

STUDIO LIBESKIND

Press Contact:

Amanda de Beaufort, Director of Communications

Studio Libeskind, + 1 212 497 9168/ adebeaufort@libeskind.com

For Immediate Release

May 2015

STUDIO LIBESKIND COMPLETES HIGH RISE RESIDENTIAL TOWER IN SÃO PAULO

VITRA IS LIBESKIND'S FIRST PROJECT IN SOUTH AMERICA

São Paulo, Brazil—The sustainable high-rise luxury residential project, *Vitra*, is designed by architect Daniel Libeskind, Studio Libeskind (New York/Milan/Zurich) and developed by JHSF (Brazil), Brazil's leading real estate development firm. The project was completed in March, upon which tenants began to occupy the units. *Vitra* is Libeskind's first project in South America.

Vitra is a luminous glass-clad, high-rise residential project in the Itaim Bibi district of São Paulo, near a number of the city's main thoroughfares, offering access to the popular Ibirapuera and Do Povo parks. The bold, sculptural design features a multi-faceted glass façade articulated by inlaid balconies that form a rhythmic pattern across the façade.

"The inspiration for the project is the city of São Paulo and the Brazilian people. I designed this tower to express the optimism, vibrant culture and dynamic possibilities of a truly pluralist people," said architect Daniel Libeskind.

Vitra features fourteen floor-through residences and a penthouse, each featuring a unique floor plan ranging in size from 6,080 to 12,325 square feet. The sun-soaked lobby features a cast-in-place concrete reception desk that is set against a floor-to-ceiling Brazilian wood wall. The pairing of concrete and warm wood is echoed throughout the building's clean, modern interiors. Interior designer Dado Castello Branco outfitted the interiors with

artworks such as “Ultramar Intervalo” by famed Rio de Janeiro artist José Bechara. The building’s amenities include a swimming pool, spa, gym, multipurpose lounge and a playroom for children.

“*Vitra* is a new concept in condominium residences. With its sculptured, crystalline form, it creates a new icon for the city of São Paulo”, affirms Paulo Oliveira, president of JHSF’s Incorporation business unit.

Since its inception, one of the pillars of the project has been the adoption of sustainable practices. The sustainable solutions employed in *Vitra* include a system for rainwater collection and reuse, solar panels for heating water, the use of sustainable materials that reduce the energy consumption caused by air conditioning and elevators, energy-efficient low emissivity glass which impedes thermal transmission, intelligent building management systems and the efficient management of rubble generated during construction.

Vitra is located on Rua Horácio Lafer, 500, in Itaim Bibi, one of São Paulo’s most desirable neighborhoods. Studio Libeskind received construction support from the São Paulo-based office of Pablo Slemenson, which has worked on various JHSF projects, including Parque Cidade Jardim and Praça Vila Nova.

About Studio Libeskind (New York/Milan/Zurich)

Studio Libeskind is an international architecture practice with offices in New York City, Milan, and Zurich.

The Studio is involved in designing and realizing a diverse array of urban, cultural and commercial projects internationally. The Studio has completed buildings that range from museums and concert halls to convention centers, university buildings, hotels, shopping centers and residential towers.

The Studio is led by Daniel Libeskind, as founder and design director, along with his wife Nina Libeskind. The New York office is managed by principal architects Stefan Blach, Yama Karim, and Carla Swickerath, CEO. The Milan office is managed by Lev Libeskind, CEO, along with principal architects Giuseppe Blengini and Agostino Ghirardelli. The Zurich office is managed by Jochen Klein, principal.

Daniel and his partner Nina Libeskind established Studio Daniel Libeskind in Berlin, Germany, in 1989 after winning the competition to build the Jewish Museum Berlin. In February 2003, Studio Daniel Libeskind moved its headquarters from Berlin to New York City when Daniel Libeskind was selected as the master planner for the World Trade Center redevelopment. The Libeskinds opened

a Milan office in 2005 to manage many of the European architecture projects. The Milan studio includes a product, interiors and industrial design division, Libeskind Design. www.libeskind.com

About JHSF

JHSF Participações SA is the leader in Brazilian high-end real-estate sector, with significant participation in residential and commercial incorporation, the development and administration of shopping centers, high-end hotels and and international business airport.

Founded in 1972, the company is recognized for its capacity to identify new opportunities in the markets where it operates. Its pioneering, innovation, daring, quality, and ability to present sustainable solutions in its developments and projects are some of the characteristics that are part of the company's DNA.

Since 2007, JHSF Participações (JHSF3) has been a public company with shares traded on the São Paulo Bovespa stock exchange.

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