



CASA ROSADA

1886

PANAMÁ



CASA ROSADA  
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CASAROSADA.COM.PA





## LOCATION

# THE HISTORIC HEART OF PANAMA

Located in the heart of Panama City's Casco Antiguo, founded in 1673 after the destruction of the original settlement and declared a UNESCO World Heritage Site, Casa Rosada stands at the cultural and historical center of the capital. Set on a peninsula, this district blends colonial, Spanish, and French architecture with historic plazas, fine dining, and a vibrant nightlife, offering a unique combination of historical significance, urban lifestyle, and international appeal.

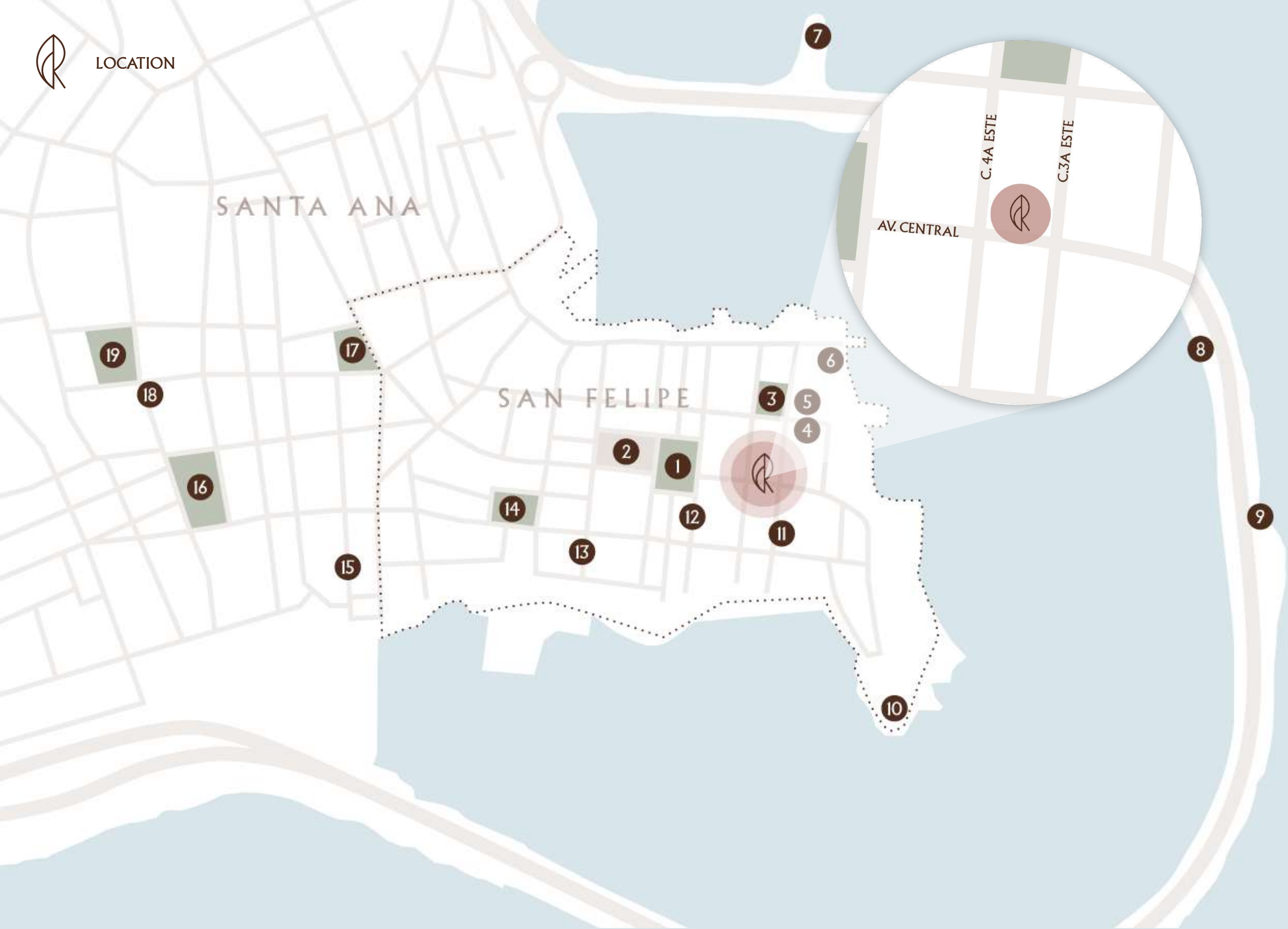






LOCATION

CASA ROSADA



Central Avenue, between  
3rd and 4th East Streets,  
Casco Viejo, Panama

- 1 Independence Plaza
- 2 Basilica Santa María la Antigua
- 3 Simón Bolívar Plaza
- 4 National Theatre
- 5 San Francisco de Asís Church
- 6 Ministry of Foreign Affairs
- 7 Panama Flag Monument
- 8 Cinta Costera Viewpoint
- 9 Cinta Costera
- 10 Panama Canal Monument
- 11 Arco Chato
- 12 Panama Canal Museum
- 13 San José Church
- 14 Herrera Plaza
- 15 Chocolate and Cacao Museum
- 16 Amador Plaza
- 17 Santa Ana Plaza
- 18 Santa Ana Health Center
- 19 Santa Rita Sports Field





PROJECT

CASA ROSADA

# AN OASIS IN THE HEART OF CASCO VIEJO

Since 1886, Casa Rosada has been part of the historical and cultural landscape of Panama City's Casco Antiguo. Its walls, proportions, and architectural details preserve the memory of a bygone era and reflect an identity deeply rooted in the city's history.

Today, Casa Rosada begins a new chapter, transforming into a contemporary residence without losing what makes it unique. The restoration preserves its heritage character while integrating modern standards of design, comfort, and livability, creating warm, luminous spaces thoughtfully designed for everyday life.

Every space creates a dialogue between past and present: history remains visible, while new architectural solutions bring comfort, functionality, and a contemporary residential experience.

Rather than imposing a new identity, Casa Rosada seeks to restore its original character and give it renewed relevance as a modern residence.

Casa Rosada brings back an important piece of Panama's urban heritage and projects it into the future through new residential uses, preserving its identity while adapting it to contemporary ways of living.







