

## **yoo Panama unveiled as yoo completes first project in Panama**

yoo, the global design, development and branding firm has completed yoo Panama, its luxury residential project developed by Habitats Developments in Panama City. The development has been designed by yoo inspired by Starck, with Creative Direction by renowned designer Philippe Starck. It is the first project by yoo in the country.

Located on the prestigious Balboa Avenue, the 60 story tower offers 256 loft style, one bedroom, two bedroom and penthouse residences with beautiful wide terraces and floor-to-ceiling windows. With captivating Ocean, bay and city views, the apartments are offered with hotel services such as housekeeping, laundry and valet parking.

The yoo inspired by Starck design concept for the amenities has been inspired by the theme of 'play'. In the lobby a series of elegantly furnished saloons with graduated colour schemes include statement furniture pieces such as: an adult sized see saw, rocking horse and rugs inscribed with the text of French children's fairy tales. The bold interior statements create an almost magical arrival experience for residents. Residents' benefits include an expansive pool with cabanas, squash court encased in rose coloured glass and a fitness centre with the latest technology and full spa.

John Hitchcox, co-founder of yoo comments: *"The process of creating yoo Panama with the Habitats team has been incredibly rewarding. Together we have created a truly iconic addition to the Panama City skyline with a design that offers a way of living that the country has not seen before."*

**-ENDS-**

**For additional press information, please contact the team at LUCHFORD APM on  
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## **Notes to editors:**

### **About yoo**

Co-founded by international property entrepreneur John Hitchcox and the world's most prolific creator Philippe Starck, yoo is one of the most imaginative property design and marketing companies in the world, designing residential, hotel and leisure developments that free people to live the way they want to live.

The mission of the yoo Studio and Creative Directors Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen and Steve Leung is to design amazing spaces so you can live, work and play better. Over the past ten years yoo has worked with developers across the world designing over 60 projects in over 29 countries throughout Asia, Africa, Australia, Europe, North and South America and the Middle East.

**Habitats Developments** is a property development company with projects in the most exclusive neighborhoods in Panama City . The residential units are created by combining different views to provide its customers with cutting edge designs , efficient internal departments and comforts and luxuries of first class . It is a leading company in the domestic market , with more than 3,000 residential units and over 95,000 square feet in commercial space in the metropolitan area of Panama .