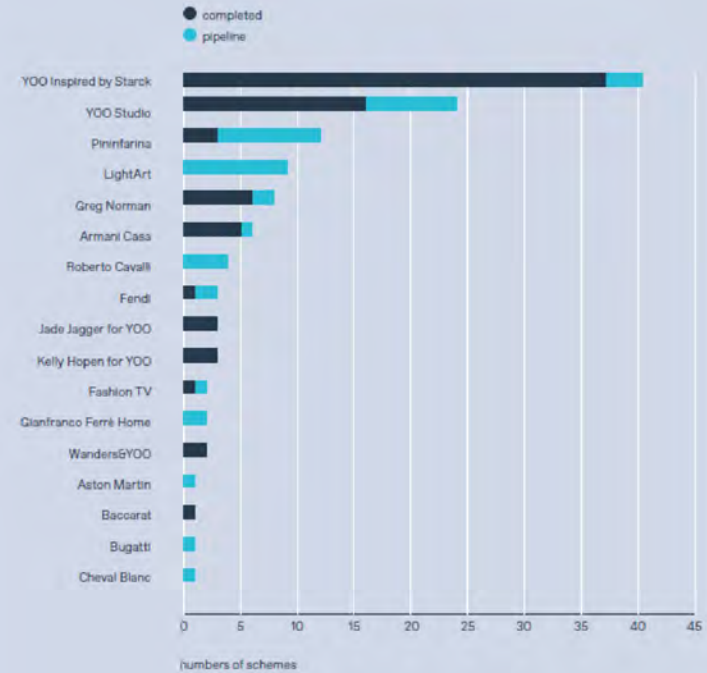


Pininfarina Branded Real Estate

The branded residential sector has historically focused on North America but starting from 2015 the numbers in residence schemes show that brands are constantly expanding geographically, driven by growth especially in Asia Pacific. It now accounts for the largest share of pipeline schemes, followed by the Middle East & North Africa, and Europe.

As an experienced architectural and design studio Pininfarina is also a strategic partner for branding operations.

Pininfarina Branded buildings are now ranked third among the non-hotelier worldwide.



Branded Real Estate
Miami case Study



Pininfarina Branding

Level 0

Pininfarina

Mention of the name Pininfarina as the featured architect/designer

No Pininfarina logo or trademark to be used on any marketing and/or communication material websites, related to the Project.

This can be applied at any level of Pininfarina's involvement, ranging from schematic design to construction design and construction supervision.

Communication Package

Pininfarina Press Office / Contribution to up to two communication activities (e.g. announcement of the collaboration, project unveiling), thus guaranteeing a global press coverage and promoting the project on all Pininfarina channels

Social media campaign / in agreement with the Client, the project will be promoted on Pininfarina social media channels:
Pininfarina Official Instagram Profile /
Pininfarina Architecture Instagram Profile /
Pininfarina Facebook profile.

Pininfarina Branding

Level 01

DESIGN BY

pininfarina

Use of the Design By Pininfarina
logg on all marketing and/or
communication material / websites,
relating to the Project

This is usually associated with architectural design and interior projects that possess a strong Pininfarina design identity, ensured by the involvement of the Pininfarina design team across SD design phase, and at least with an artistic supervision until DD/ CD phases and construction.

Communication Package

Pininfarina Press Office / Contribution to up to three communication activities (e.g. announcement of the collaboration, project unveiling, inauguration/opening), thus guaranteeing a global press coverage and promoting the project on all Pininfarina channels

Social media campaign / In agreement with the Client, the project will be promoted on Pininfarina social media channels:
Pininfarina Official Instagram Profile /
Pininfarina Architecture Instagram Profile /
Pininfarina Facebook profile.

Pininfarina Branding

Level 02



Use of by Pininfarina logo on all marketing and/or communication material / websites, relating to the Project in association with the Client's and/or project's logo

Communication Package

Use of the indicated logo within the building/site. This is usually associated with architectural design and interior projects that possess a strong Pininfarina design identity, ensured by the involvement of the Pininfarina design team across SD and DD design phases, and at least with an artistic supervision until the CD phase and construction.

