



LIGHT TOWERS

DESIGN BY

pininfarina



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BEHIND
THE
PROJECT

01

Pininfarina

The Pininfarina Group was founded in 1930. An icon of Italian design in the world, the design house has played a key role in paving the history of the automotive industry worldwide. Today, the Pininfarina Group represents one of the most prestigious and recognized brands in the world.

Design shapes the world and this is what Pininfarina has been doing since its foundation. The philosophy of Pininfarina originates from the founder, Battista 'Pinin' Farina.

The aesthetic design choices were always filtered by technical reasoning. He embarked on a quest to find the right balance between emotion and reason. He was inspired by beauty, elegance, and innovation which have been the pillar's and the brand's working philosophy.

A never ending search for the perfect balance between character and harmony, of design that peaks interest and provokes pleasure in a refined and balanced way. This is what makes Pininfarina special.



Torre Designo - Mexico City, MX



Cyrela - São Paulo, BR



Pininfarina Battista



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Transportation

Architecture & Interior Design

Industrial Design

Design Strategy & Digital Design

Lifestyle Product Design



THE
LOCATION

02

LIGHT TOWERS





Mérida, Mexico

Mérida is the cultural heart and soul of the Yucatan. With a history starting with the Maya, leading to Spanish conquistadors, and continuing with henequen plantations, this historic city offers you insights into a rich culture, incredible cuisine, and friendly people. Mérida will give you an understanding of Mexico you will not find anywhere else.

The city was founded in 1542 by the Spanish conqueror Francisco de Montejo after marching across the peninsula from the Mayan port of Xel-Ha.

Mérida has one of the largest historic center districts in the Americas, with large and small colonial homes lining the city streets in various states of restoration and renovation.

The historical center of Mérida is currently undergoing somewhat of a renaissance as more and more people are moving into the colonial buildings and reviving their former glory.



The Context

Given the growth of the urban area in Mérida, it is necessary to bet on vertical buildings, available to all citizens, said Eduardo Ancona Cámara, president of the National Chamber of the Housing Development and Promotion Industry (Canadevi) Yucatán. "The urban area should not continue to grow at the rate it is doing, but we must move towards verticality to ensure that services can continue to arrive," he added.

As we have documented, in Mérida there is disorderly urban growth, with subdivisions that are actually cities without adequate equipment or services, which complicates the sustainable development of the city; there are also housing complexes that "hang" the Maya communities, affecting their customs and traditions. "The solution is to density, go up, comply with regulations and standards and laws, insisted the businessman.



1. Universidad de Valle del México

2. Colegio Iberoamericano

3. Costco

4. Montejo Plaza

5. American Consulate

6. The Harbor Lifestyle Mall

— Periferico di Merida

-- Merida to Progresso



PILLARS & CONCEPT

03







Wellbeing Oriented Approach

One of the key reasons for introducing the well-being strategy for the Litoral Residential Complex is the growing consumer demand for health and wellness. According to McKinsey & Company, wellness was identified in 2012 as the next trillion-dollar industry. The data analyzed in 2016 states that wellness industries present a total of over 3 trillion dollars and are still on the rise.

Design for Healthy Behaviors is ranked #1 as both the most transformative and fastest-moving subtrend of the Health & Wellbeing macro trends. A well-being strategy works on two levels making benefits in the life of future residents and increasing the property value.



Community Belonging

Pininfarina is conceptualizing of the Light Towers as a prototype of future living that puts the well-being of the residents first, while also encouraging indoor-outdoor living and cultivating an atmosphere of home and safety.

Multi-family buildings have changed quite a bit in the past two decades. Tech-savvy urban owners expect more and more from their condominium communities, and the number of millennials looking to move toward cities has only been accelerating.

Common spaces and amenities almost always follow construction cranes and are defining a new generation of multifamily real estate categorized by attractive and well-designed spaces. Though these elaborate common areas are now the norm, the question remains: How do such amenities become active hubs for resident engagement? In other words, how do we ensure that the amenities in buildings provide constant value to residents and provide them a strong return on investment?





