

iconbay

luxury waterfront residences

designed by ARQUITECTONICA



miami is back, icon is back

Dear Friends,

From early on in my life, art has been one of my passions. As soon as I was able, I started buying and collecting pieces that spoke to me. During my first years as a collector, I focused mainly on Latin American art. I guess it was a way of preserving my Latin American memories – my early childhood in Buenos Aires, my later youth in Bogota, and finally my adulthood and the birth of The Related Group in Miami in 1979.

To keep my Latin heritage alive, I started out collecting the classics: Rivera, Kahlo, Matta, Lam, Torres Garcia, Berni, Bravo, and Di Cavalcanti. Throughout the years, these pieces have brought me considerable pleasure and inspiration. And now the time has come for me to share those experiences with others, with the bulk of my present collection finding a new home at the Herzog & de Meuron museum being built on Biscayne Bay.

While others will be enjoying these quintessential pieces, I will be refocusing my attention on the wider international art scene. Recently, I have been collecting contemporary artists such as my friends Jose Bedia, Fernando Botero and Julio Larraz, painters like Kuitca, Stupia, Kcho, Los Carpinteros, photographers like the Vik Muniz, Chuck Close and Daniel Canogar and even great graffiti artists like VHILS. I want to absorb the energy of these creative young artists... perhaps to bring notice to them, perhaps to stay young myself. These artists excite my mind and keep my curiosity alive.

In Iconbay I am extremely happy to present to you an iconic building designed by my friend and longtime architect, Bernardo Fort-Brescia of Arquitectonica. His design of Iconbay's amazing façade, will surely become a beacon of modernity in the Miami skyline. The project includes a fantastic bayfront park that will be filled with art. Modern sculptures will dot the landscape and grace Miami's public spaces. It is the beauty and power of art that will drive the lifestyle at Iconbay, filling it with meaning for all who will visit or call this special place home.

I invite you to enjoy this building. Make **Iconbay** your home in Miami. Treasure its art collection as your own. And revel in its breathtaking views of our beloved Biscayne Bay, which is nothing short of a natural and timeless work of art.

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE. OBTAIN THE PROPERTY REPORT REQUIRED BY FEDERAL LAW AND READ IT BEFORE SIGNING ANYTHING. NO FEDERAL AGENCY HAS JUDGED THE MERITS OR VALUE, IF ANY, OF THIS PROPERTY.