Strategy / Support from Pininfarina Marketing & Communication team in the co-creation of a compelling marketing strategy, leveraging on Pininfarina's name and brand in order to successfully market the project.

Pininfarina Press Office / Contribution to all communication activities, thus guaranteeing a global press coverage and promoting the project on all Pininfarina channels;

Social media campaign / In agreement with the Client, the project will be promoted on Pininfarina social media channels: Pininfarina Official Instagram Profile / Pininfarina Architecture Instagram Profile / Pininfarina Facebook profile. Design story integrated within Pininfarina's website Access to Pininfarina official archive, and possibility to use historical material within the marketing & communication campaign;

Events / Support in the organization of Launch Events, including presence of Pininfarina top management at the main events and meeting.



Post Pandemic
WellnessFirst

Post pandemic domestic scenarios New domestic rituals

The past two years have had a huge impact on the design of living spaces and consumers' relationships with their homes, with these seismic shifts set to have lasting effects.

Wellness-infused home: wellness begins in the home and the spaces we inhabit have a profound effect on our wellbeing

Outdoor living: consumers will look to long-term, year-round solutions as outdoor living continues to gain momentum

Feelgood design: people look to bring joy into their homes with mood-boosting design and expressive style

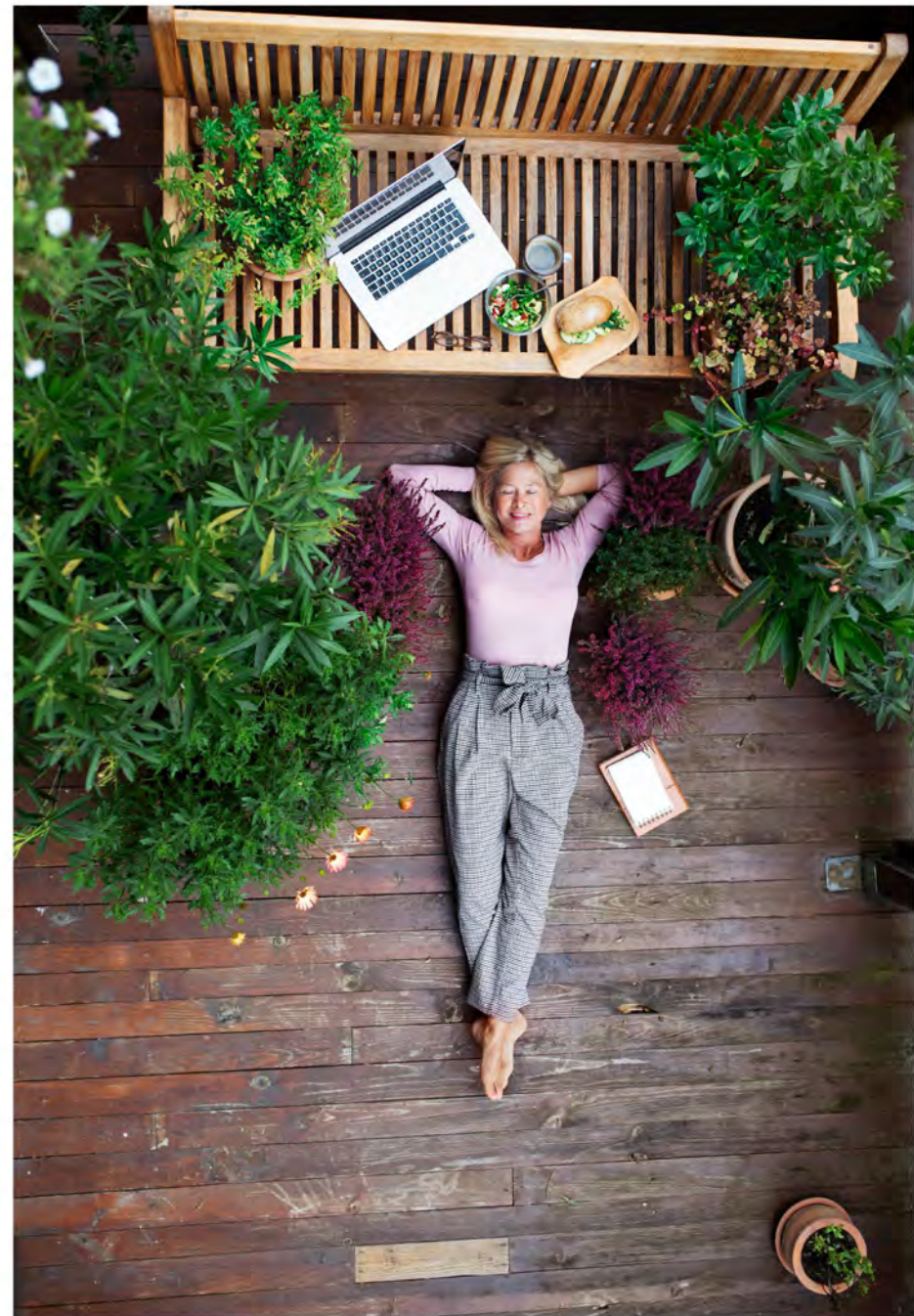
Hospitality inspired home: consumers add luxurious touches to the home to elevate the everyday