LIGHT TOWERS





Amenities

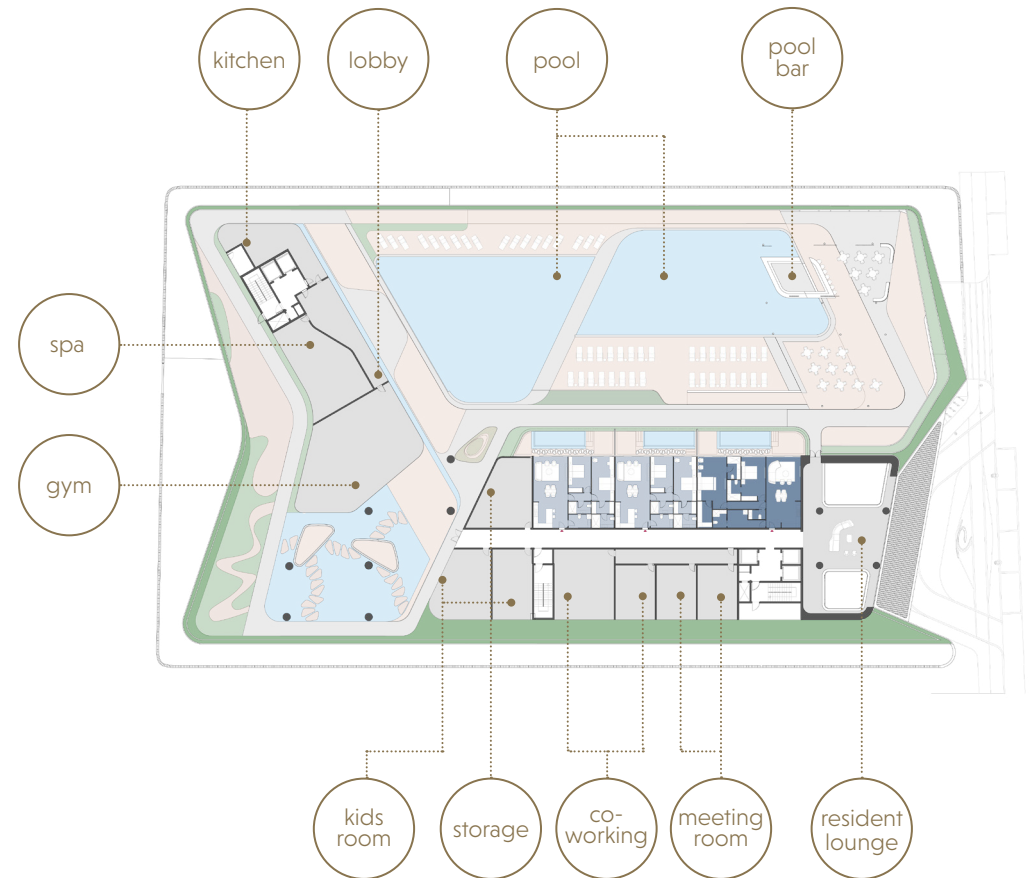
The vision shaping amenity areas is driven to create spaces that allow for a deeper connection and understanding of our surroundings and present environment.

A development of a design that actuates and includes the five senses, as well as broader considerations such as temperature, the play between light and dark, or between space and enclosure, with a focus on the user's experience within the landscape.

The design is focused on details: that allows for seasonality change, a contrast between colors that creates moments for discovery connection to the surroundings.

Spaces are designed with details and aesthetic feature, allowing air and breath-ability where required and coziness when needed.

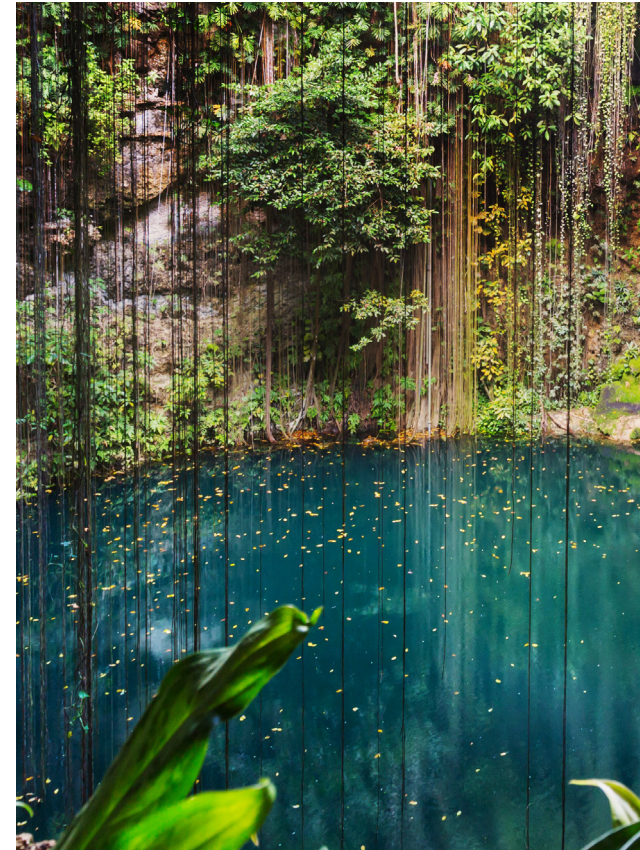
Spaces and programs create deeper connection and opportunities for human contact, meetups and private conversations.



Sense of welcome

Light Tower aims to provide a cozy and welcoming experience for its residences throughout the entire spaces, starting from the first moment they walk in the Lobby.

The sense of relaxation of being home is being created by the combination of warm natural materials as wood and ceramic, coming from the Mexican tradition, and vegetation enhancing wellbeing. Technology and heritage come together blending organic shapes with local handcraft and art, creating a special experience for residents and guests.





