



*Erna Low*  
PROPERTY

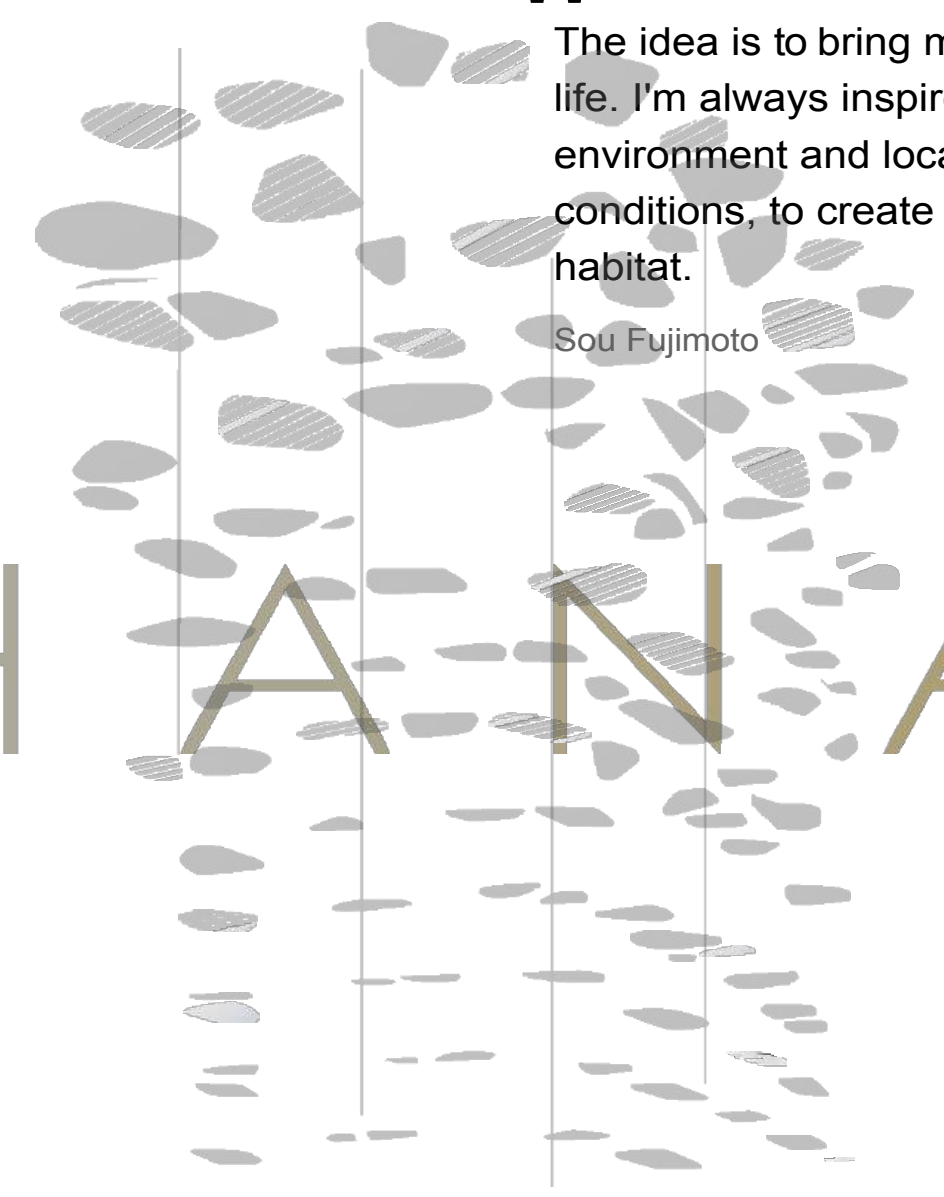
”

The idea is to bring more nature into life. I'm always inspired by the environment and local climatic conditions, to create a new type of habitat.

”

Sou Fujimoto

# HANNA



# NICE

## THE ART OF LIVING THE FRENCH

Representing  
,

deal art of living that is the envy of the  
reigns over the Baie des Anges as the  
undisputed capital of the Côte d'Azur.