A return to hosting: at-home entertaining will remain a popular choice for cautious consumers

Home improvement projects : consumers will continue to invest in DIY, paying attention to overlooked spaces

Kitchen as a living space: the kitchen is almost an extension of the living room

Finding balance and feeling good are the top priorities in 2022.



Post pandemic domestic scenarios

A new Living Paradigm



01

Distribution and Functional Criteria

One of the main goals of the new functional & distribution Solution is to apply a particular open layout system that allows a flexibility or adaptability of the spaces for the future needs.

The open layout system that takes in consideration the luxury customers lifestyle prioritizing the healthcare and future residents well-being, focusing on:

- **Program & space analysis:** definition of the size and location of the spaces.
- **Analysis of Reconfigurability of spaces** (a working space can be commute in a relaxing space, a living space can contain comfortable space for insulate yourself).
- **Creating a strong relationship with green areas and outdoor space.**
- **Providing adequate spaces for telecommunication** (e.g. functional and acoustic insulation).



02

Embracing New Materials & Technologies

The material choices will be focused on emission free, easy to disinfect and self-cleaning or antibacterial, sanitizable surfaces:

- **Analysis and retrieval of new markets trends** about: materials and technologies.
- **All high-touch surfaces will be characterized by waterproof and smooth materials** (no roughness) and antibacterial treatments (e.g. beveled shapes that avoid edges and concavities, handles, control panels, counter-tops for kitchen/bathroom sinks, etc.).
- **Analysis & Guidelines for the building systems** (e.g. electrical, accent lighting, multimedia and architectural acoustic design, digital/media technologies) - distribution system only.