LIGHT TOWERS





Green Lifestyle

The anecdotal health benefits of plants and nature have been shared among people for centuries, but only in the past few decades have researchers quantified the effects on happiness and wellbeing. In addition to physiological benefits, plants give companionship and a sense of purpose, especially for Millennials living in urban centers.

As consumers grow more concerned about their environment, modern gardens become a way for them to take control of their own sustenance, while also taking their minds off a world in flux. Outdoor gardening has developed into a key hobby for consumers of all ages.







FUTURE
LIVING



04

Inspiration

Light Tower's sculptural design is inspired by the millenary staircase at the ancient temple of Kukulcán Chichén Itzá. The result offers residents stepped terraces that can be used for additional amenities and adjoining apartments. Visually, they are a unique feature of the project.









Outdoor Living

In many parts of the world, the outdoors, including backyards, gardens and terraces, continue to be the safest place for residents to socialize. Blur the line between indoor and outdoor, and give residents a feeling of a luxe staycation at home.

Consumers now value time spent outdoors more than ever before and they're investing in products that help them do more activities outdoors, from entertaining to eating and relaxing.

Outdoors, from entertaining to eating and relaxing. Socializing remains important. Watching a movie al-fresco replaces going to a cinema and garden spaces become "open plan" with separate lounging and dining areas within a single exterior space.



Inside Coziness

Taking cues from the local heritage and surrounding nature, Pininfarina's design blurs the line from interior to exterior spaces. Concepting the residential unit as a cocoon environment to envelop the residents in a cozy home, which includes spacious terraces and wide views to the exterior. Materials selected reflect the Yucatan's unique architectural heritage, imagined for today's lifestyle.

The last few years have increased focus on the need for wellbeing in our homes, including fresh air and connecting personal outdoors spaces which can be used for entertaining such a dining al fresco, or flex workspace or even a work-out zone when activated.





LIGHT TOWERS





Each residence at Light Towers has expansive exterior terraces which serve as an additional living space and an extension of the home.

Each unit at Light Towers will utilize smart home technology to ensure resident's ease of use in their home. Air purification systems will give quiet reassurance that the residents well-being is of top-most priority, balanced with the calming environment found throughout the building and property. The unit mix provides residents with several options to select the unit size which best fits their needs.



Floor Plan

Each residence is designed keeping in mind the wellbeing of the residents providing for them best experience through light, shapes, color, views, and nature.

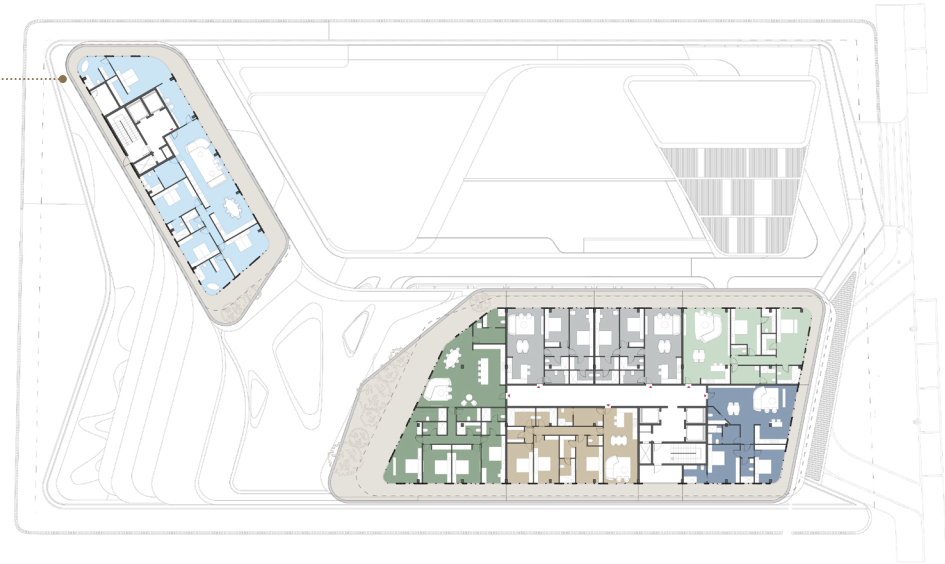
To enhance the continuity between indoor and outdoor every unit has floor to ceiling glass windows, alternated with solid and movable panels allowing the resident to enjoy the view from every room, still being able to control the amount of solar exposure they prefer. Being nature a key element for wellbeing, the terraces incorporate vegetation fading the boundaries between indoor and outdoor.