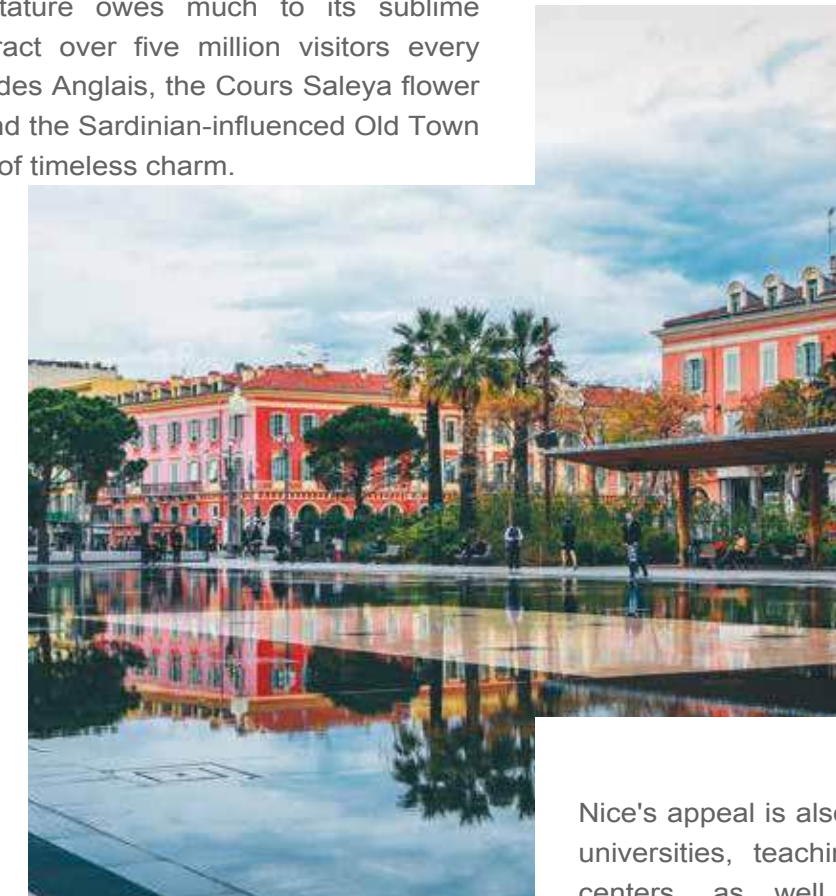
Rich in history dating back thousand  
heir to the great ancient civilizations  
niçois boasts a precious heritage betw  
mountains.



## IN THE LIGHT A METROPOLIS BETWEEN EUROPE AND THE MEDITERRANEAN

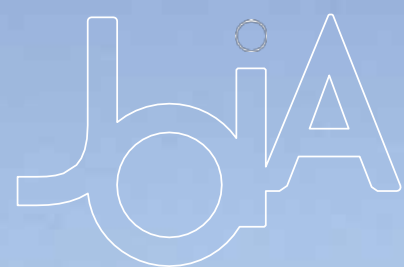
The Nice Côte d'Azur metropolis and its 545,000 inhabitants cultivate the dynamism of an exceptional territory.

Nice's international stature owes much to its sublime seascapes, which attract over five million visitors every year. The Promenade des Anglais, the Cours Saleya flower market, Port Lympia and the Sardinian-influenced Old Town are all mythical places of timeless charm.



Nice's appeal is also based on the quality of its universities, teaching and scientific research centers, as well as the Sophia-Antipolis European Technology Park. Every year, many major groups, cutting-edge companies and start-ups invest in the Nice region.





## AN AMBITION: SUBLIMATING THE CITY



A benchmark in urban ecology that puts the well-being of residents first.

The Nice metropolis is developing to the west of the city, on the Var plain. The development of the Nice Eco-Valley technology park, north of the airport and close to the Grand Arenas business district, has been underway for ten years, and is creating a modernized, accessible, multifunctional and connected city.

In this privileged urban environment, the eco-responsible JOIA district is a showcase for its ambitions and its residential quality, shops and activities dedicated to leisure, sports and culture.





LIVING,  
WORK,  
LEARN,  
PLAY,  
MEET UP

...

ALL YOUR  
ASPIRATIONS  
TAKE  
LIFE IN JOIA

An exemplary eco-city, JOIA extends over a human-scale perimeter that concentrates all the uses of a contemporary lifestyle.

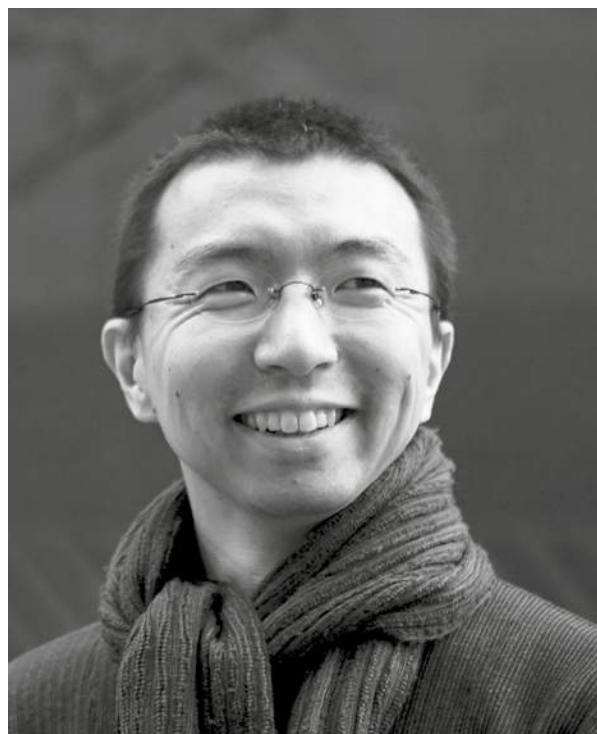
This "functional mix" concept translates into a high-quality offering of connected housing and offices. Parks and landscaped gardens conducive to urban agriculture, shops (grocery, bakery, butcher, organic stores, etc.), restaurants, cultural spaces, leisure and sports facilities (indoor surf wave, adventure course, climbing and virtual reality spaces), a health center, student residence and 3-star hotel are also part of the JOIA facilities.



