

# FERRA: DRIVEN BY INSPIRATION

DESIGNED FOR LIFE,  
A NEW RESIDENTIAL  
TOWER IN SINGAPORE  
EXUDES LUXURY



A rendering of the Ferra luxury residence in Singapore, designed to express a dual spirit.

Driven by inspiration, designed for life — from these concepts, Ferra was born. Ferra is the latest addition to the Inessence collection of ultraluxury residential developments by Far East Organization. The 104-apartment complex, located in Singapore's prestigious District 9 at 1 Leonie Hill, is the first residential project in Asia to be designed by Italy's iconic design firm Pininfarina.

Stefano Capranico, senior architect of the research and development department, Pininfarina Extra s.r.l, explains the design's contrasts: "The building as conceived seemed like two separate entities, so we gave it a double spirit — red and dark gray. The red element is softer and more curved, the gray more dynamic. The gray embraces the red."

Pininfarina Extra began working with Far East Organization in 2011, at first focusing on the building's exterior. As work proceeded, the developers added a request: "If you have some ideas for the interior of the building, let us know." Capranico recalls: "It was clear that they were happy with the work we were doing, so they proposed more."

In June 2012, the client chose a definitive concept, and Extra went ahead to develop the model apartment — walls, ceilings, furnishings

and the entire interior project — as well as the common areas, the entrance and the parking area.

The model apartment is a blend of contrasts. Italian luxury is minimalist, says Capranico, with simple lines and subdued colors. This has been combined with an Asian sensibility of luxury, including brighter color and lots of marble with detailed veining.

For the interiors, the red and gray of the building's exterior were deliberately avoided. "We did not want to be monotonous with that color scheme," says Capranico. Instead, Extra opted for cream in living areas, Rhodesian black in one bathroom, red in another, and white stone.

The furniture in the model apartment is leather with specially designed, ultra-high-quality stitching. The wallpapers chosen by Extra are cream and a soft, unsaturated blue-gray. "They exude luxury, but in a minimalist vein," notes the Italian architect.

He adds: "We have succeeded in developing a synthesis of the two concepts, our minimalism with their perception of luxury — so luxury is seen in a new key, both interior and exterior."

A sense of luxury extends even to the parking area. Parking is usually utilitarian, even in luxury buildings: resin on the floor, cement for the walls, lighting for security and a staircase. Far East



Heading up the Ferra project are Paolo Trevisan (left), design manager of Pininfarina Extra, and the architect Stefano Capranico.

Organization asked Extra to go a step further for Ferra and consider the parking area as a part of the residence. The resident, they said, should arrive in the parking area and already have a sense of being at home.

The final concept is still to be determined, but is likely to include wood for visual warmth and special lighting. Instead of the usual flat fluorescent lights suspended from the ceiling, Pininfarina has suggested diffused lighting to emphasize the individual automobiles, almost as if they were parked in a showroom.

The automotive roots of this quintessentially Italian design company continue to pay dividends in unexpected ways.

*Claudia Flisi*

## DESIGN, ITALIAN-STYLE

When the concept car Sergio made its debut at the Geneva Auto Show in March, it caused a predictable stir. Anything created by Pininfarina, the design firm responsible for some of the world's most iconic automobiles, is bound to generate buzz, especially when it bears the name of the man who catapulted the company to global fame.

Pininfarina has been turning heads with its design work since 1930, when Battista (nicknamed "Pinin") Farina decided to set up an auto-body shop — Carrozzeria Pinin Farina — in his hometown of Turin, Italy. Collaboration with Alfa Romeo started in the late 1930s. An even more famous partnership with Ferrari, beginning in 1951, has produced over 200 models to date and has helped make Ferrari the most valued brand name in the world, according to the 2013 Brand Finance Global 500 Survey.

As business grew, the name "Farina" was beginning to create confusion, since Farina and his brother were in similar businesses and their mail was sometimes delivered to the wrong place. In addition, says Paolo Pininfarina, chairman of Pininfarina Extra and grandson of Battista,



The Sergio concept car and its team, with (front, from left) Chairman Paolo Pininfarina, Design Director Fabio Filippini and Chief Executive Officer Silvio Pietro Angori.

"My father Sergio was an engineer, precise and exacting about quality. On the production line, he didn't like the way the two names Pinin and Farina lined up when applied to the body of a car. So he was happy to unite the names so they could be mounted as one unit. It tells you a lot about my father and how attentive he was to details and to quality." So the family and company name officially became Pininfarina in 1961.

Pininfarina became a publicly traded company in 1986. The company name was already protected as a trademark for transportation-class products, but not for others. So Pininfarina Extra (for "except transportation") was born,

and Paolo, the younger son of Sergio, tapped to run it at 28. Extra began with commissions in eyewear, watches and accessories, and then expanded to small home appliances, cellphones and coffee machines. In the early 2000s, it moved into interior design — office and home furniture and the office environment — including the headquarters of Extra itself, inaugurated in 2004. For the 2006 Winter Olympics in Turin, Pininfarina designed the Olympic torch and cauldron. The

result showcased the company's engineering skills as well as its stylistic talents. "The Olympics marked the moment when we could say, 'Pininfarina does design, not only automotive design,'" recalls Paolo Pininfarina.

Today, Extra sales are €5 million (\$6.52 million) and growing, compared with €10 million for transportation design. Extra has about 40 designers, compared with 80 in transportation. The same ratio of two to one applies to the volume and importance of projects. Sergio Pininfarina might have been just as pleased about these results as about the prototype automobile named for him. C.L.