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By **Krissy Supena Cabrera** | Aug. 19, 2014 at 06:40pm

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Century Properties Group, Inc., Daniel Libeskind and Armani Casa, recently launched Century Spire, a luxury development in Makati.

Century Spire, which is at 245 meters tall with 60 floors, is anticipated to be part of the city skyline amidst the residential and business district.

"It is an honor to work with such esteemed brands, which are respected and revered all over the world," said Robbie Antonio, Century Properties managing director and project head for Century Spire.

Libeskind, an international award winning architect based in New York City, is designing the building. This is his first project in the Philippines.

"That's why there is a difference between just building and the word architecture. They are two different things. You can build, but you might not come up with a piece of architecture, just a building. The word architecture has to do with culture," said Libeskind.

Century Properties chairman and chief executive Jose E.B. Antonio said Libeskind is creating something really iconic.

"This building will not only change the architecture landscape of Makati, but will likewise elevate the Philippines' image as a world-class destination," he said, confessing he was moved by the Jewish Museum in Berlin, one of Libeskind's award-winning creations.

Armani Casa, the interior design arm of the Armani Group with creative director, president and chief executive Giorgio Armani, is designing the common areas and amenities. It will be in golden beiges, warm grays, and muted greens including the grand lobby, library, pool, juice bar, and relaxation area. "I am very happy with this collaboration, and I think that the combination of my vision with that of Daniel Libeskind will lead to the creation of a truly special place, characterized by elegance and a unique charm," he said.



Architect Daniel Libeskind with Century Spire project head Robbie Antonio

blue to tones of warm amber, jade green and pale gold.

Materials such as onyx, white-gold leaf and rosewood alternating with wood in unusual tones and wallpapers made of natural fibers are used. Equally refined are the details, with painted faux finishes and metal features dividing the walls adding a sense of movement.

Century Spire set to be completed in 2018, will rise in Century properties' flagship master-planned development in Kalayaan Avenue. Sixty seven percent has already been sold and Century donated P50,000 to Operation Smile Philippines for every unit sold during the week of the launch. Operation Smile provides free surgeries to underprivileged children born with cleft lip, cleft palate and other facial deformities.

Visit www.centuryspire.com and www.century-properties.com for more information.



Artist's Rendition of Century Spire