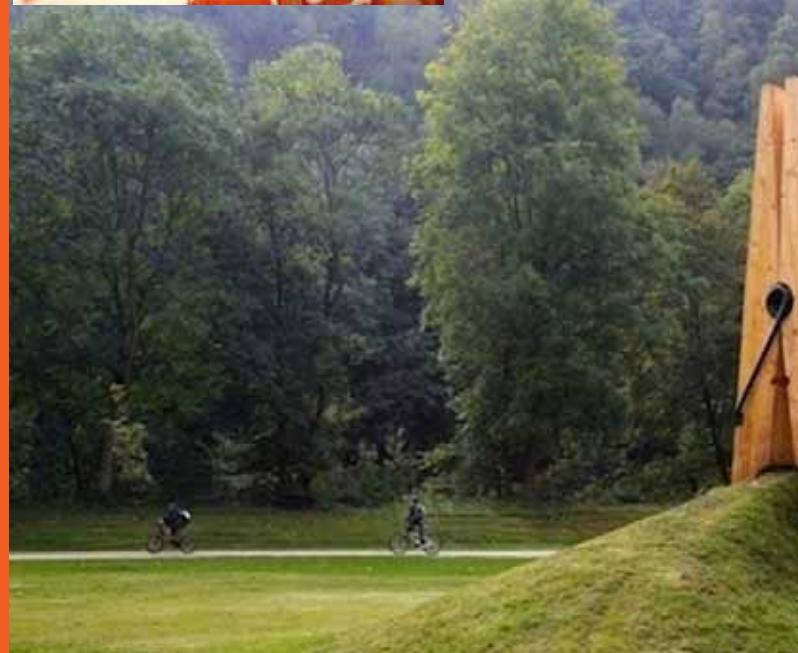
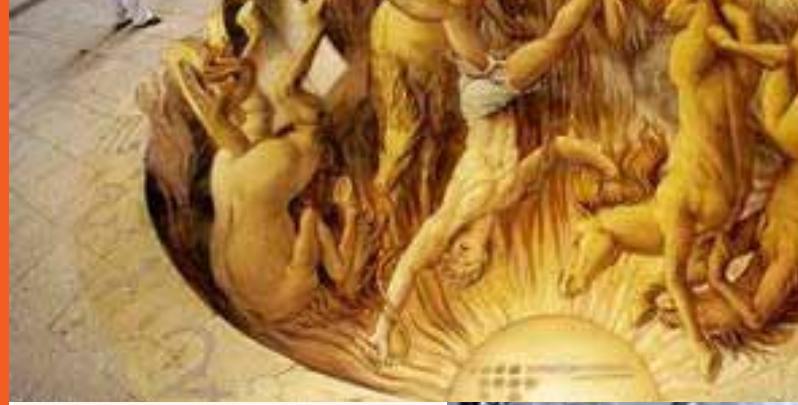
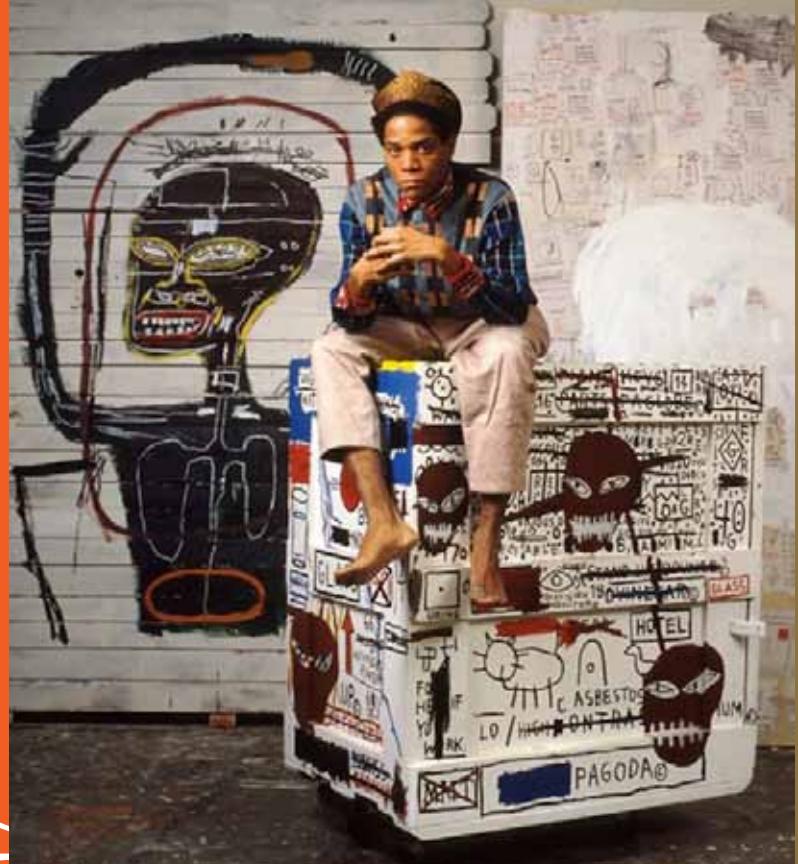
Jorge M. Pérez
CHAIRMAN & CEO, THE RELATED GROUP



