



UDAONDO BUENOS AIRES has opened its immersive showroom and launched public sales for South America's most striking architectural Project

The project, valued at over USD 370 million, has been a sales success, with more than 30% of units sold during the private “friends & family” phase—a clear indicator of confidence and future potential. Now, it has inaugurated its immersive showroom, which allows visitors to experience what the exclusive units will be like—designed around Smart Luxury, the evolution of luxury toward smart, sustainable, and people-centered environments. Completion is scheduled for 2030.

Buenos Aires, March 19 – The city has added a new urban landmark with the opening of the Espacio UDAONDO BUENOS AIRES, the most innovative immersive showroom in the real estate development business in Latin America where technology, sustainability, and a strategic location combine to create an experience that invites you to live the extraordinary.

Located at the corner of Libertador and Udaondo streets, this sensory space offers a glimpse into the project, which is in the early stages of construction. A 360° technological tour offers a preview of views of the river and the city, capturing the essence of the luxury complex set to be completed in 2030.

With an estimated investment of over USD 370 million, three 100-meter-tall towers, and more than 165,000 m² of constructed space, the development is now in the public sales stage, backed by a solid foundation and proven demand.

The opening of this space also marks the transition to a key phase of the project. Following a private marketing phase under the “Friends & Family” approach, more than 30% of the total volume has already been committed—according to master broker Ocampo Propiedades—an indicator of confidence and growth potential.

For investors and future owners, this represents an early opportunity, as it is projected to be one of the most significant residential and hotel developments of this century.

The UDAONDO BUENOS AIRES showroom is neither a conventional model unit nor a sales office: it is a virtual tour inside the 22nd floor of the completed project, featuring screens that show exactly what the view will be like from the units ranging from 74 m² to 120 m² in the Ciudad tower and from 200 m² to 719 m² in the Río tower.

Textures and colors, scents, works of art, dynamic lighting, immersive projections,



high-altitude views, and material displays come together to showcase what will be a new architectural icon for Argentina and the region, based on the most modern architecture with a comprehensive vision of luxury, technology, and future living, redefining the standard for high-end developments in the City of Buenos Aires.

The UDAONDO BUENOS AIRES showroom does not merely showcase a project; it transports visitors to the experience of living there. A 360° room reproduces the panoramic views of the river and the city in one of the most promising new urban hubs, in a location with maximum connectivity. Additionally, virtual reality headsets allow visitors to explore the common areas.

UDAONDO BUENOS AIRES takes a step forward and turns its showroom into a manifesto. Every element resonates with the project's overarching concept: Smart Luxury—an intelligent form of luxury that prioritizes quality of life, energy efficiency, everyday comfort, and integration with the urban environment.

Each space sensorially recreates how the complex's various areas will be experienced: from the high-rise Sky Bar and wellness area to the Olympic-sized pool, the atmosphere of the Epicuro restaurant, and the warmth of the residences designed under the international imprint of Patricia Urquiola.

Even the project's technological and sustainable systems—such as geothermal energy, aerothermal energy, water reuse, and high-efficiency building envelopes—can be explored through interactive devices that make visible what normally remains hidden in architecture.

The selection of works at Udaondo, curated by Colección Pampa in collaboration with Galería Barro, links the brand's identity with the best of Argentine art and design. It brings together artists whose careers project the country onto the global stage: Marta Minujín, international pop icon; Pablo Reinoso, reference figure in design-sculpture; Matías Duville, Argentina's upcoming representative at the 2026 Venice Biennale; and the young Joaquín Boz, rounding out this contemporary selection. A constellation that reaffirms Udaondo's commitment to artistic excellence and its dialogue with the world.

Eighteen months after breaking ground, UDAONDO BUENOS AIRES has already completed sub-walls and deep foundations, and is making progress on basements and parking garages, while reinforcing the commitment to execution and the transformative nature of the project, which aims for LEED Gold and Fitwel certifications and will integrate curated public art—including works by Marta Minujín and Daniel Joglar—as part of its urban identity.

Since its inauguration, Espacio UDAONDO BUENOS AIRES has already become



a new meeting spot in the city. A place where architecture, technology, art, and well-being foreshadow what will become an icon of smart luxury real estate development in Buenos Aires, in one of the most valuable enclaves along the Libertador corridor.