The attention to traditions and the use of new technology come together in the material selection where aesthetic and quality are combined to provide the best experience for Light Tower's residents.





skyvillas



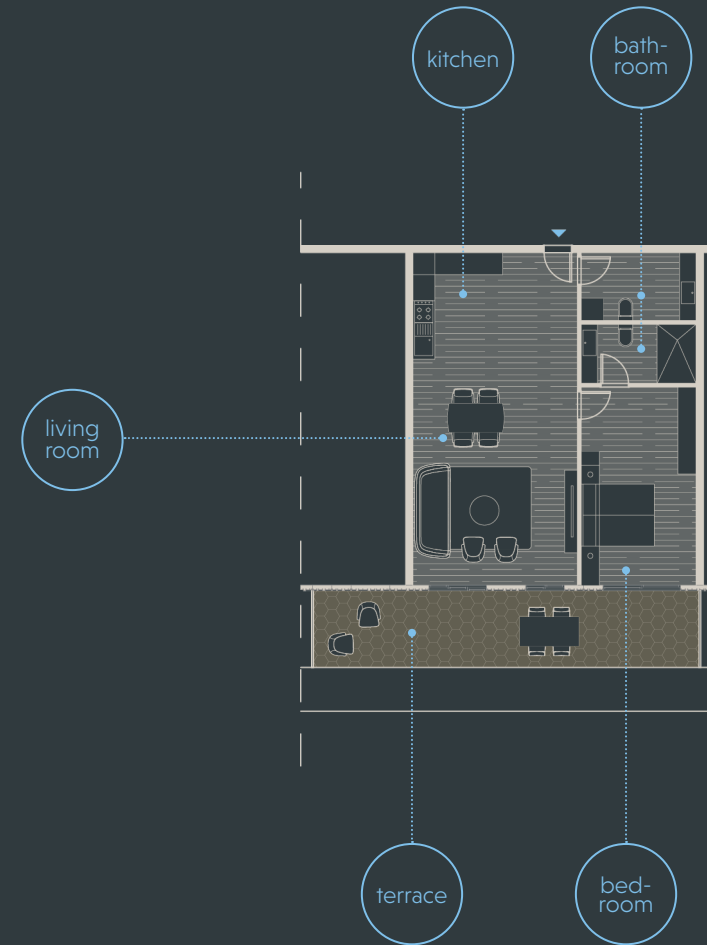
- | | | |
|---------------------|---------------------|-----------|
| ● 2 bedroom 95 sqm | ● 3 bedroom 143 sqm | ● Terrace |
| ● 2 bedroom 120 sqm | ● 4 bedroom 223 sqm | |
| ● 2 bedroom 134 sqm | ● 4 bedroom 205 sqm | |

Typology 01

1 bedroom
70 sqm Unit - 22 sqm Terrace

Typology 01 is a 70 sqm one bedroom unit with a 22 sqm terrace for a total of 92 sqm.

It is a one Bedroom, one and half bathroom residence with a living room incorporated kitchen.



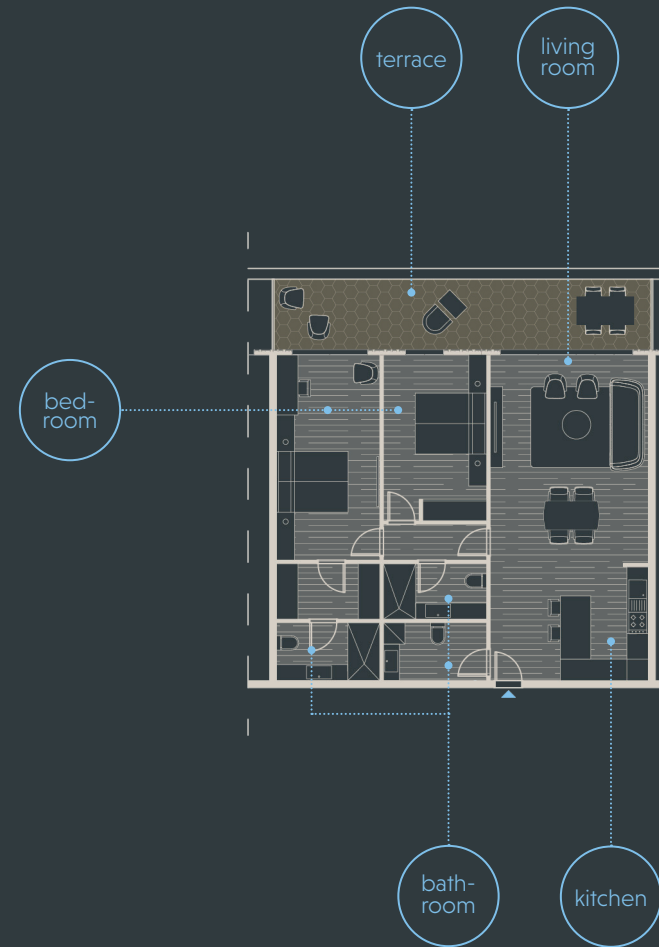


Typology 02

2 bedroom
95 sqm Unit - 22 sqm Terrace

Typology 02 is a 95 sqm two bedroom unit with a 22 sqm terrace for a total of 117sqm.

It is a two bedroom, two and half bathroom residence with a living room incorporated kitchen.

