



Marking an important milestone in Ecuador's real-estate industry,

YOO and Arquitectónica visited Ecuador for the official launch of YOO Quito and YOO Cumbaya

- *These are two real-estate projects with unique and innovative characteristics, that will be built thanks to a strategic alliance between the Ecuadorian real-estate firm Uribe & Schwarzkopf and the brand - YOO Inspired by Starck, part of the international design company YOO.*
- *The well-known French designer Philippe Starck, Creative Director of YOO Inspired by Starck, and its cofounder John Hitchcox, came to the country for the official presentation of the projects, and they showed their excitement of bringing their unique brand to the country.*
- *Architect Bernardo Fort-Brescia, CEO of the well positioned Architectural firm Arquitectonica, was also present. They are in charge of the design of the façade and all architectural details for these projects.*

Quito, November 2015 - With the visit of Creative Director Philippe Starck, and the well-known property tycoon John Hitchcox, the Ecuadorian real-estate firm Uribe & Schwarzkopf along with the design brand YOO Inspired by Starck, which is part of the international design company YOO, officially launched the two real-estate projects YOO Quito and YOO Cumbaya. The two projects represent an investment of approximately \$100 million. These projects are contributing to the continued development of Ecuador by creating over 1300 jobs (Ecuadorian's workforce) and using local materials.

The developments architecture was designed by celebrated architectural firm Arquitectónica, who have projects in over 54 countries on 5 continents.

YOO Quito and YOO Cumbaya are unique developments and are characterized by what they offer their purchasers; a lifestyle through the creative use of public spaces that provide an atmosphere of good living that extends beyond the apartments they buy. This lifestyle element comes from the combination of comfort, design and functionality. YOO Cumbaya clients will be able to choose a minimal, classic or natural interior design style; while YOO Quito clients will be able to choose from minimal, classic or cultural.

Creative Director, Philippe Starck, who will lend his unique brand to these two sites, is sure that these projects will allow its users to enjoy creative spaces that will mark a unique and different lifestyle, reflective of their real personality. "Through YOO Inspired by Starck, we help people



discover themselves, offering them the possibility of an island, a paradise, where everything is the best out there, more intelligent, more creative and hopefully more lovely”.

John Hitchcox, co-founder of YOO along with Philippe Starck, pointed out that they feel very proud and happy to bring their brand to Ecuador through these projects. “We have a strategic ally with a wide trajectory in the real-estate business in Ecuador. Along with Uribe & Schwarzkopf, it has been our main view to see Quito’s full potential. These projects will help us expand our portfolio into Latin America and we are sure that they will be successfully accepted due to the fact that Ecuadorians value different and unique proposals”.

Tommy Schwarzkopf, executive president of Uribe & Schwarzkopf, also pointed out that YOO Quito and YOO Cumbaya represent an important milestone for the city and for the country. “With these projects we want to contribute to Quito’s urban development and it’s positioning amongst the most modern cities, due to the well-known prestige that YOO projects have worldwide. This alliance also represents for us innovation, versatility in designs, and a transformation of architectural concept and the traditional vision of housing.”

YOO Cumbaya will be built on a piece of 12,000 m² land of, meaning that it is over a hectare, and it will be one of the few projects that preserves 30% of its total area to green, free, public spaces. Considering the size of the land, the construction of two projects in one has been planned, with one area developed as offices and other area totally independent for apartments. There will also be a large boulevard with commercial businesses and restaurants. In addition to this, a river has been created that will circulate around the project as part of the landscape design.

YOO Quito, on the other hand, will be built in a strategic zone of the city, in Av. González Suárez & Orellana, on a piece of land of approximately 2000m². The building will exclusively offer an array of housing, starting from studios to three bedroom apartments, with wide and beautiful views of the city. All of these details are achieved taking into consideration the mix of architectural design and the imaginative local culture.

With this big real-estate initiative, Uribe & Schwarzkopf demonstrates its contribution to Ecuador’s development, as well as their interest in supporting urban projects that contribute to improving lifestyles with innovative architectural proposals offering comfort, unique design, modern style and functional spaces.

About YOO:



YOO is a pioneering vision for living and the result of a partnership between property entrepreneur John Hitchcox and the ubiquitous designer, Philippe Starck.

Since 1999, YOO has worked with international developers, designing landmark residential and hotel projects throughout Asia, Australia, Europe, Africa, North and South America and the Middle East.

Philippe Starck, Creative Director of YOO Inspired by Starck, is a famous French designer, acknowledged for its functional and vanguard designs. The multifaceted character of his work has been captured in different architectural projects, interior design, industrial design, and even in technology.

Besides all of this, he is one of the first designers to take into consideration the environment of the end user, an enthusiast in the development of the "lifestyle concept" and one who inspires due to the combination between esthetic and functionality.

For more information visit: www.yoo.com

About Uribe & Schwarzkopf:

Uribe & Schwarzkopf is one of the construction companies more outstanding in the real-estate industry, with 42 years of experience and it performs from different views, all of them complementary. We refer to the promotion fields, planning, design, construction and sales of buildings, apartments, commercial offices, and constructions of social interest.

For more information visit: www.usconstructores.com

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