EXTERIORS



CASA ROSADA

CASA ROSADA  
1886  
PANAMA





Apartment 1B — Front View





Apartment 3B — Rear View





Apartment 3B — Front View





INTERIORS

CASA ROSADA



Apartment 3C — Front View





Apartment 1C — Entrance Hall



Hall de entrada





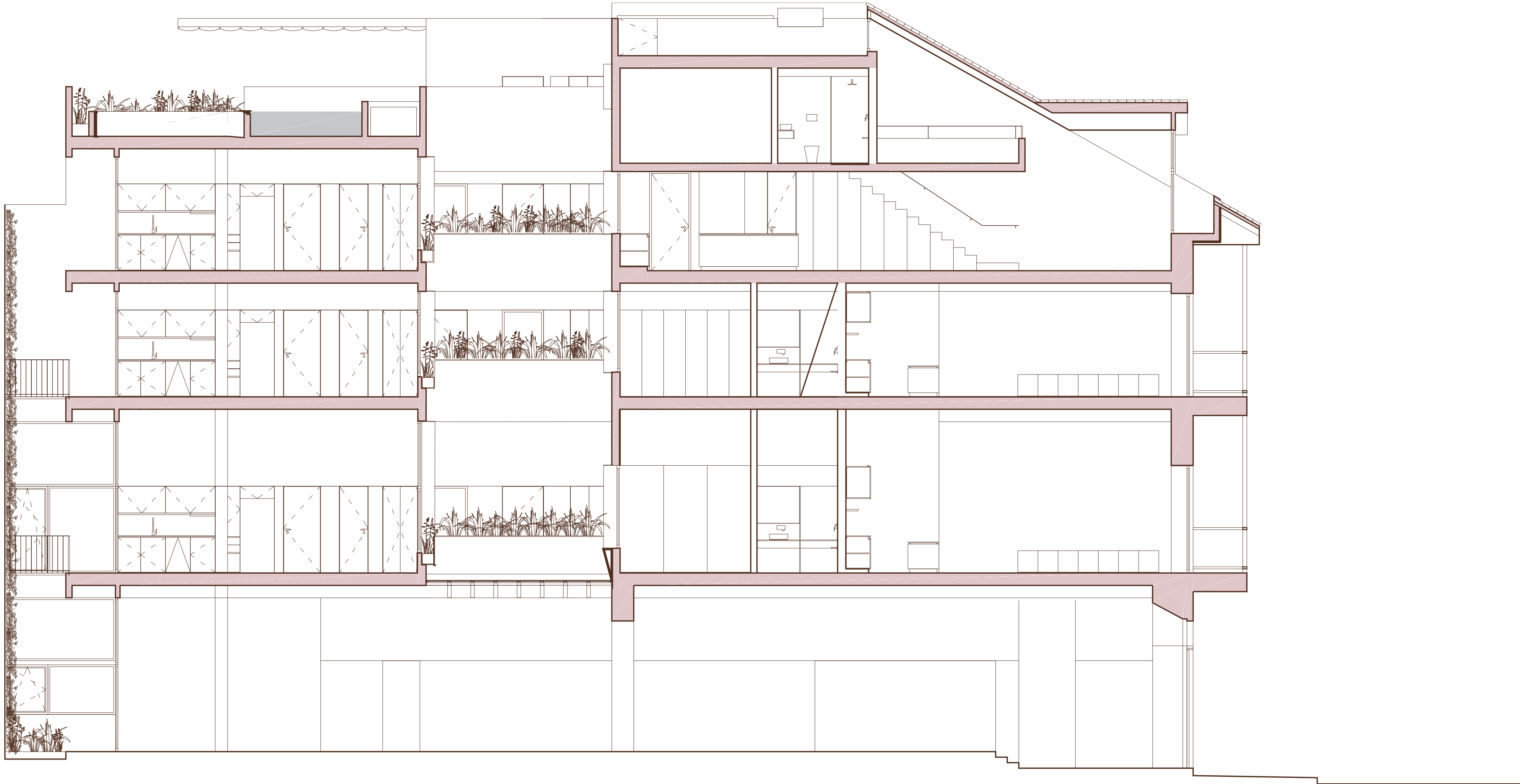
INTERIORS

CASA ROSADA

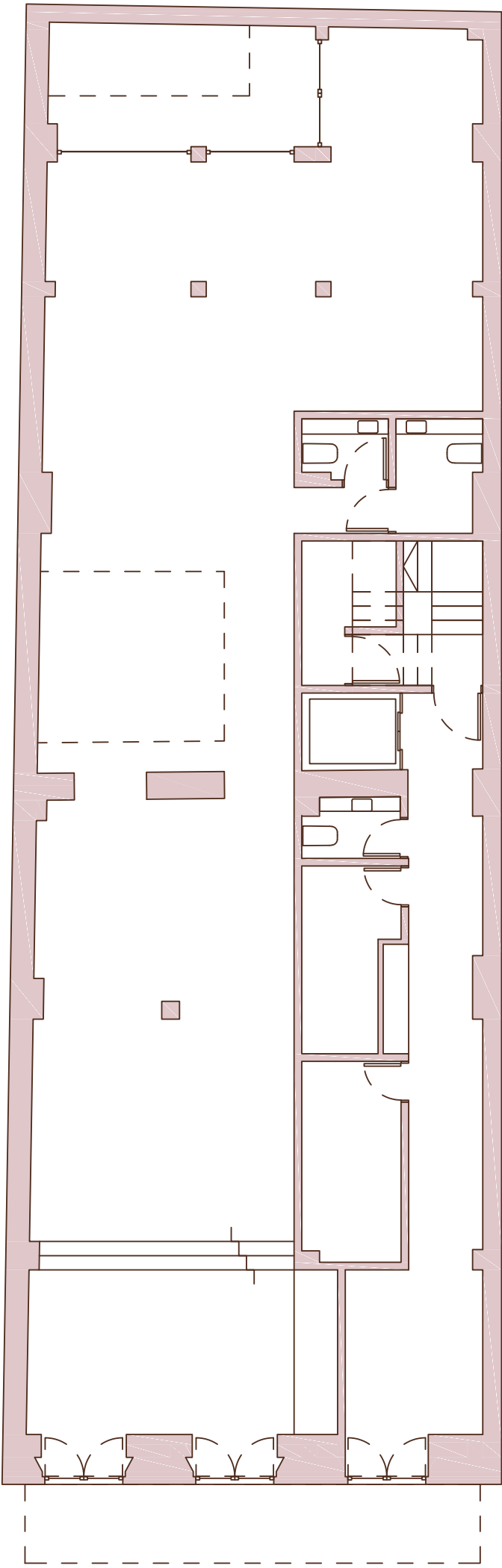
