

**CIDADE MATARAZZO UNVEILS
THE “SENSE OF PLACE”
OF THE ROSEWOOD SÃO PAULO HOTEL & SUITES.**

After setting the *Tower's* first stone and unveiling its façade by Jean Nouvel alongside creator Alexandre Allard and Rosewood Hotel & Resorts, Philippe Starck now presents the Brazilian inspiration behind the birth of Rosewood São Paulo. The project represents an unprecedented leap in both creativity and quality — in which Starck, as artistic director, faced the challenge of transcending preexisting standards of luxury and elegance.

Rosewood São Paulo, a luxury urban retreat within Cidade Matarazzo

A block away from Paulista Avenue, inside the historic Cidade Matarazzo, one can glimpse the fast-paced construction of what is to become the Rosewood São Paulo. After unveiling the façade of the Rosewood São Paulo Tower (by world-renowned architect Jean Nouvel) in April, Philippe Starck now reveals the driving spirit and influence behind Rosewood São Paulo, the very first Latin American branch of Rosewood's luxury hotel & resort brand.

Under the vision of Alexandre Allard, Philippe Starck decided to take on his first project in São Paulo: bringing 21st century boldness and modernity to a section of the historic complex — the former Filomena Matarazzo Maternity, where over 500 thousand people were born.

Complementing the gardens strewn along the building's facade, the Rosewood São Paulo Suites are veritable urban retreats, emblematic of modern 21st century luxury. To Starck, this luxury “can only be defined by taking into consideration new post-modern parameters: honesty and longevity. These notions imply guaranteeing the highest quality products with minimal design that thus transcends ephemeral fashions of the time.”

Throughout the period of over 7 years that he dedicated to the project, Starck visited Brazil numerous times, developing deep knowledge of its culture, materials, shapes, craftsmen and suppliers. Delving into Brazil's roots was a necessary feat in understanding the essence of Cidade Matarazzo and conceiving its future: “At first, I was shocked. The Matarazzo was so out of context, out of time, at odds with reality. A dreamscape, like a marvelous tale kept within a bell jar guarded by fairies. This place is immaterial; it is the essence of São Paulo, and especially of those born here. Finding a jewel that expresses the incredible spirit of the Brazilian people and those who inhabit São Paulo is magical. It's a place that makes us immediately dive into a dream, into imagination, into fairytales held dear by both children and adults alike. There, anything can happen,” assures Philippe Starck, revealing his enchantment with the place.

“A Sense of Place, a Place with Sense”

With the goal of reinventing São Paulo luxury through leveraging Brazil's innate creativity and highlighting the importance of preserving its natural environments, visionary entrepreneur Alexandre Allard, artistic director Philippe Starck and Rosewood Hotels and Resorts brand together alongside top Brazilian companies to create a space that reflects Brazil's deep roots coupled with São Paulo's modern lifestyle.

Unlike international chains that operate by consistently repeating the same pattern, Rosewood São Paulo opts for slow luxury, highlighting and respecting each location's cultural traits. Luxury is contained not only within Rosewood São Paulo's built structures, but also its green space, which serve as a veritable green oasis within the city; laden with rare plants and trees typical of the country's endangered Atlantic Forest.

"It is imperative that what we create in any given place remains relevant in the future: a sense of place and a place with sense, for today and for the future", says Philippe Starck, to whom the sustainability of this project is an unquestionable and essential component.

Starck's philosophy is entrenched within every detail of the project. He creates spacious, meticulous and inspired environments where every detail is important. From a "Bibliothèque Nationale" (a poetic lamp-turned-bookshelf) and poems by world-renowned Brazilian writers etched along each Suite's mirrors, to handpicked furniture by Brazil's top designers.

Numerous customization options will be readily available to Rosewood São Paulo Suite owners, including several types of woods sourced from sustainable reforested plantations, marbles quarried from the Brazilian states of Paraná and Bahia and various carpets devised to complement the exuberance of the luxurious gardens that surround the building. "In truth, the inspiration behind the design and architecture is both local and international; it is diverse and originates from places like Africa, America, Italy", says Starck. In many instances, Starck gathered inspiration from various aspects of Brazilian culture: from utensils used by Brazil's Native-American population and unique quartz crystals sourced from the Brazilian state of Bahia to 16th century portraits of the country's exuberant flora and Oscar Niemeyer's modern, unique and geometric take on architecture.