The new heart of Nice reinvents the Mediterranean art of living. At JOIA, shared gardens, green spaces, urban squares and pedestrian promenades invite you to stroll and take it easy. All services - shops, schools, restaurants - is just a few minutes away.

On avenue Simone Veil, the new tramway station links you to the airport, the center of Nice, the Allianz Riviera stadium and business parks.

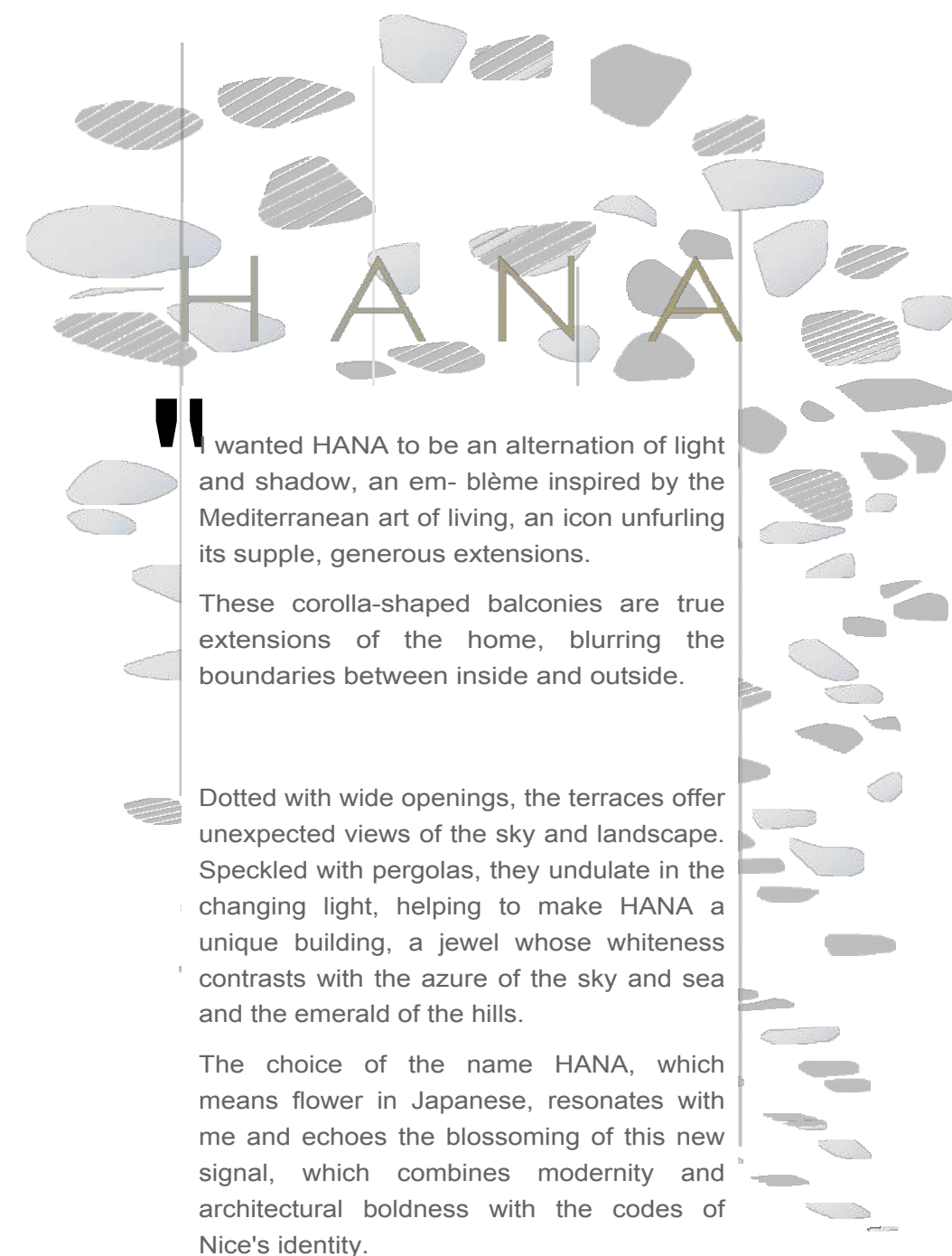




Sou Fujimoto was born in Hokkaido in 1971. A graduate of the Department of Architecture at Tokyo University's Faculty of Engineering, he founded Sou Fujimoto Architects in 2000 and Sou Fujimoto Atelier Paris in 2016.