Apartment 1C — Front View



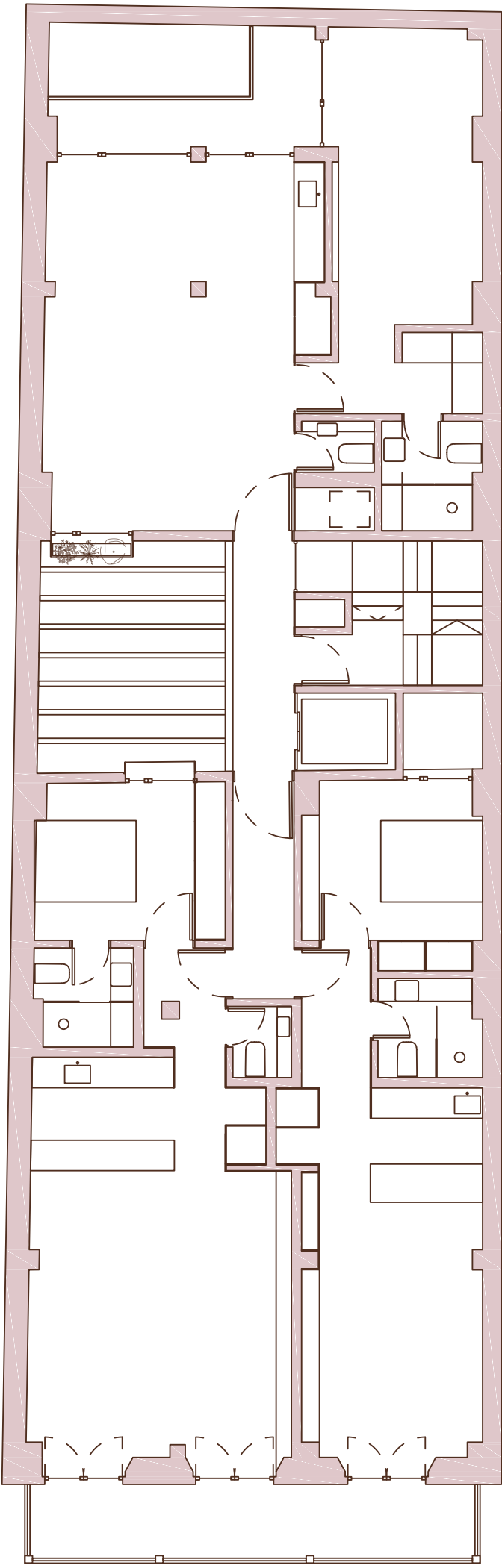




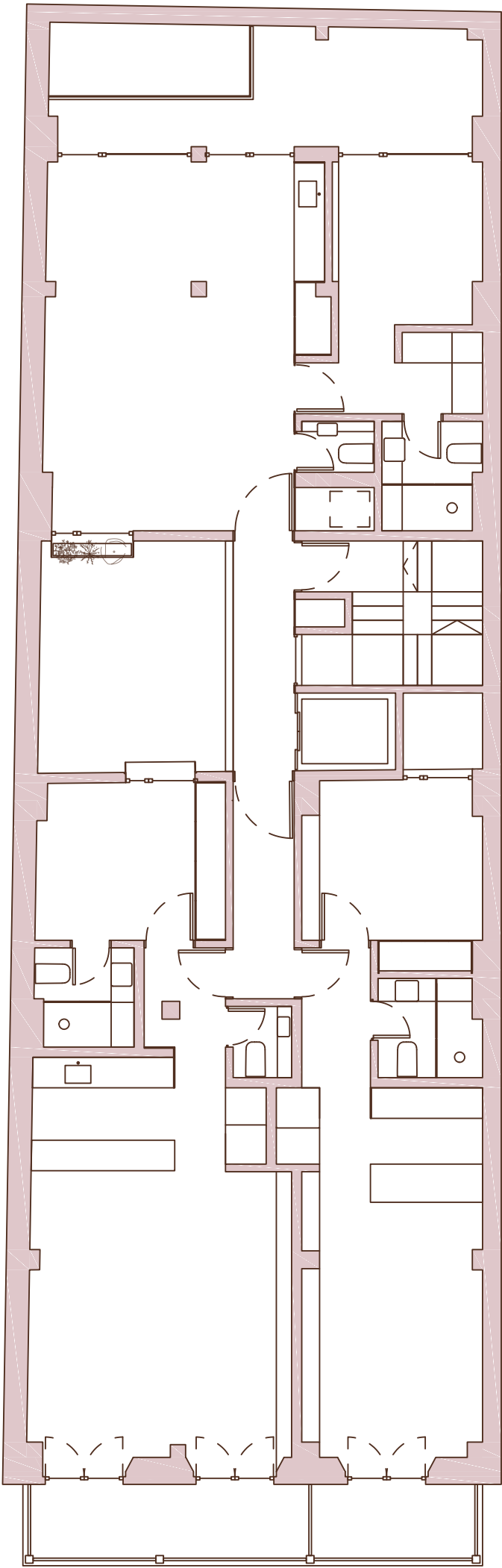




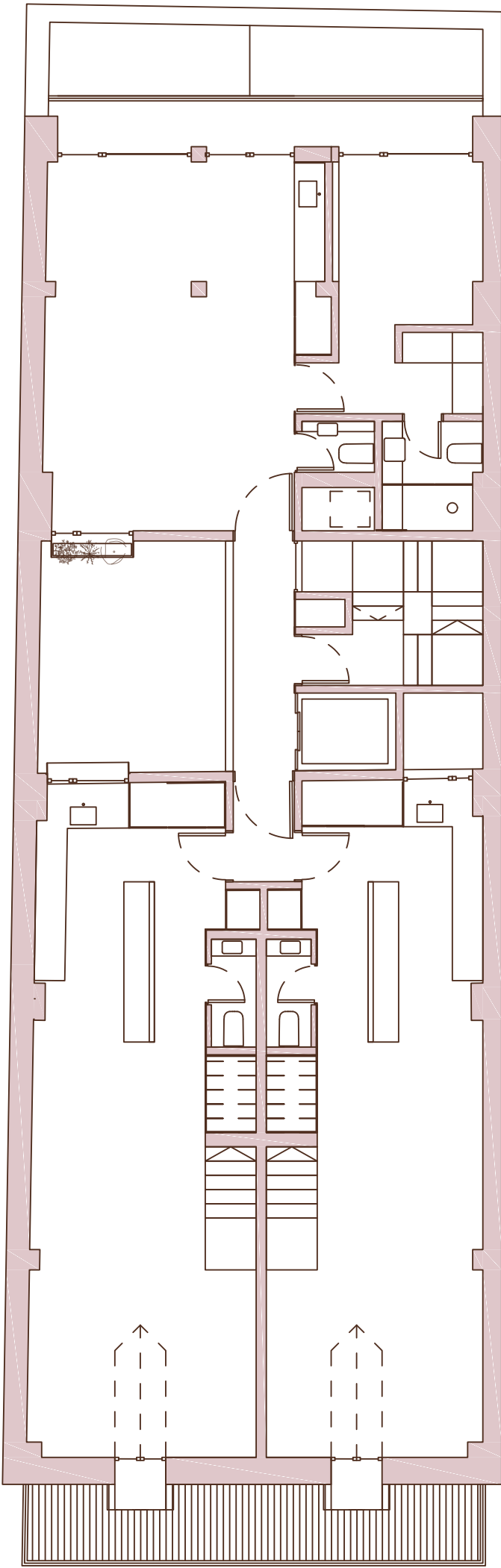
GROUND FLOOR



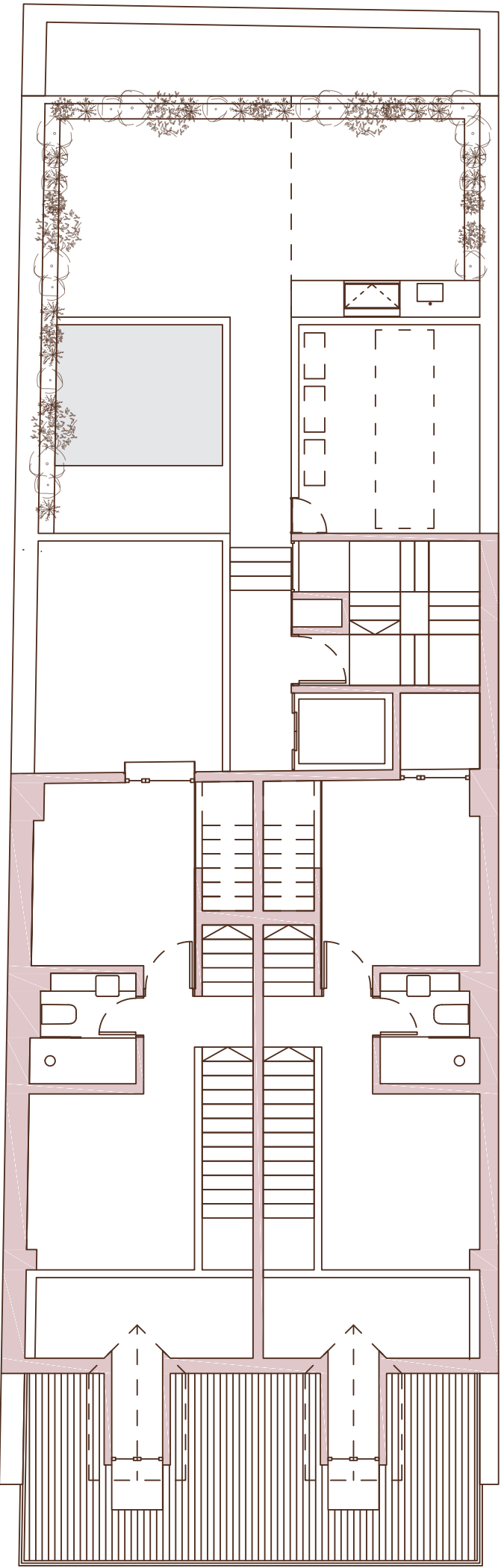
FIRST FLOOR



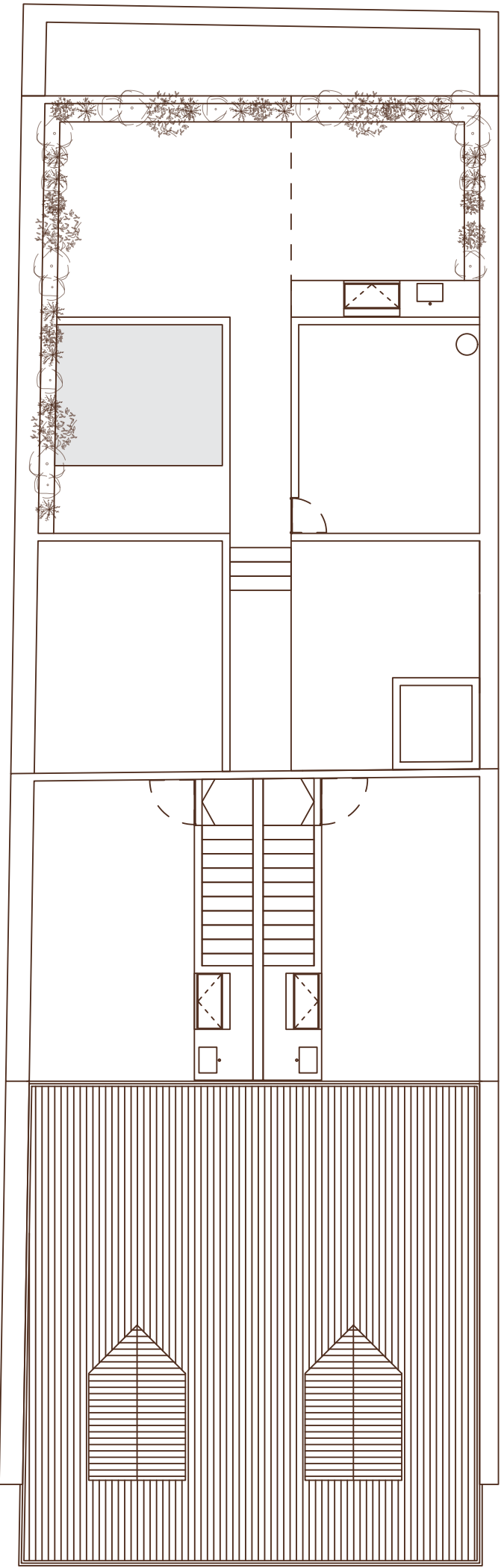
SECOND FLOOR



THIRD FLOOR



TERRACES (APARTMENTS 3A & 3B)