Unique quality – The finest Brazilian materials meet international know-how

Groupe Allard President and luxury market expert Alexandre Allard is confident that Rosewood São Paulo presents a unique opportunity: "In today's luxury market, Rosewood São Paulo is currently the best investment option. Not only does it carry finishings of impeccable quality, but it also comes at a fraction of the cost of comparable properties in other cities across the globe".

In order to bring the untiring creativity of this project to life, Allard appointed Ateliers de France (headed by Darius Sani in Brazil) to take on the entire finishing process. In order to prepare for this task, Ateliers de France spent two years truly immersing themselves in local suppliers' production methods and incorporating new methodologies into their work. In their quest for perfection, they have achieved results unlike any accomplished to this day. "Our arrival in Brazil has been a great challenge. We want to achieve the highest level in finishing quality and become the new benchmark in Brazilian luxury while using only local fabrics, talents, labor and materials", Sani explains. According to Ateliers de France's marble specialist (who developed Philippe Starck's vision of Rosewood São Paulo's unique marble bathroom), "it's curious how the concept of luxury, here in Brazil, remits to something imported when the country has such skillful labor and high quality resources".

The quest for attaining the highest quality finishings and having them be "made my Brazilians" impresses not only entrepreneurs but also suppliers. "The project is a challenge for us. Although we've been supplying the luxury market for 30 years, we've never been under such exacting requirements," says Hécio Monte Júnior, Director of Grupo Fênix, which is responsible for supplying the woods for the project.

“After years of focusing on commodities and quantity, I believe Brazil’s growth will now be guided by its creative industry. What this means is that a radical shift in equipment and techniques aimed towards quality must occur. Cidade Matarazzo will show the world that Brazilian inventiveness and craftsmanship can amount to the most advanced real estate venture in the world,” says Alexandre Allard. “In 12 months, over 2.8 thousand people trained in the most sophisticated techniques will work together in sculpting every inch of Cidade Matarazzo”, he added.

Fact Sheet Cidade Matarazzo

- Tower architecture by Jean Nouvel
- Artistic direction and Tailor-made Suites by Philippe Starck
- Hotelier Services by Rosewood Hotel & Resorts
- Finishings by Ateliers de France – Brazil
- Landscaping by Louis Benech
- Suites : Between 130 to 450m², with up to 50 different layouts

About Rosewood São Paulo: Cidade Matarazzo

As a landscape building that bolsters the exuberance of its surroundings through lush greenery, the Rosewood Tower São Paulo is an homage to the Atlantic Forest. The Tower was created to provide a different lifestyle and, in turn, become a symbol for the city: a place that privileges peace, well-being and nature through the combination of old and new. Flowers, plants and trees take over public and private spaces, terraces and rooftops.

Housed between Itapeva, São Carlos do Pinhal, Pamplona streets and Rio Claro Avenue, Cidade Matarazzo will accommodate a luxury complex made up of the Rosewood Tower São Paulo (a 6-star hotel), an exclusive event space, over 30 restaurants and a commercial village. The rebirth of the Matarazzo Hospital’s historic complex as a state-of-the-art commercial venue will provide new life to its landmark buildings and a unique shopping experience that combines well-being, pleasure, discovery, culture, creativity, emotion, design, local talents and new brands, surprising and enriching visitors.

Cidade Matarazzo is currently the largest private historic landmark revitalization project in São Paulo. The undertaking is an investment of roughly US\$1.2 billion and was approved by CONDEPHAAT (Counsel for the Defense of Historical, Archeological, Artistic and Touristic Landmarks) and Conpresp (Municipal Counsel for the Preservation of Historical, Cultural and Environmental Landmarks). Spanning 28 thousand m², the complex will preserve the original architectural characteristics of its pre-existing buildings and bring to life an audacious, emblematic and creative new embodiment of urban expression, namely: the Rosewood Tower.

About Rosewood Hotels & Resorts®:

Rosewood Hotels & Resorts® manages 18 one-of-a-kind luxury properties in 11 countries, with 13 new hotels under development. Each Rosewood hotel embraces the brand’s A Sense of Place® philosophy to reflect the individual location’s history, culture and sensibilities. The Rosewood collection includes some of the world’s most legendary hotels and resorts, including The Carlyle, A

Rosewood Hotel in New York, Rosewood Mansion on Turtle Creek in Dallas and Hôtel de Crillon, A Rosewood Hotel in Paris, as well as new classics such as Rosewood Beijing. Rosewood Hotels & Resorts targets 50 hotels in operation by 2020.

About Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in "middles of nowhere".

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