Among his recent renowned projects is *L'Arbre Blanc*, in Montpellier, delivered in 2019. In addition, in 2015, 2017 and 2018, he won several international competitions with 1<sup>er</sup> prizes in various European countries. In 2019, he was chosen as lead architect for the master plan of the Tsuda University campus in Kodaira. In 2020, he was selected as producer of the design for the site of the 2025 Japan International Exposition (Osaka/ Kansai Expo).

His most notable works include *Serpentine Gallery Pavilion 2013* (2013), *House NA* (2011), *Musashino Art University Museum Library* (2010), *House N* (2008) and many others.



# SPARKLING FLORALE SUR NICE



The emblematic JOIA sustainable district project is called HANA, Japanese for flower.

Under the prestigious signature of architect Sou Fujimoto, HANA unfurls its 17 floors like so many floral corollas offered up to the light of the Côte d'Azur. Its airy architecture houses luxurious 2- to 4-room apartments with large bay windows, beautiful terraces and sumptuous views of Nice and the Mediterranean.

At the heart of the block, an ornamental garden creates terraces overlooking the city, with green spaces, a fruit orchard and an olive grove. From the garden to the lobbies, decorated by an interior designer, all the communal spaces create a setting of great elegance. Quite simply, luxury.





Joia's architectural landmark, HANA is one of the tallest buildings in the city. Its magisterial height literally dominates the landscape from the Var plain to the Baie des Anges.

An emblem of the company's identity, HANA stands out for its innovative architecture and floral/mineral aesthetic. The building's clean lines and dazzling whiteness shine in the Joia sun. An alliance of strength and lightness, HANA imposes the diaphanous allure of its petal-shaped terraces pierced by skylights. Here, there are no abrupt angles or protruding straight lines, but rather façades of sensual curves and undulating movements, offering a soothing vision of softness incarnate.



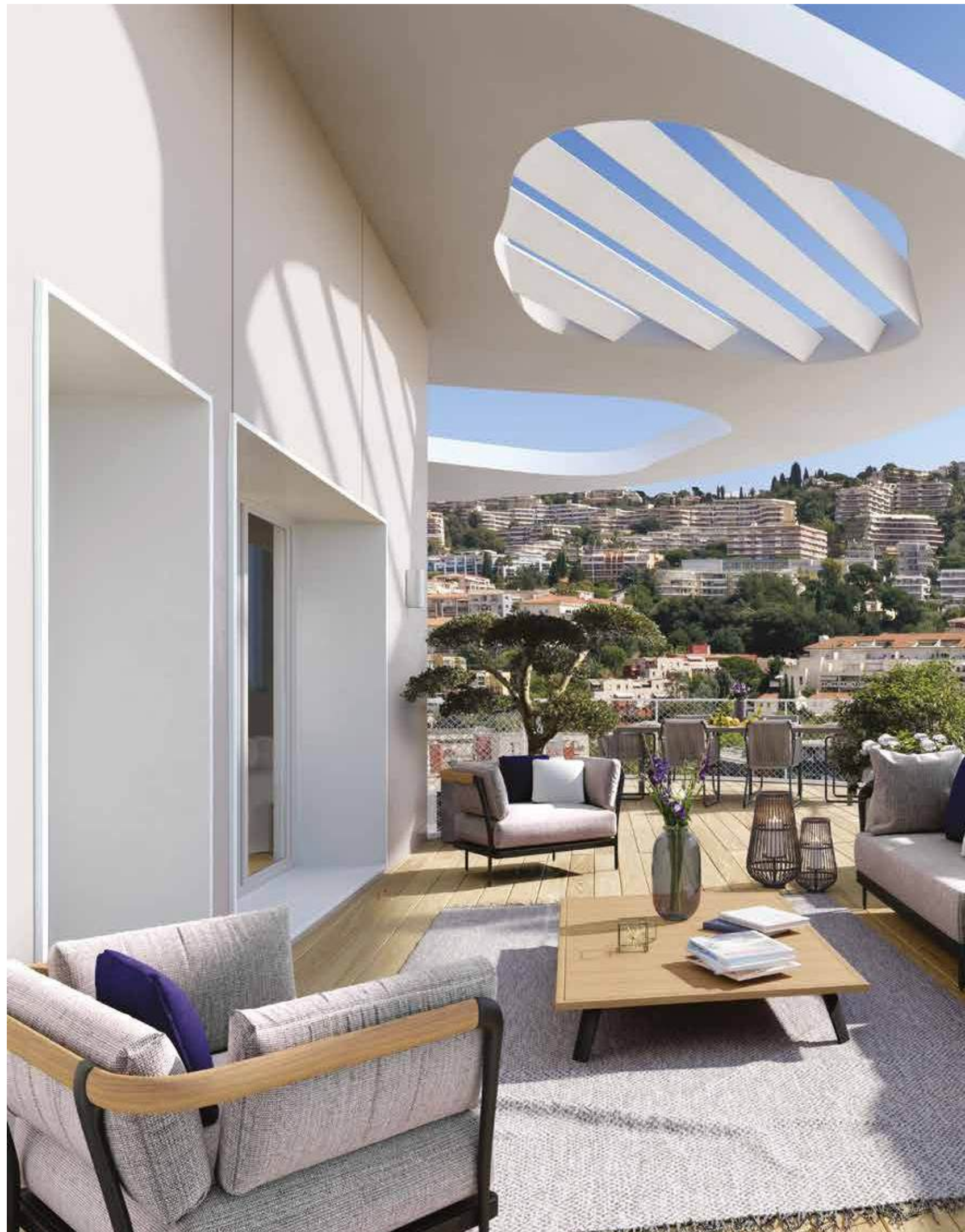
All around us  
the world is nothing but  
cherry blossoms