FIRST FLOOR

CASA ROSADA

1A

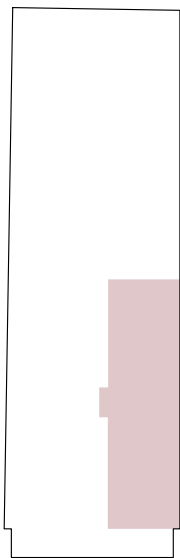
INTERIOR AREA

55,10 m<sup>2</sup>

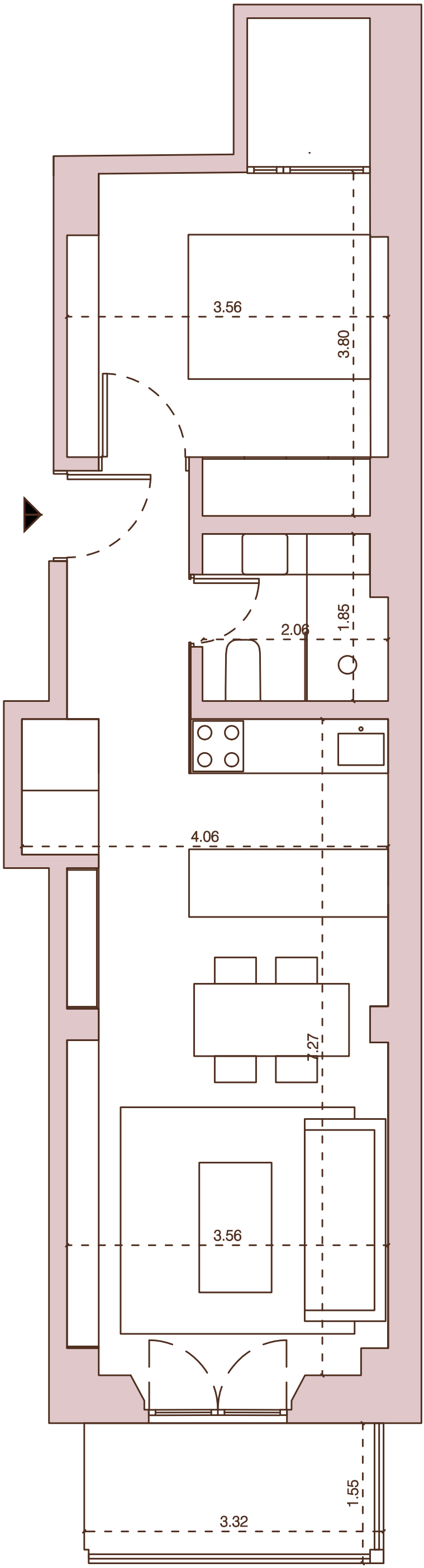
OUTDOOR AREA

5,20 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







## FIRST FLOOR

# CASA ROSADA

1B

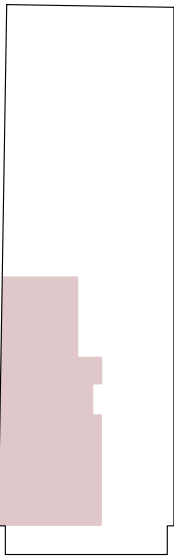
## INTERIOR AREA

69,65 m<sup>2</sup>

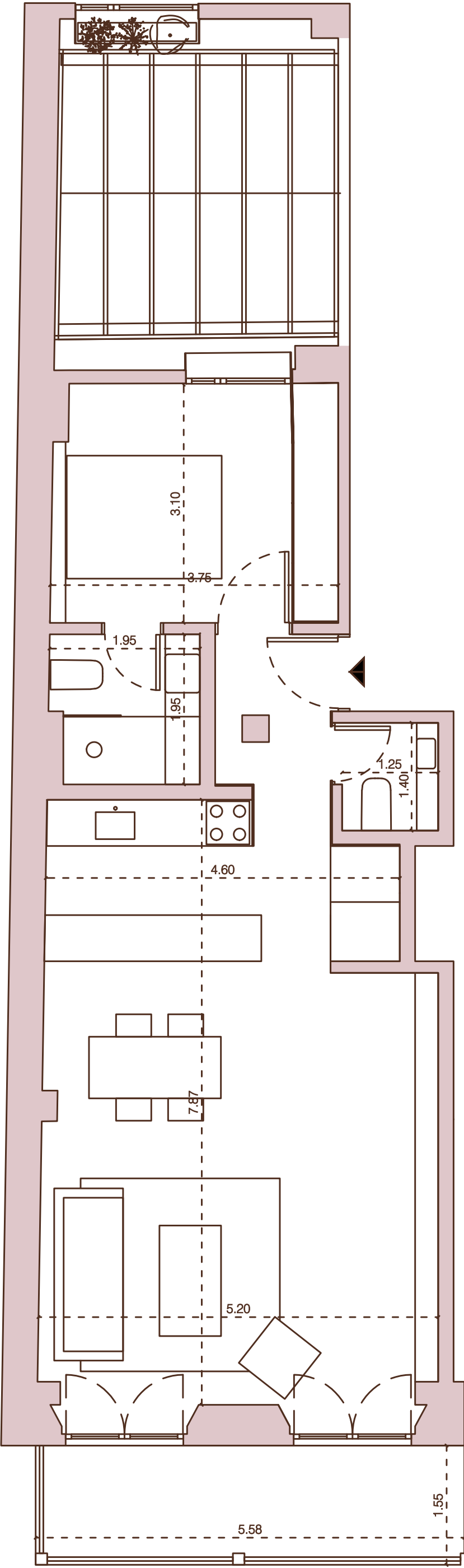
## OUTDOOR AREA

8,60 m<sup>2</sup>

## LOCATION WITHIN THE FLOOR



FRONT







FIRST FLOOR

1C

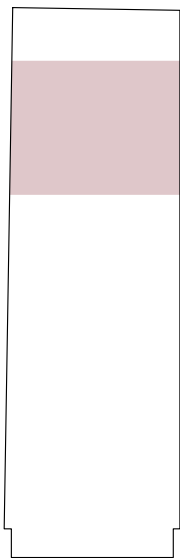
INTERIOR AREA

78,50 m<sup>2</sup>

OUTDOOR AREA

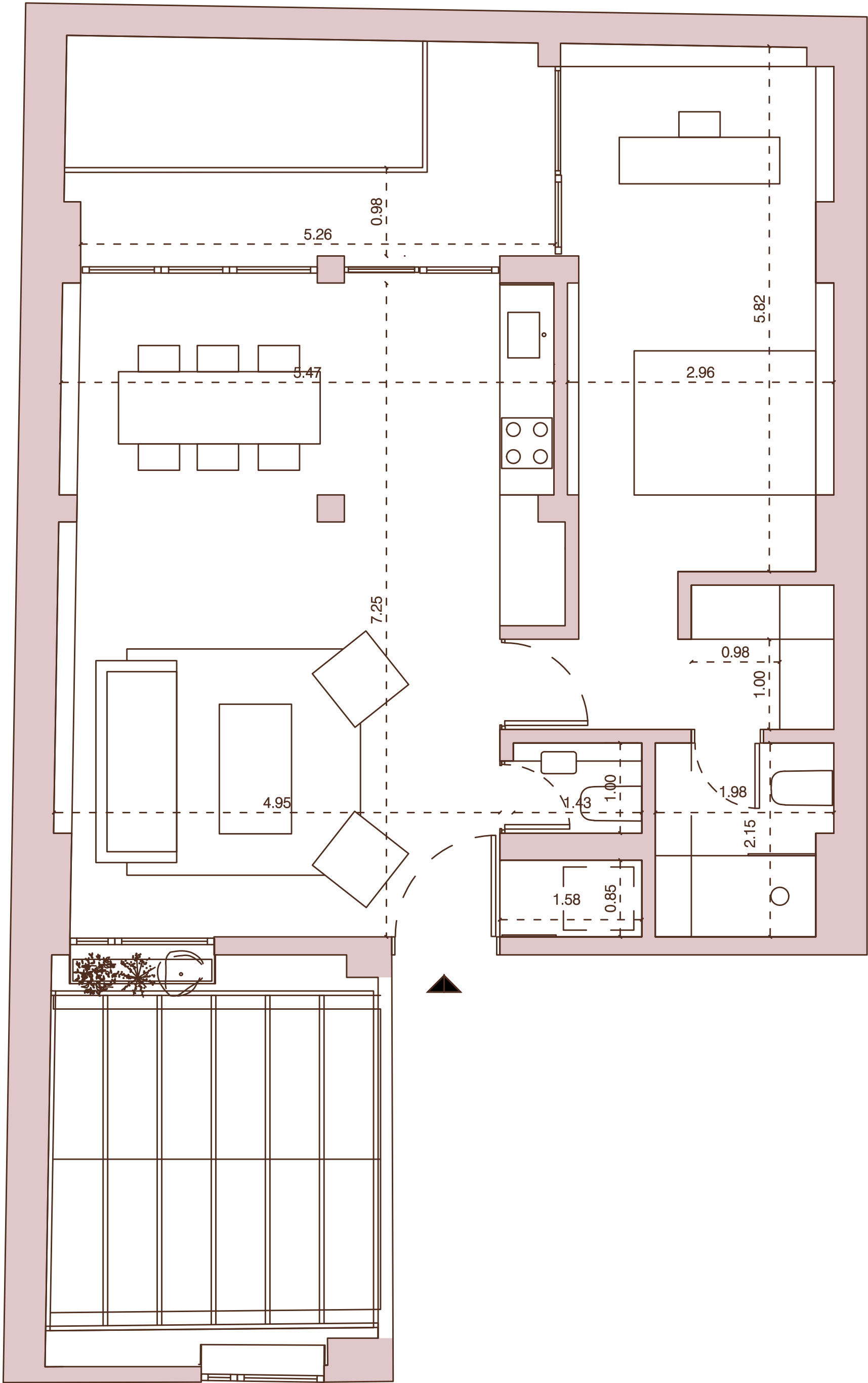
7,10 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT