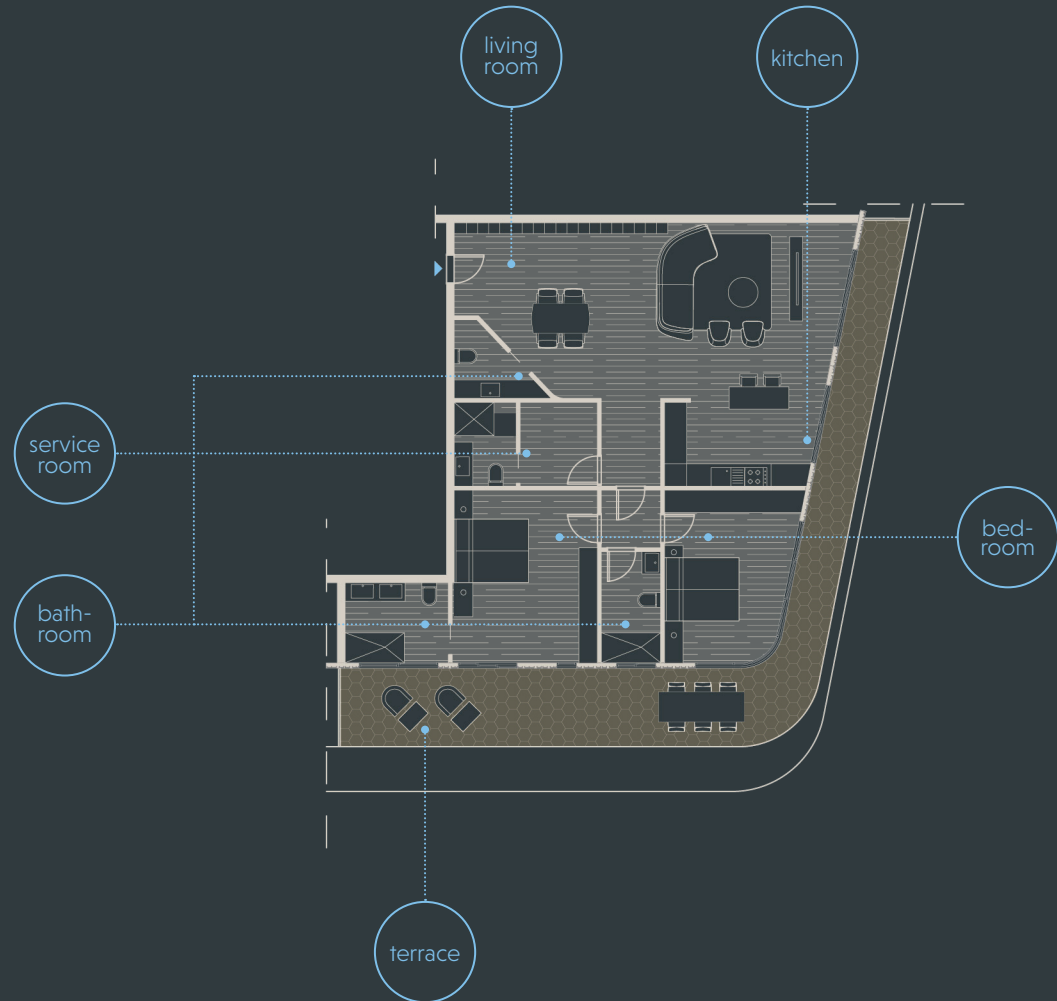


Typology 03

2 bedroom
120 sqm Unit - 40 sqm Terrace

Typology 03 is a 120 sqm two bedroom unit with a 40 sqm terrace for a total of 160 sqm.

It is a two bedroom, two and half bathroom residence with service space and a living room incorporated kitchen.





Typology 04

2 bedroom
134 sqm Unit - 33 sqm Terrace

Typology 04 is a 134 sqm two bedroom unit with a 33 sqm terrace for a total of 167 sqm.

It is a two bedroom, two and half bathroom residence with service space and living room incorporated kitchen.