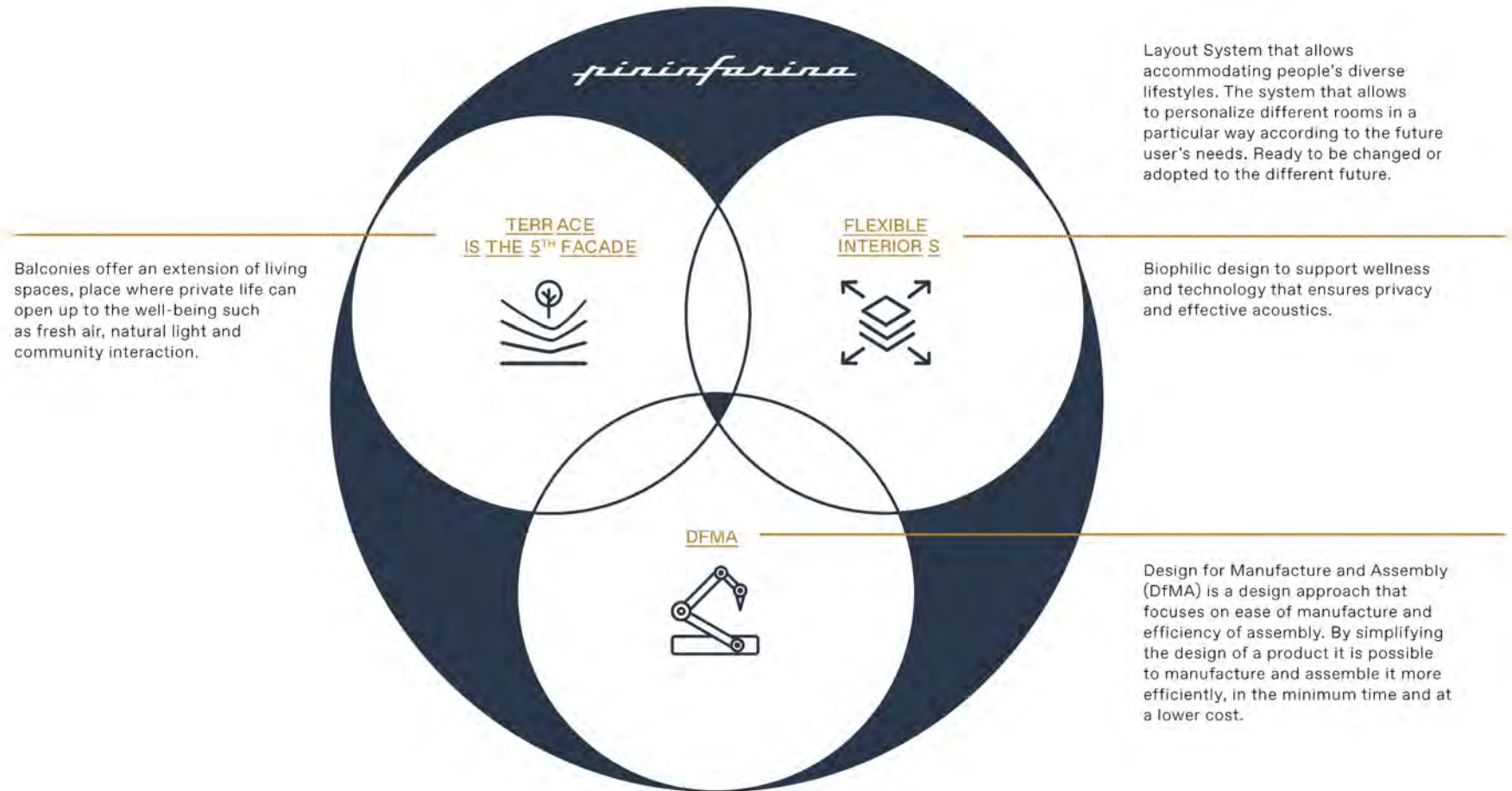
03

MEP

Considering the new needs generated by the recent pandemic situation MEP solutions will take in considerations disinfection systems and solutions for the control of pathogenic elements through:

- **Increasing an outdoor air flow for at least 30%** of the legal values in all spaces.
- **Installation of disinfecting UV lamps and ozone generator control systems:** fan coil units, AHUs cooling coils, air ducts
- **Developing of particular filtration systems** of external air flows
- Introducing air quality control strategies
- **Implementation of Circadian lighting System** with tunable white lamps to improve one's well-being.
- **Analysis of new MEP criteria, new advanced high-tech devices,** new sanitary materials.

Post pandemic domestic scenarios
A new Living Paradigm



New domestic rituals
Wellness-infused home:



Homes have had to become multifunctional spaces for living while also being sanctuaries to aid mental wellbeing, opening up wellness-related product opportunities.