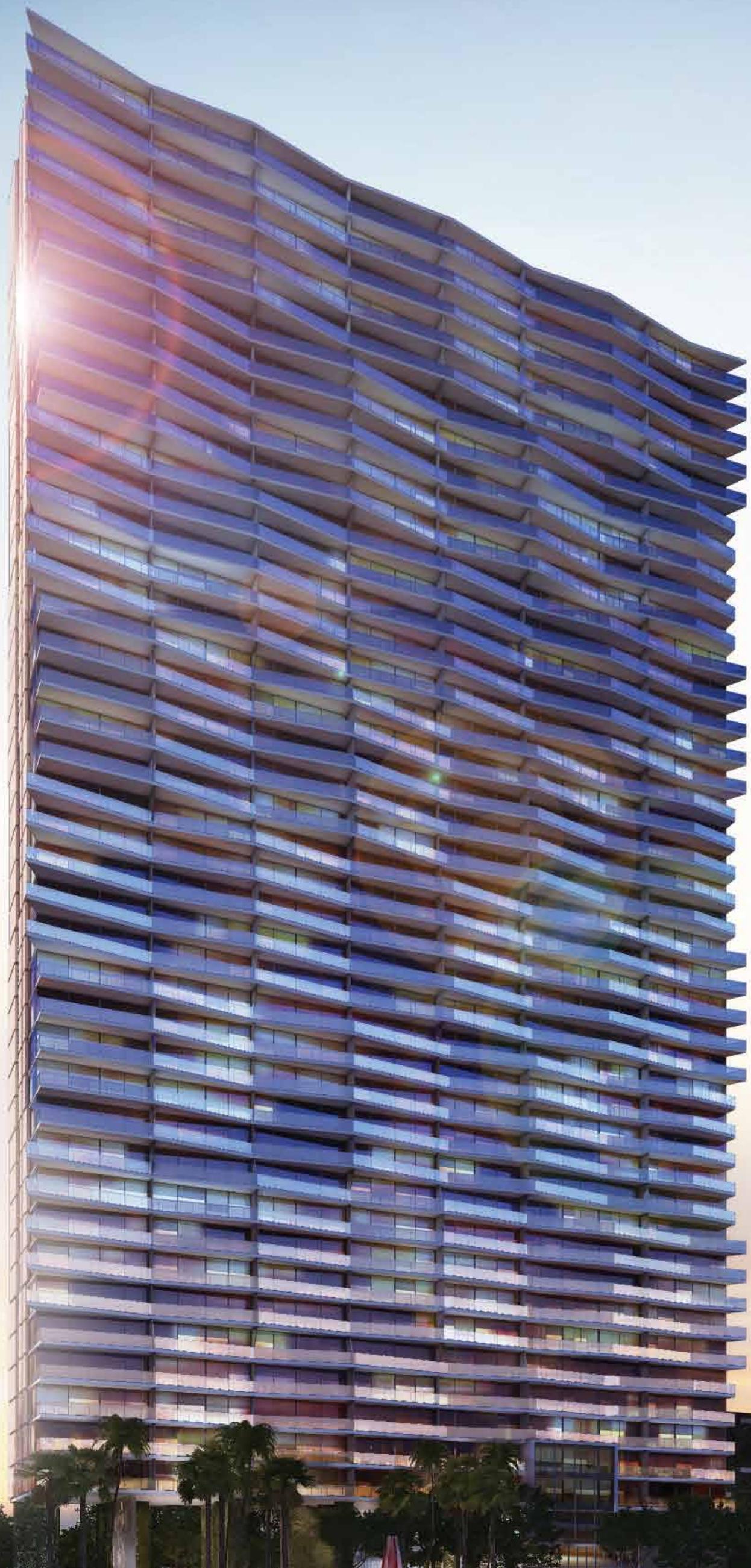
life
inspires
art

“the aim of art is to represent not the outward appearance of things, but their inward significance.”