H A N A

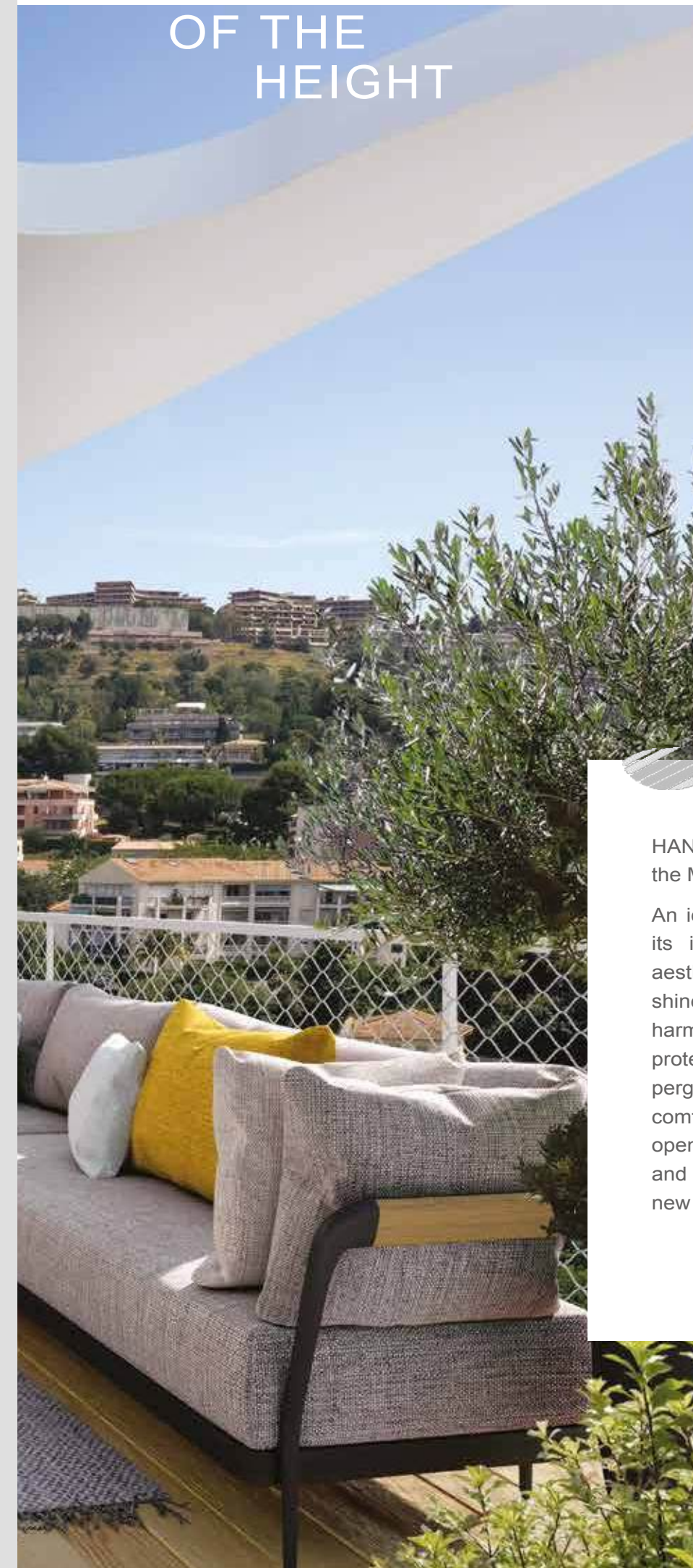
Ryōkan 大愚良寛  
Japanese poet and  
calligrapher 1758-1831







## EULOGY OF THE HEIGHT



HANA opens out generously onto the hills and the Mediterranean Sea.

An iconic landmark, HANA is characterized by its innovative architecture and floral/mineral aesthetic. Its clean lines and brilliant whiteness shine in the sunlight. Its terraces alternate harmoniously between full and empty spaces, protected from the sun and wind by alternating pergolas. Large openings ensure privacy and comfort for all. Each terrace is different, with openings, pergolas and solids superimposed and offset to create depth and elegance, for a new living experience between sea and sky.