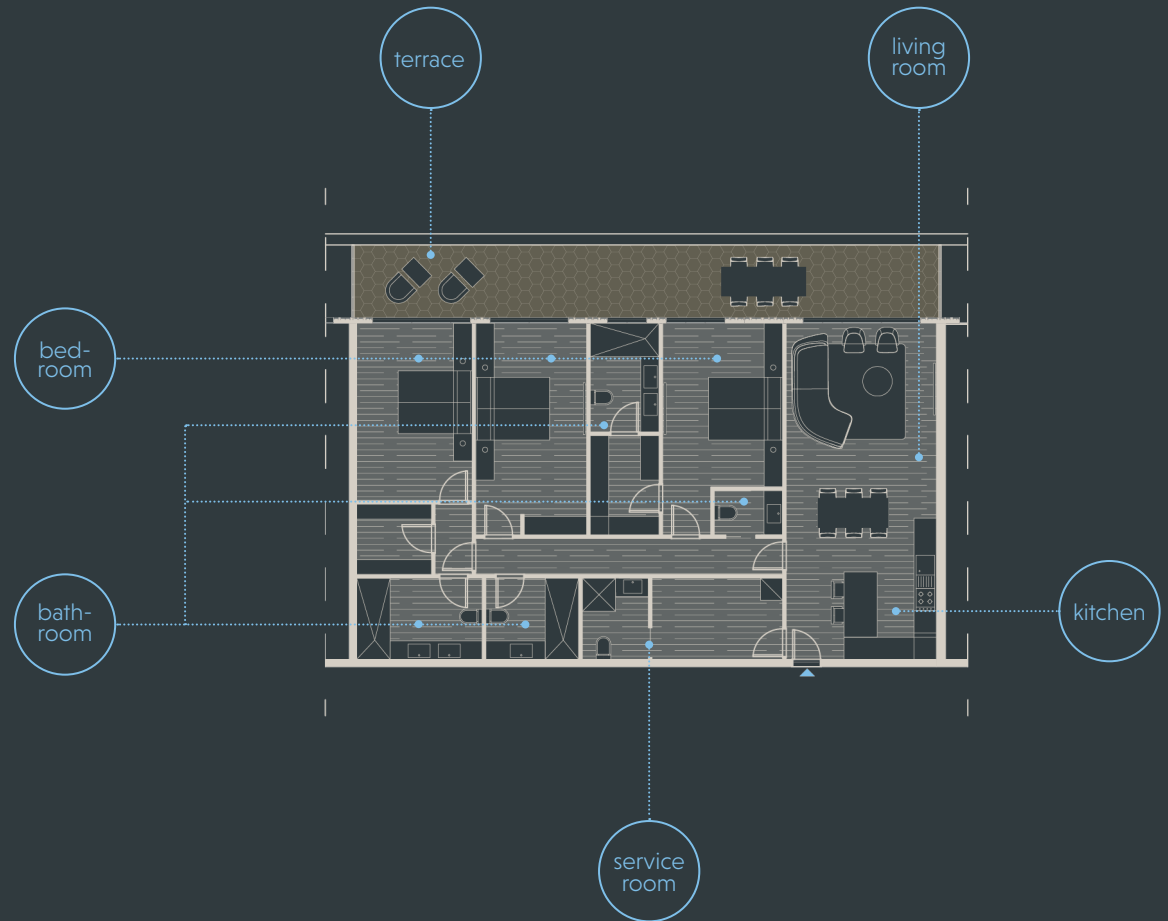


Typology 05

3 bedroom
143 sqm Unit - 40 sqm Terrace

Typology 05 is a 143 sqm three bedroom unit with a 40 sqm terrace for a total of 183 sqm.

It is a three bedroom, three and half bathroom residence with service space and a living room incorporated kitchen.