CASA ROSADA







SECOND FLOOR

CASA ROSADA

2A

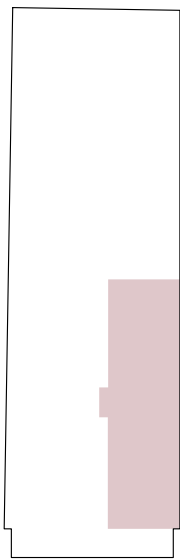
INTERIOR AREA

55,10 m<sup>2</sup>

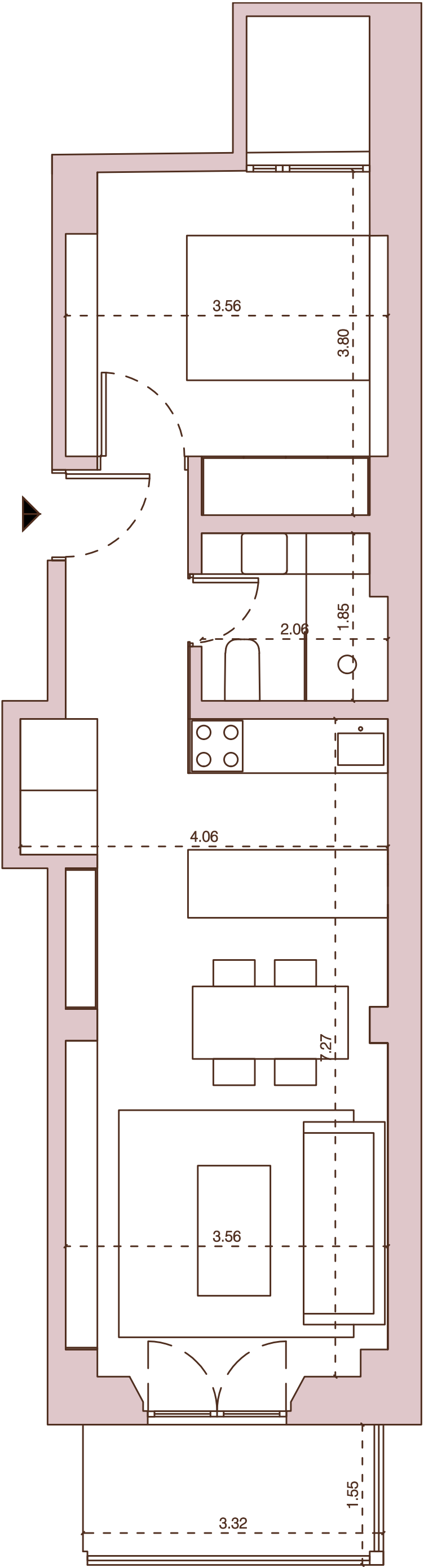
OUTDOOR AREA

5,20 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







SECOND FLOOR

CASA ROSADA

2B

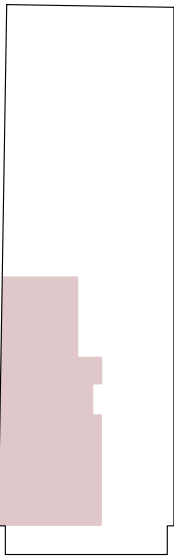
INTERIOR AREA

69,65 m<sup>2</sup>

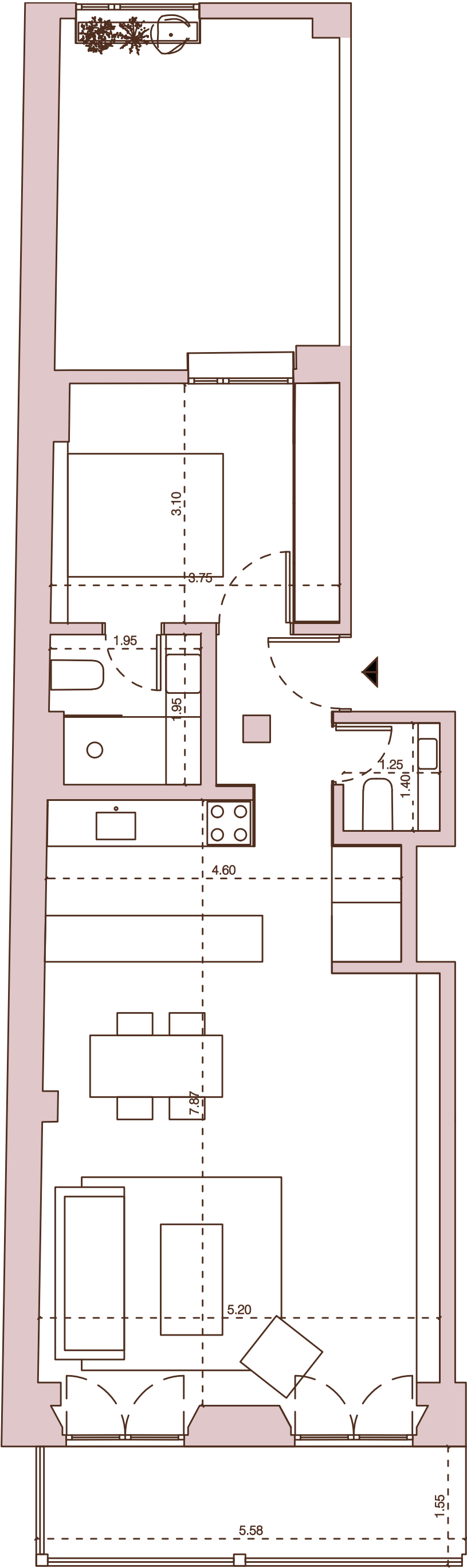
OUTDOOR AREA

8,60 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