BETWEEN SKY AND  
SEA, AN ART OF LIVING  
AIR



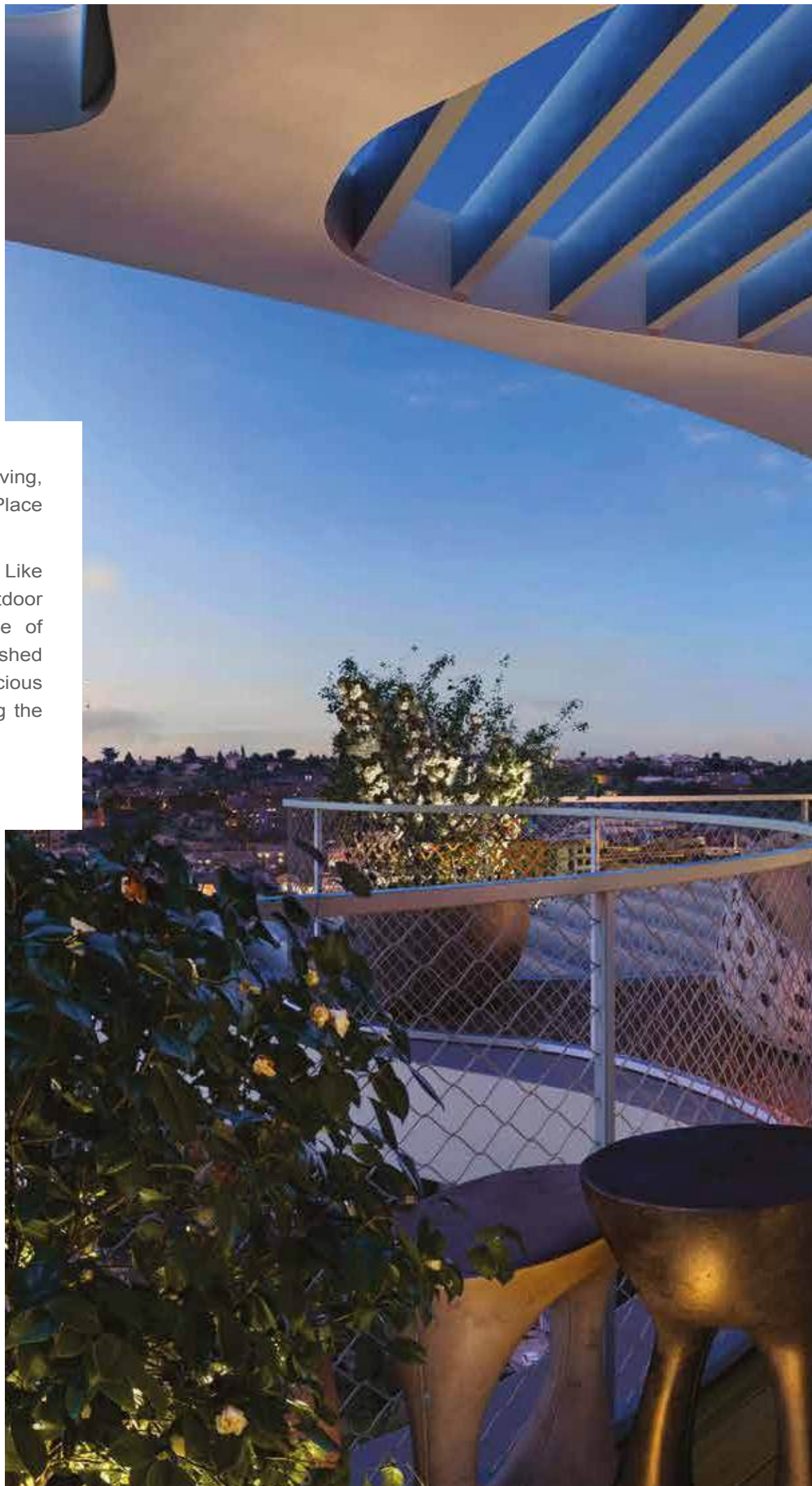


Inspired by the Mediterranean art of living, HANA's terraces open onto Place Métropolitaine, Nice and the sea.

Each terrace is uniquely designed. Like an oasis of tranquillity, this private outdoor space contributes to the excellence of your comfort. In the calm, hushed intimacy of your terrace, savor delicious moments of relaxation while admiring the unobstructed views of the horizon.

#### Residence services

- Secure private access
- Building connected to a geothermal network
- RT 2012 -20% REDUCTION
- NF HABITAT High Environmental Quality
- Elevators from basement to upper floors
- Secure underground parking lot
- Bicycle and children's car room
- Inflating stations for bicycles
- Fan coil heating/cooling
- Home automation, connected homes and monitoring consumption



## OUTDOOR LIVING, REFINEMENT EXTREME







H

A

From time to time  
The clouds give us a  
break from staring at the  
moon.