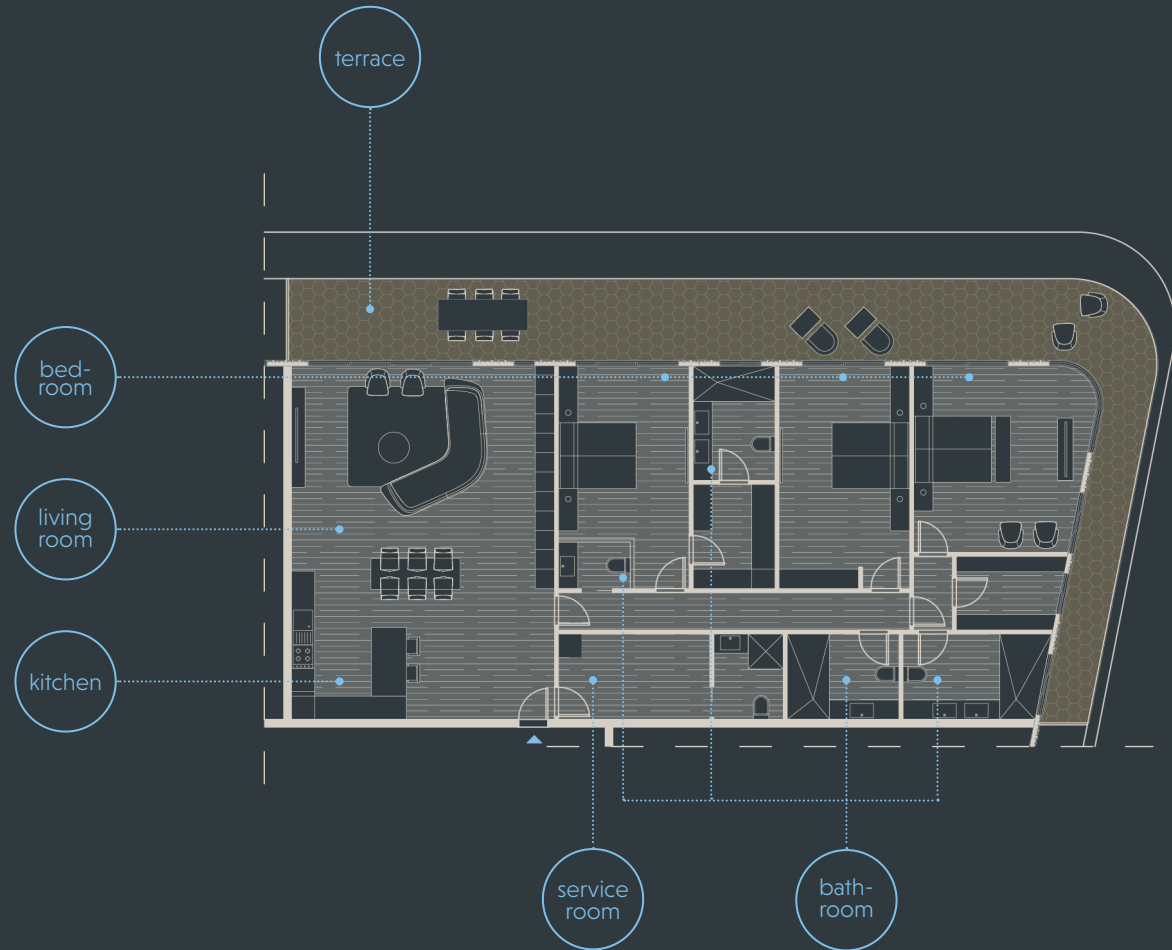


Typology 06

3 bedroom
182 sqm Unit - 40 sqm Terrace

Typology 06 is a 182 sqm three bedroom unit with a 40 sqm terrace for a total of 222 sqm.

It is a three bedroom, three and half bathroom residence with service space and a living room incorporated kitchen.

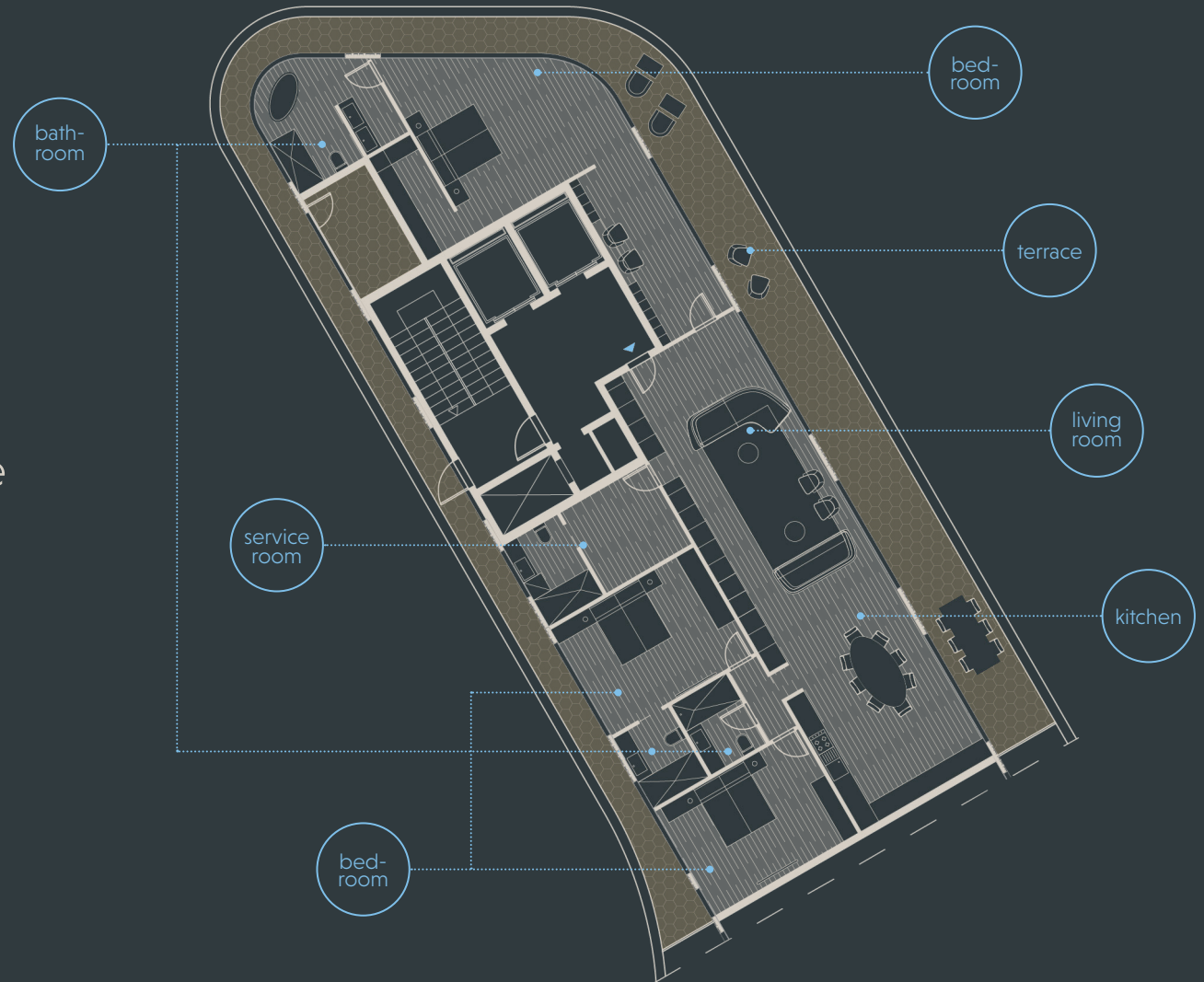


Typology 07

3 bedroom
191 sqm Unit - 90 sqm Terrace

Typology 07 is a 191 sqm three bedroom unit with a 90 sqm terrace for a total of 281 sqm, located on the sky-villas tower.