# 2C

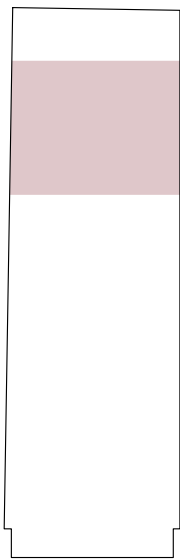
INTERIOR AREA

69,80 m<sup>2</sup>

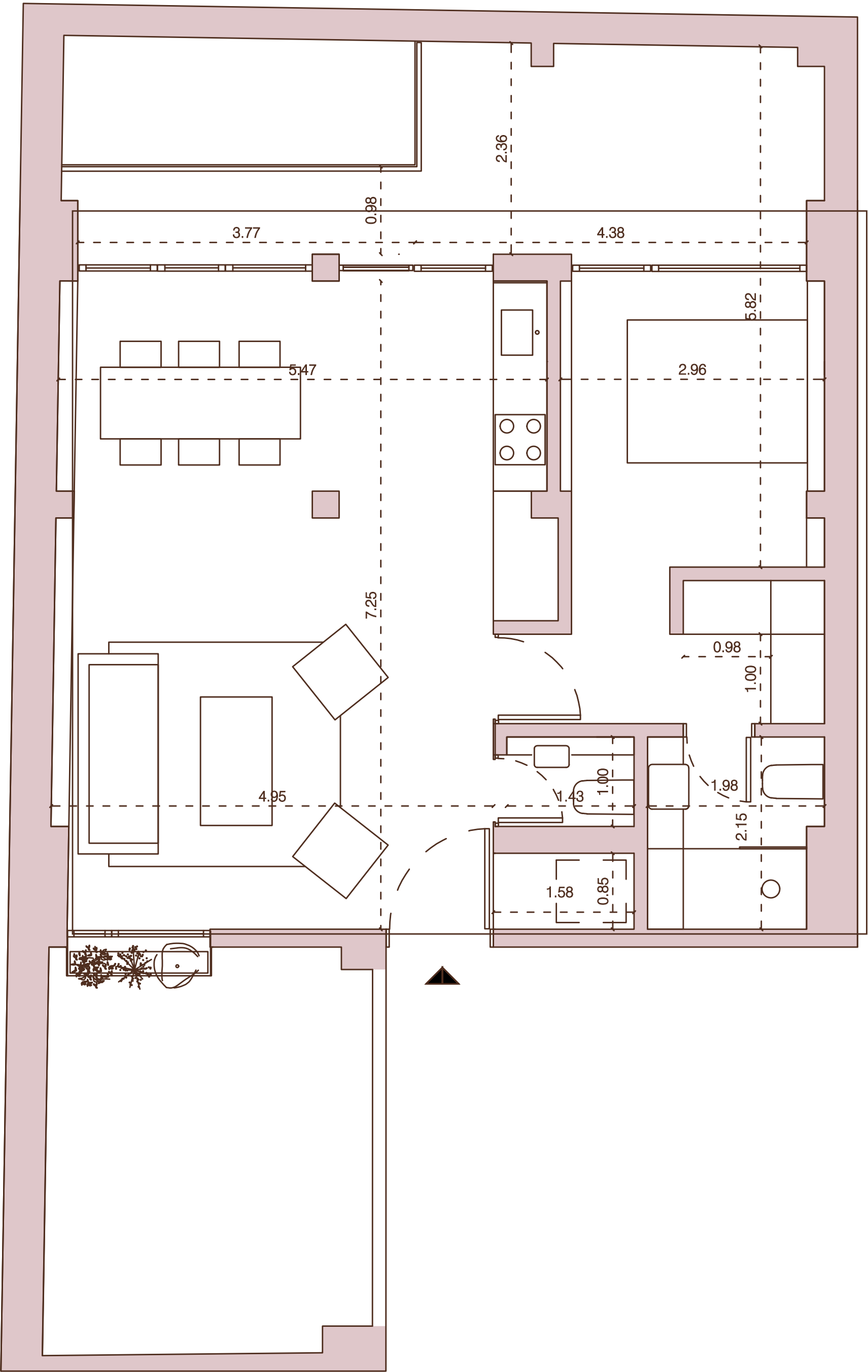
OUTDOOR AREA

14,60 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







# 3A (DUPLEX)

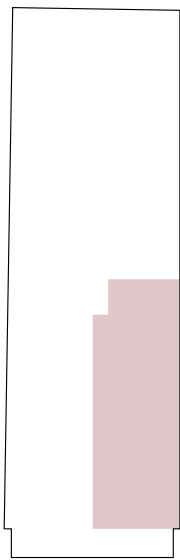
INTERIOR AREA

102,87 m<sup>2</sup>

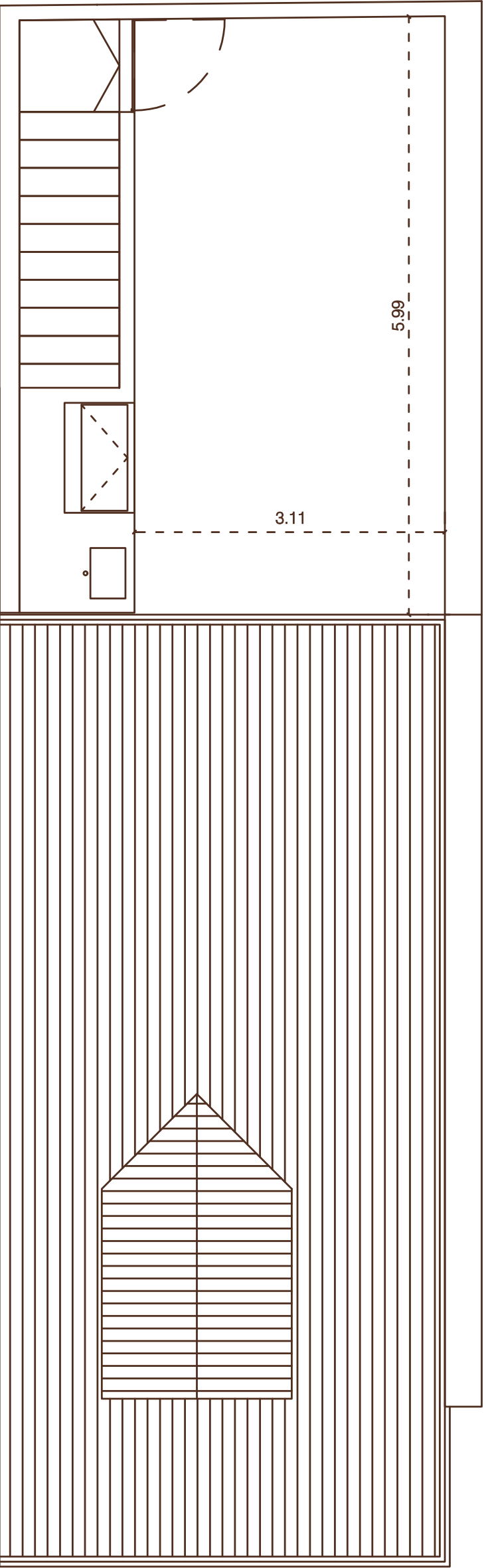
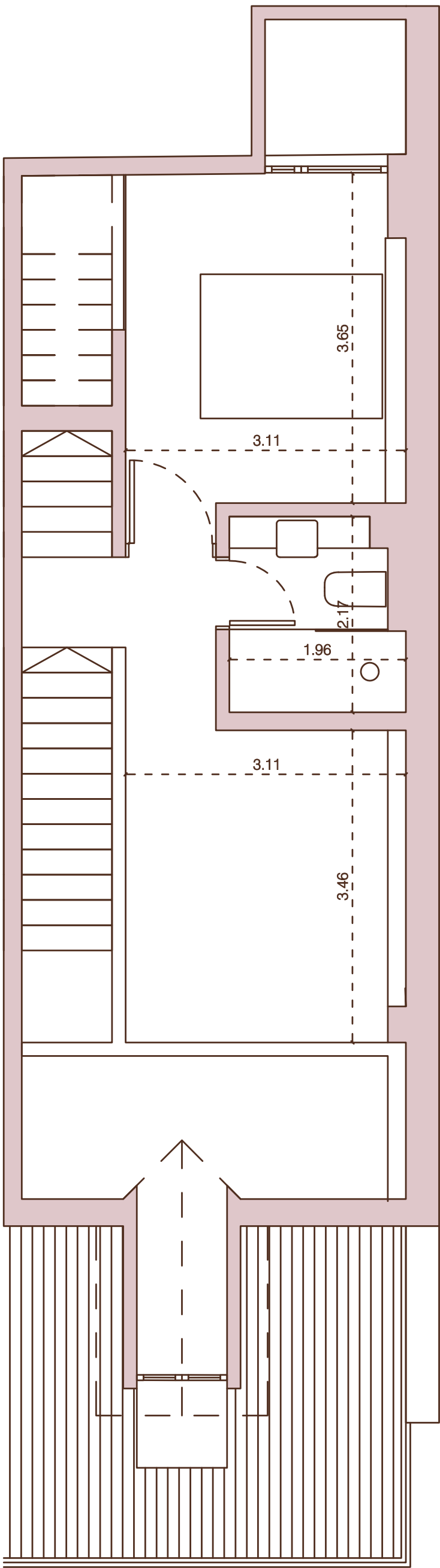
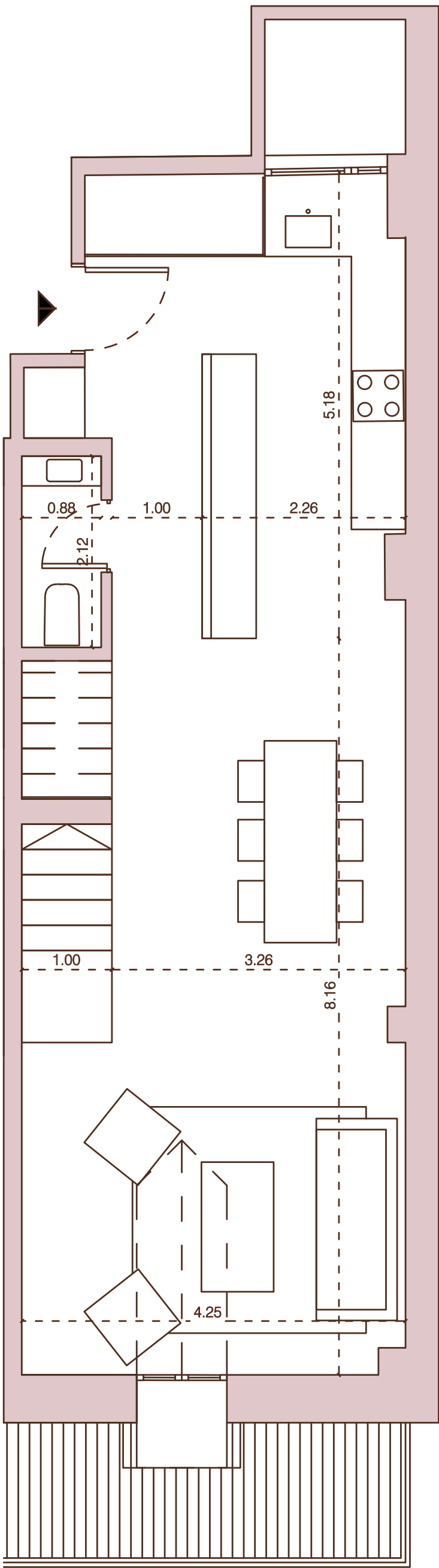
OUTDOOR AREA