New domestic rituals
Outdoor living



The outdoor boom is showing no signs of slowing, as consumers continue to enjoy friluftsliv (free air and life) lifestyles. Outdoor living will gain momentum as people look to longterm and year-round solutions while paying attention to overlooked spaces.

New domestic rituals
Feelgood Design



Radical optimism will push through the negative and result in a new focus on pleasure. This is ushering in an era of mood-boosting design and expressive style, as consumers look to bring joy into their homes.

New domestic rituals
Hospitality inspired home



Ongoing travel restrictions have given rise to renewed interest in hospitality inspired design, as consumers look to bring luxury into the home to upgrade the everyday.

New domestic rituals

A return to hosting



Although the world is opening up in many places, at-home entertaining will remain popular with cautious consumers as well as those who have rediscovered the joy of staying in.

New domestic rituals

Home improvement projects



As consumers spend more time at home than pre-pandemic, they're willing to invest more into home improvement projects. While some are taking the DIY route to save cash, others are splashing out to make their homes more luxurious than they once wanted or needed.

New domestic rituals
The Kitchen as Living Space



Zoning or broken-plan layouts,
xpressive design choices and
comfortable furnishings are making
kitchens feel like an extension of the
living room.

New domestic rituals
Flexible WorkSpace



With remote working here for the long-
term, consumers are looking to replace
improvised workspaces with lasting
solutions that enable them to work
dynamically and comfortably in their
living spaces.

New domestic rituals
New Nostalgia



Consumers turned to nostalgia for comfort and reassurance during the pandemic to help navigate their way through difficult times. This phenomenon is growing during 2022, fuelling a resurgence in vintage products and retro design.

New domestic rituals
Pet-friendly spaces



Proving resilient in the face of an economic downturn, the pet economy will continue to thrive. Pet parents want to make sure their furry friends get the best and won't compromise on style, comfort or functionality.

Post pandemic co working space The future of work

Evolving **from obligation into destination**, the physical workplace is taking design cues from hospitality and public spaces to provide meaningful experiences centred around human connection to entice workers back in.

Employees expectation from their office have drastically shifted and the physical workplace is becoming less about work and more about connection and collaboration.

The rise of 'workspitality': with remote working on the rise, the office needs to compete with hospitality spaces by offering extensive amenities and design-led interiors

Hospitality spaces as offices: both the office and hospitality sectors face uncertainty for the near future and the two can learn from one another in order to boost occupancy levels

The hybrid workplace: with many workplaces consolidating space, the focus will be on a less but better design strategy

Home away from home: employees will find comfort and reassurance in familiar interiors

Restful retreats: wellness zones that allow workers to reset and recharge integrate mindful practices into the workplace

Biophilic design: with nature helping many people through periods of isolation, biophilic design takes on added importance

The pandemic accelerated many workplace trends bubbling under the surface before 2020, pushing remote working culture into the mainstream as consumers all over the world rapidly shifted to working from home.



The future of work
Rise of workspitality



The traditional office must be reimagined with a new purpose to future-proof its existence. Human-centric designs are key. Spaces that foster interaction and created with wellness-oriented interiors and hospitality-inspired amenities.

The future of work
Hospitality spaces as offices



The office and hospitality sectors can learn from one another in order to boost occupancy levels. Facing uncertainty for the new future, hospitality spaces pivoted during the pandemic, with some shifts set to be long-lasting.

The future of work
The hybrid workplace:



With 87% of US executives expected to modify their real estate strategy over the next year and many looking to consolidate space and invest in decentralised locations, the focus will be on less but better design.

The future of work
Home away from home



After months of working from home consumers may feel anxious about returning to the office. They should find comfort in familiar, homely interior.

The future of work

Restful retreats



Meditation is a powerful tool for enhancing employee effectiveness, wellbeing and job satisfaction and dedicated spaces that allow people to reset and recharge are being integrated into the workplace.

The future of work

Biophilic design



Used to spur productivity, creativity and wellness, biophilic design in workplaces is taking on added relevance after nature helped so many people through periods of isolation.

THANK YOU

pininfarina