Matsuo Bashō 松尾 芭蕉  
Japanese poet  
1644-1695





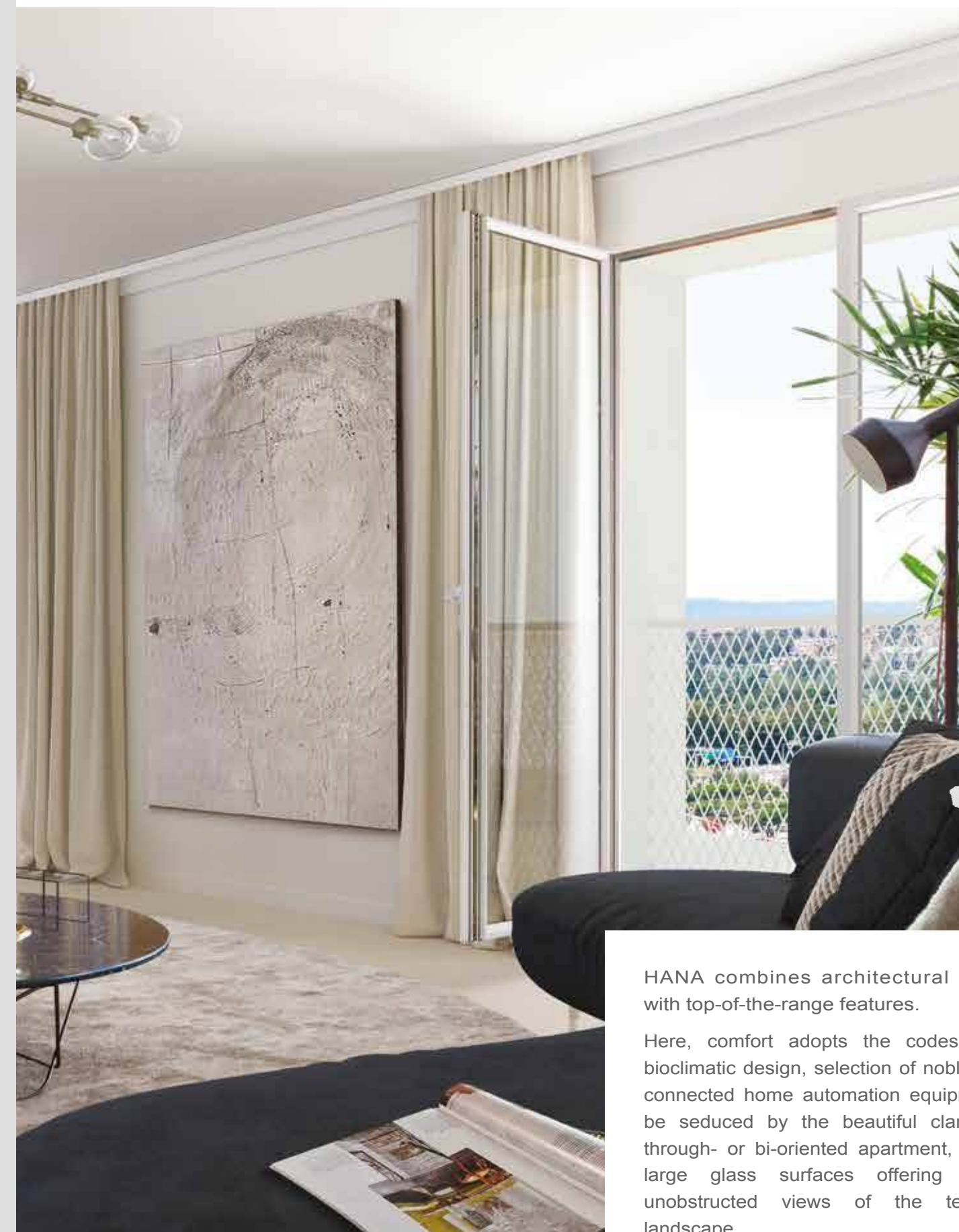
INNOVATIVE DESIGN ADAPTED TO  
LIFESTYLES  
OF TOMORROW