28,45 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







THIRD FLOOR

# 3B (DUPLEX)

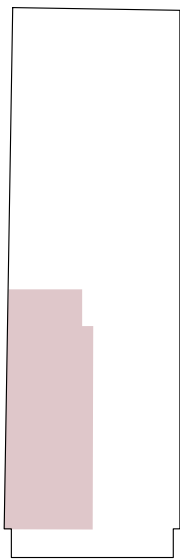
INTERIOR AREA

106,93 m<sup>2</sup>

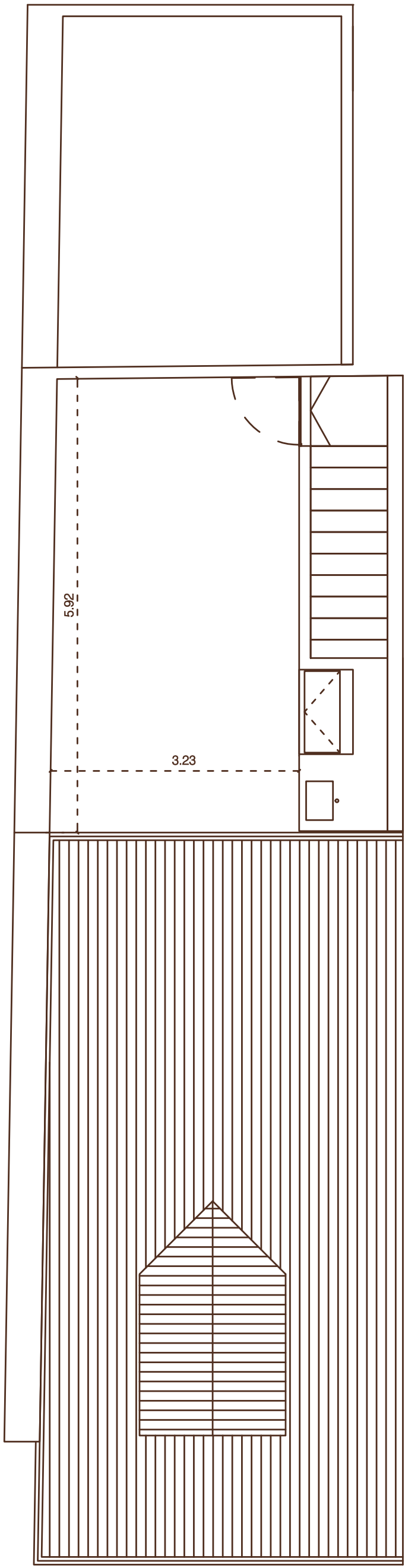
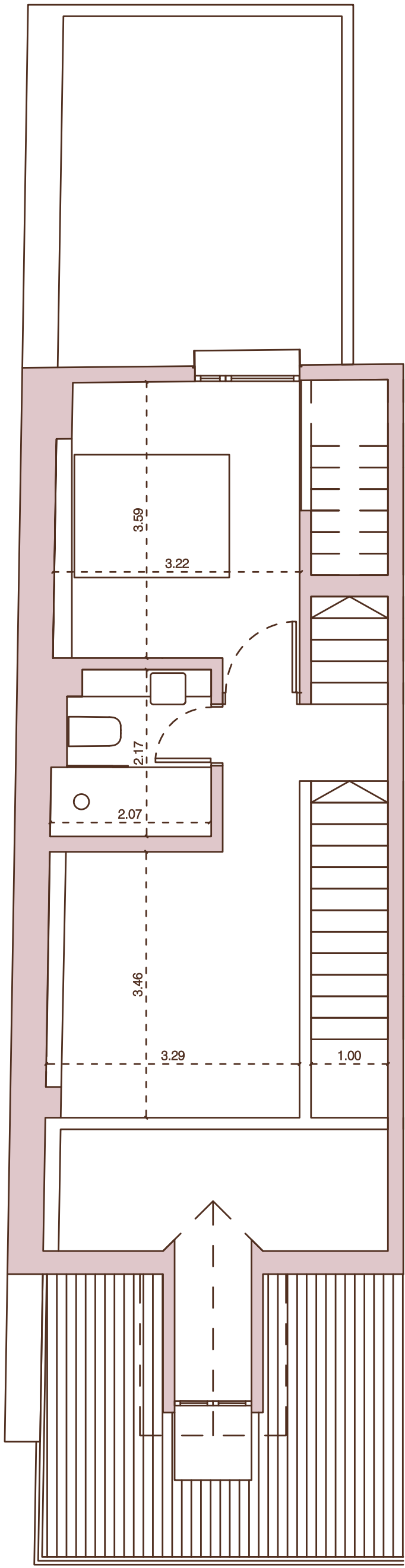
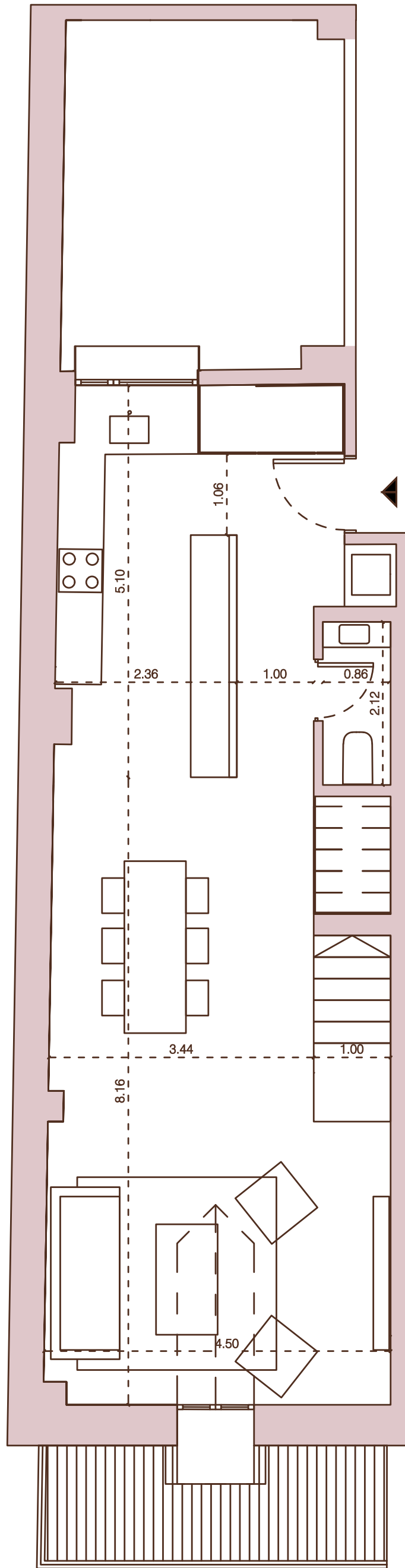
OUTDOOR AREA

