



Pagani Arte at the Catarina Aviation Show: Where Automotive Excellence Meets High-Altitude Design

São Paulo, Brazil – Pagani Arte is pleased to announce its participation in the Catarina Aviation Show, a prestigious stage where the precision of automotive engineering meets the emotion of flying. In this exclusive setting, the brand presents its vision of an extended lifestyle division, carrying the design language of Horacio Pagani.

The Huayra R: The Soul of the Track Meets the Sky

As the ultimate symbol of Pagani quality, the Pagani Huayra R gathers all the artistic elements and values that we put into every aspect of Pagani Arte. It is a celebration of passion, an extreme, untamed Track-Only Hypercar developed free from homologation rules except for safety, with the sole aim of offering uncompromising performance. But first and foremost, it was designed to excite. Exhibited for this special occasion, the Pagani Huayra R is a living manifesto and an engineering marvel of aerodynamics and lightness. Every line is sculpted to pierce the air, creating a natural parallel with the challenges of the aviation world. Its presence at the Catarina Aviation Show celebrates the union between pure speed and the aesthetic research that defines every creation of the Atelier in San Cesario sul Panaro.

A Complicated Search for Simple Ideas (“Una complicata ricerca di idee semplici”)

Rooted in the Leonardo da Vinci principle of merging Art and Science, Pagani Arte sculpts every detail, even those that might go unnoticed by others. Everything is curated with millimetric precision and deep empathy for the client’s dreams.

Horacio Pagani, Founder & Chief Designer, comments on Pagani’s approach:

“If you live with curiosity, passion, and a sense of beauty, excellence comes naturally. Our mission, so is the mission of a Designer, is to improve people’s lives, always seeking perfection in every single detail to find the balance between form and function, intellect and craftsmanship.”



Lightness: Engineered for the Sky

For more than forty years, Horacio Pagani has treated carbon fiber as a living fabric. In aviation, where every gram counts, this mastery translates directly into unparalleled efficiency and performance. We interpret the experience of flight as a meeting of art, performance, and engineering, guided by an uncompromising attention to detail.

At the Catarina Aviation Show, Pagani Arte shares its remarkable journey in the sector from the innovative cabin ceilings of the Airbus ACJ319neo "Infinito," designed to dissolve the boundaries between cabin and sky, to the ultra-luxurious interiors of Gulfstream G650ER aircraft.

Through our dedicated Special Projects Team, we conceive, design, and craft bespoke interiors for helicopters, private jets, and wide-body aircraft. We shape unique spaces born from a direct dialogue with each client, brought to life like a tailored suit crafted around their identity and unique way of traveling.

From the Heart of the Automobile to the Warmth of the Home

The exhibition also offers a look into the world of Branded Residences, with particular focus on the DaVinci Tower in Dubai and the new Pagani Residences in Miami. Here, technical materials born for the automotive industry are reimagined to shape unique living spaces.

From the structure of the Iconic Collection furnishings, such as the Iconic Sofa and Iconic Bed, crafted using the same autoclave processes as the Hypercars, to the most intimate details like hand-finished stitching, every element tells a story of Italian artisanal excellence.

Brenda Basso, CEO of Pagani Arte, emphasizes the importance of this expansion:

"Pagani Arte originates from a creative need: to export the Pagani experience into new fields of design. We are creating authentic connections where the senses come alive. Whether it is a private jet or a residence, our goal is to offer an immersive experience that reflects Pagani's bespoke DNA, preserving our tailored nature even in larger-scale projects."

About Pagani Arte

Pagani Arte is the lifestyle extension of Pagani Automobili. Through relentless technological research and the mastery of expert artisans in, fine metal, leather, wood, and marble, the brand creates



tailor-made pieces that fuse function and beauty, offering clients the highest level of personalization and care.

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