# THE LUXURY OF

## COMFORT OF HARD LIVING

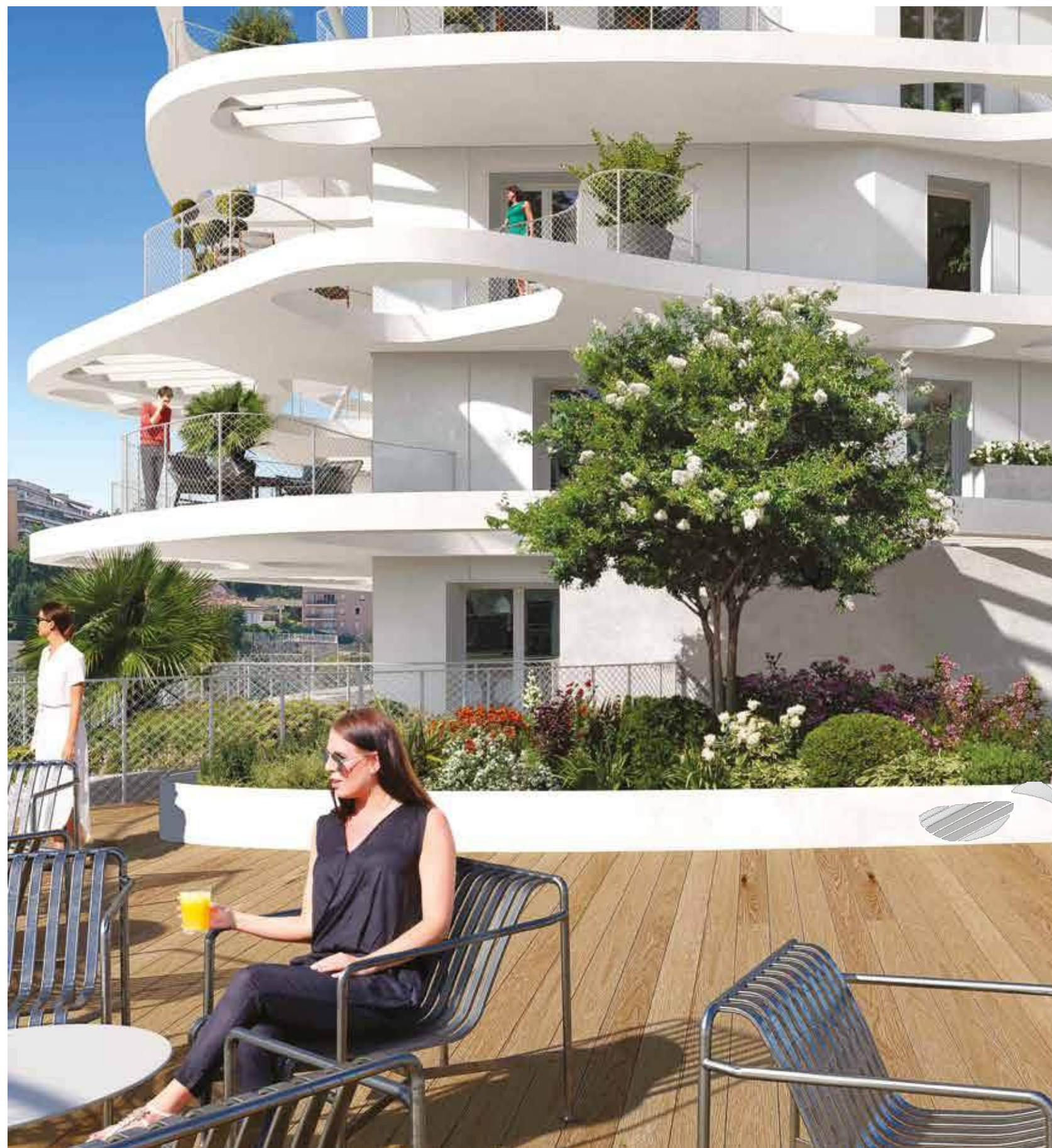


HANA combines architectural aesthetics with top-of-the-range features.

Here, comfort adopts the codes of luxury: bioclimatic design, selection of noble materials, connected home automation equipment. You'll be seduced by the beautiful clarity of your through- or bi-oriented apartment, and by the large glass surfaces offering remarkable unobstructed views of the terrace and landscape.

A daily spectacle of constantly renewed beauty...





On the ninth floor, an apartment, a fitness room and a generous 150 m<sup>2</sup> shared terrace open onto the Place Métropolitaine and the Cours Méridia. These spaces can be reserved by co-owners for events, sports or simply shared by HANA residents for moments of relaxation.

The terrace has an adjoining living area for working, relaxing or preparing snacks for the children playing on the terrace.







A realization



For more than 30 years, Pitch Immo has based its development on a strong local presence, which has built its reputation as a trusted local developer, close to and at the service of the regions and the people who live there.

With more than 10,000 homes delivered in recent years, Pitch Immo is continuing to expand and to pursue its ambition to offer well-designed real estate in Paris, Lyon, Toulouse, Aix-en-Provence, Bordeaux, Montpellier and Nice.

Human real estate, designed for and with future buyers and the local area, built by local craftsmen and architects.

Tailor-made, locally-integrated real estate to serve the city, designed for the good of the city and the lives of its inhabitants, for projects that blend seamlessly into the local environment.

Real estate that combines well-being and utility, compatible with new uses, with the main aim of offering its residents the best possible quality of life.

Finally, sustainable real estate, built ethically and minimizing its negative impact on the environment, because today, what's outside is just as important as what's inside.

Pitch Immo is a brand of the ALTAREA Group. Pitch Immo benefits from the financial and human support of a major group, while retaining the agility and proximity that are an integral part of its DNA.

pitchimmo.fr

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An operation at the heart of Nice Ecovallée





