



## YOO LAUNCHES ITS FIRST PROJECT IN BRAZIL –

### ONE SIXTY CYRELA IN SAO PAULO

*Located along the exclusive Faria Lima Avenue in Sao Paulo - YOO's debut Brazilian development aims to attract design savvy city buyers*

**São Paulo, October 2015**

A new luxury residential development - One Sixty Cyrela marries refinement with classic and modern elements created by innovative and international design company YOO; the company's 'vertical living' design philosophy brings to the development a community and wellbeing approach to everyday living.

"The partnership with YOO reinforces Cyrela's traditional innovative design approach. We have always been recognized as offering our clients world-class properties; this is key to who we are. More than just establishing our brand in Brazil we strive to deliver a living experience that is unmatched and unforgettable" said Ephraim Horn, co-chairman of Cyrela.

"To carry out this project, we worked very closely with YOO as we were determined to make something available to our customers that was exceeds expectations in both style and innovation." adds Horn.

Located in one of the most exclusive areas of Sao Paulo the development is a true oasis in the centre of the city. Offering 55 residential apartments, each boasting incredible views and located opposite the iconic Cyrela by Pininfarina.



The generous sized apartments, ranging between 270-340m<sup>2</sup> are offered as either 4 or 5 bedroomed homes or as 6 bedroomed duplex apartments ranging from 470 - 585m<sup>2</sup>; each apartment layout is designed to allow customers flexibility so they can change the layouts to suit their lifestyle.

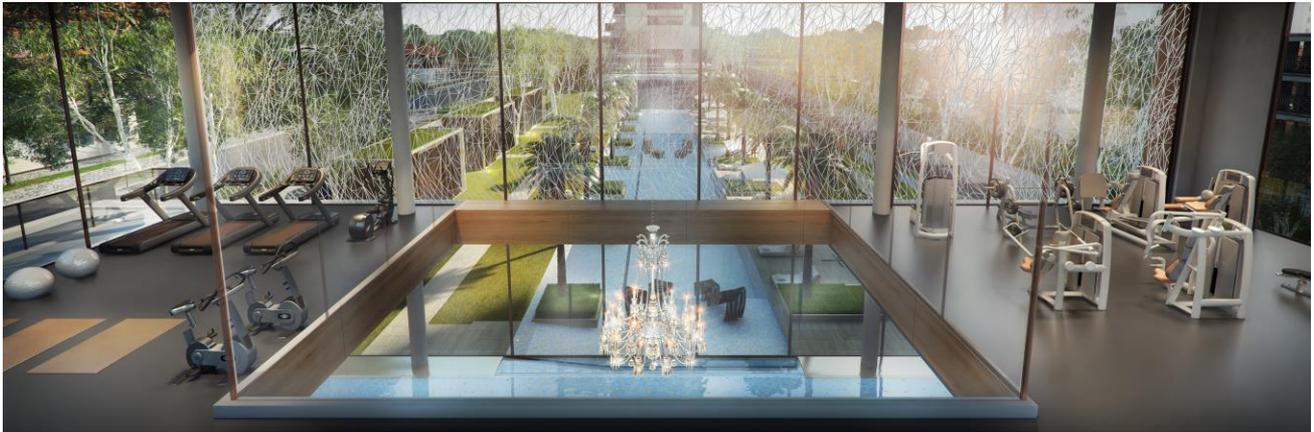
# yoo



One of the key aspects of the development are the YOO designed common areas that include a 50m indoor/outdoor pool, a club house with a library, bar and chill-out area as well as three pool-side cabanas with luxurios seating areas, air-conditioning, entertainment systems and a cocktail bar – everything you need for a day at the pool.



Residents will also benefit from exclusive access to the 'Tower Club' - a health centre that comprises of a 25m indoor lap pool, spa, steam room, fully equipped fitness areas and a tennis court.



The buildings architecture was created in collaboration with Jonas Birger and Carlos Rossi, and landscaping by locally celebrated Benedito Abbud.

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**ABOUT CYRELA:**

Cyrela is a brand that creates projects to a high and luxurious standard. We seek to understand what is important to our clients and offer properties that exceed expectations. Cyrela prides itself in taking great care with every detail of the development. Our spaces are made for those who want to live or invest with quality, tradition and enchantment.

**ABOUT YOO:**

YOO, a creative partnership between international property entrepreneur John Hitchcox and the world's most prolific creator Philippe Starck, is a design and lifestyle brand creating homes and hotels that help people to live better through extraordinary design. Since 1999, YOO has worked with the world's most visionary designers and developers creating more than 80 projects across 34 countries. The YOO design studio is led by the Head of Design, Mark Davison and in addition to YOO Studio, YOO has 6 additional design brands, each inspired by the vision of a world-renowned creative director, including Philippe Starck, Kelly Hoppen, Jade Jagger, Marcel Wanders, Steve Leung and Sussanne Khan. [www.yoo.com](http://www.yoo.com)