It is a three bedroom, three bathroom residence with service space and a Living room incorporated kitchen.

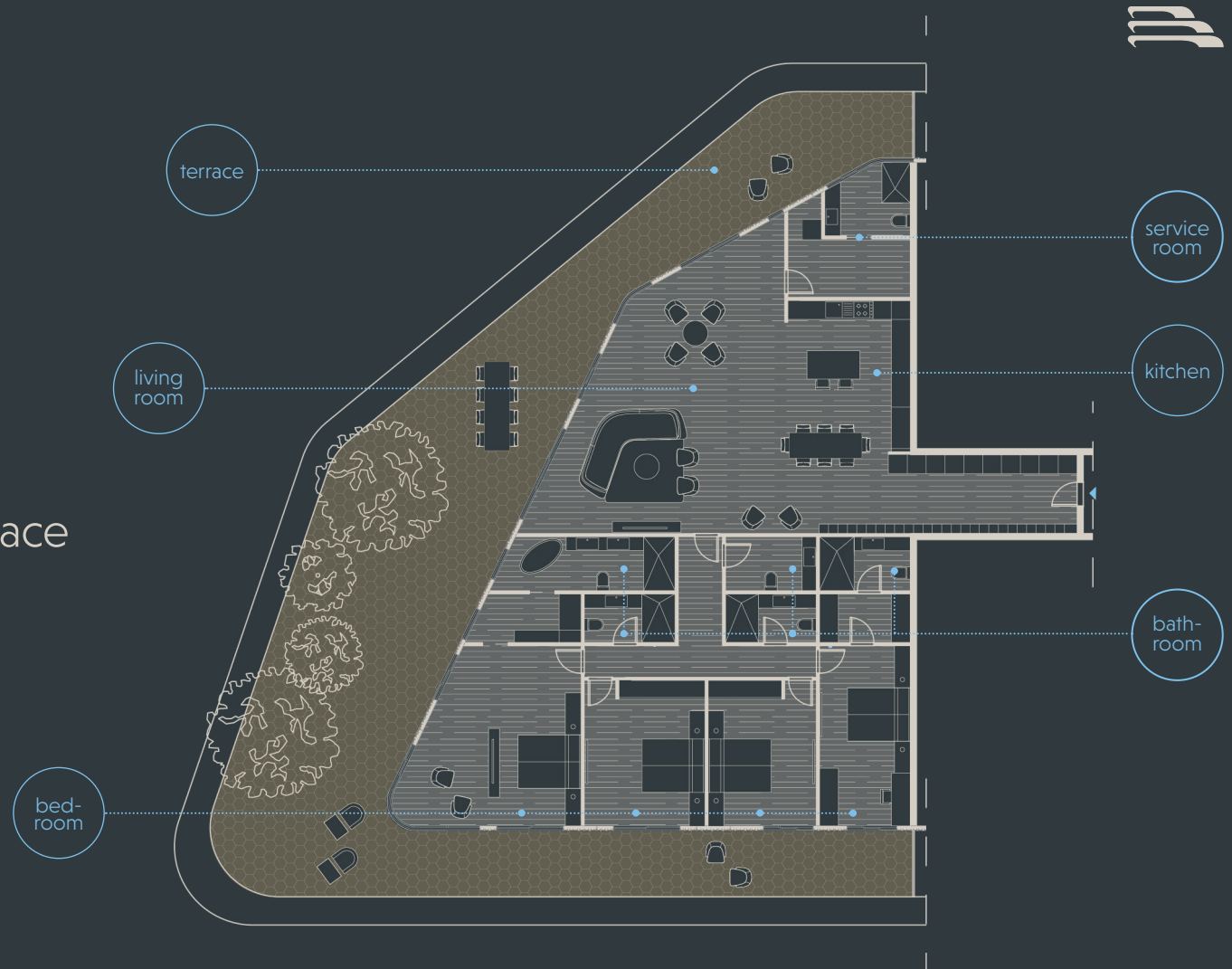


Typology 08

4 bedroom
235 sqm Unit - 175 sqm Terrace

Typology 08 is a 235 sqm four bedroom unit with a 175 sqm private terrace on the green canyon, for a total of 410 sqm.

It is a four bedroom, four and half bathroom residence with service space and a living room incorporated kitchen.





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