29,18 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT



CASA ROSADA





THIRD FLOOR

CASA ROSADA

3C

INTERIOR AREA

69,80 m<sup>2</sup>

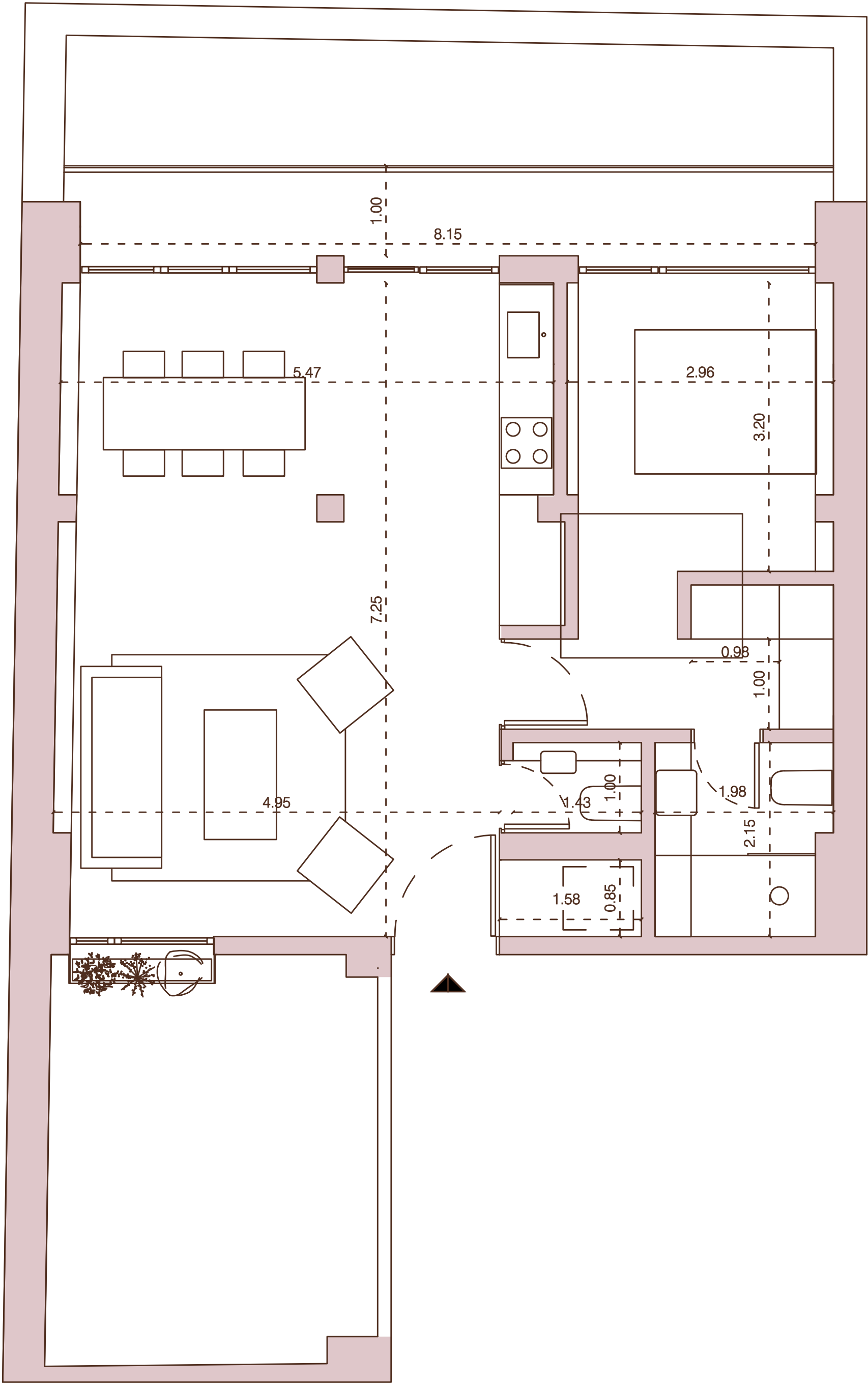
OUTDOOR AREA

8,45 m<sup>2</sup>

LOCATION WITHIN THE FLOOR



FRONT







# DATA SHEET

CASA ROSADA

## Project

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ESTUDIO EMMER, ARGENTINA  
Architect Bruno Emmer  
Architect Tadeo Urgoiti

## Local Associate Architect

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Arquitecto Manuel Choy, PANAMA  
A firm specialized in the restoration of heritage buildings and the conservation of historic architecture.

## Location

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Central Avenue, between 3rd and 4th East Streets,  
Panama City, Province of Panama, Panama

## Development

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Martín Urgoiti  
Diego Martinez





# TECHNICAL SPECIFICATIONS

## Heritage Restoration

Preservation of original *calicanto* stone walls in every residence, creating a deliberate dialogue between historic architecture and contemporary intervention.

## Intimate Scale & Heritage Location

Just 9 residences located on Avenida Central in Casco Antiguo, a UNESCO World Heritage Site.

## Specification of Internationally Renowned Brands

Hansgrohe (faucets and fittings), Toto/Duravit (sanitaryware), Bosch (appliances), and Granada Tile (handcrafted Nicaraguan cement tiles).

## Landscape Design by a Specialized Studio

A thoughtfully designed central courtyard and rear garden by a dedicated landscape architecture practice.

## Rooftop Amenities with Private Jacuzzis

Shared rooftop terrace, private duplex terraces, and outdoor jacuzzis tailored to each residence type.

## Construction & Technical Specifications

Aluminum-framed double-glazed windows, integrated heating and cooling systems, and custom-designed kitchens and wardrobes tailored to each residence type.







## Martín Urgoiti, A Vision Built Over Time.

Martín Urgoiti's relationship with Panama began long before Casa Rosada. In 2005, he first visited the country on a business trip, and fifteen years ago he established the local office of Wealth Management, led by Diego Martínez. This long-standing presence has allowed him to closely follow the evolution of Panama City and the transformation of Casco Viejo.

Over the years, he has witnessed the gradual restoration of this historic district, which has preserved its identity while becoming one of the region's most vibrant cultural and urban destinations. This evolution inspired him to contribute from the perspective and experience he developed in Argentina.

As founding partner of Jack Green, he has built a career focused on distinctive projects designed to transcend trends and remain relevant over time.

His approach combines strategy, design, and innovation, with a strong commitment to architectural quality, sustainability, and the creation of projects with a distinctive identity.

This pursuit has also been enriched through collaborations with internationally recognized architecture firms, including FXFOWLE and AS Architecture. With them, he shares a common commitment to excellence and innovation.





TEAM

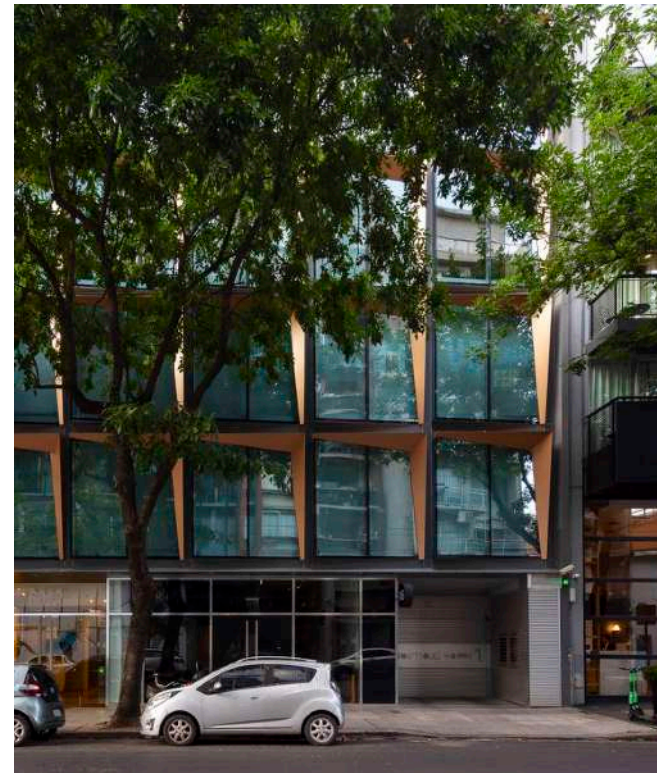
CASA ROSADA

# COMPLETED PROJECTS

A Legacy Built Through Architecture

Casa Rosada is rooted in an architectural philosophy that values preservation while embracing thoughtful transformation. Every intervention is guided by sensitivity, precision, and purpose.

The projects that precede this restoration reflect the same vision. Through architecture, materiality, and meticulous attention to detail, each place retains its unique identity while evolving into a new way of living.



**1**  
BOUTIQUE WORK  
LUXURY PALERMO



**2**  
BOUTIQUE WORK  
LUXURY PALERMO



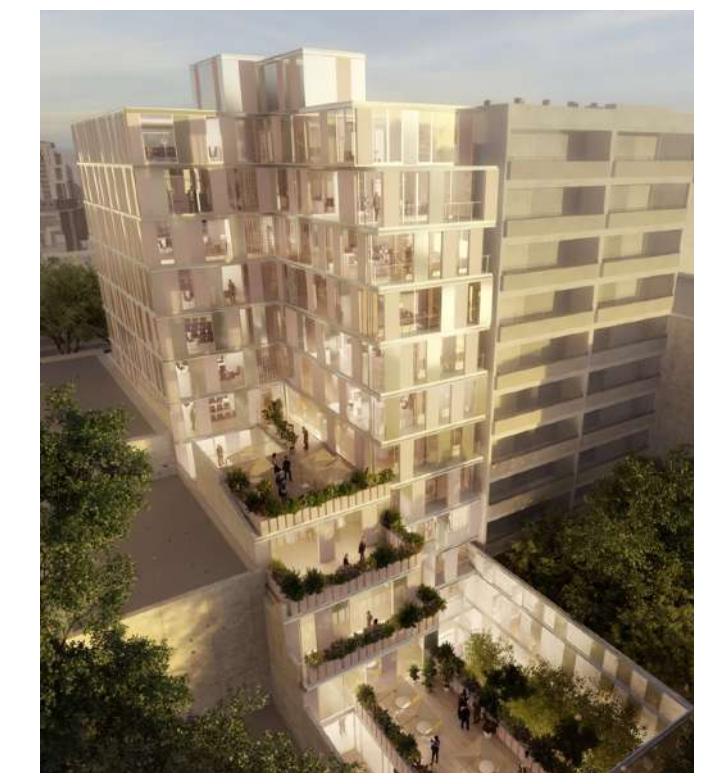
**3**  
BOUTIQUE WORK  
LUXURY PALERMO



**SUMMERS**  
WORK IN MOTION



**ALLEY**



**9 NEUF**  
BUREAUX RÉVOLUTION





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