aristotle



**passion elevates
the soul**





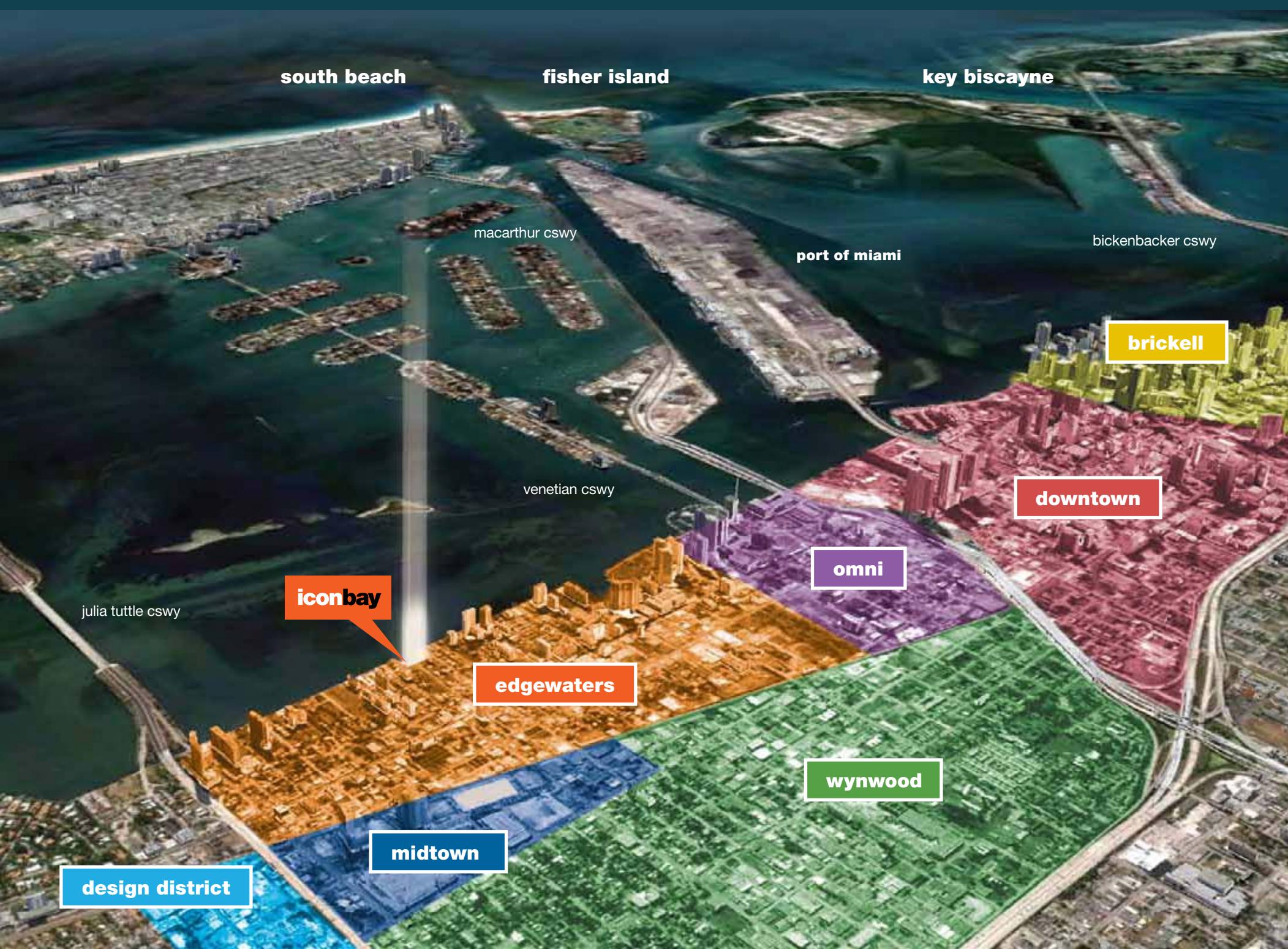
fifty shades of bay

From your expansive terraces enjoy Miami's most prized possession: breathtaking views of Biscayne Bay, South Beach and Beyond.

Own what everybody wants. Gorgeous vistas and the limitless possibilities life on the bay offers. Cap off a morning waterski session with a lazy lunch on the sand bar. Kayak through nature or snorkel the reefs and waters. Biscayne Bay has it all. And right alongside, the energy and action of South Beach beckons. All from just beyond your windows.

**breathtaking views
of Biscayne Bay and
South Beach**





art lives here

On the Downtown shores of Biscayne Bay, where the Miami Design District meets the water, **iconbay** brings artistry to life. This monument to inspired living is a landmark reflection of the dynamic cultural mix that surrounds this one-of-a-kind property.

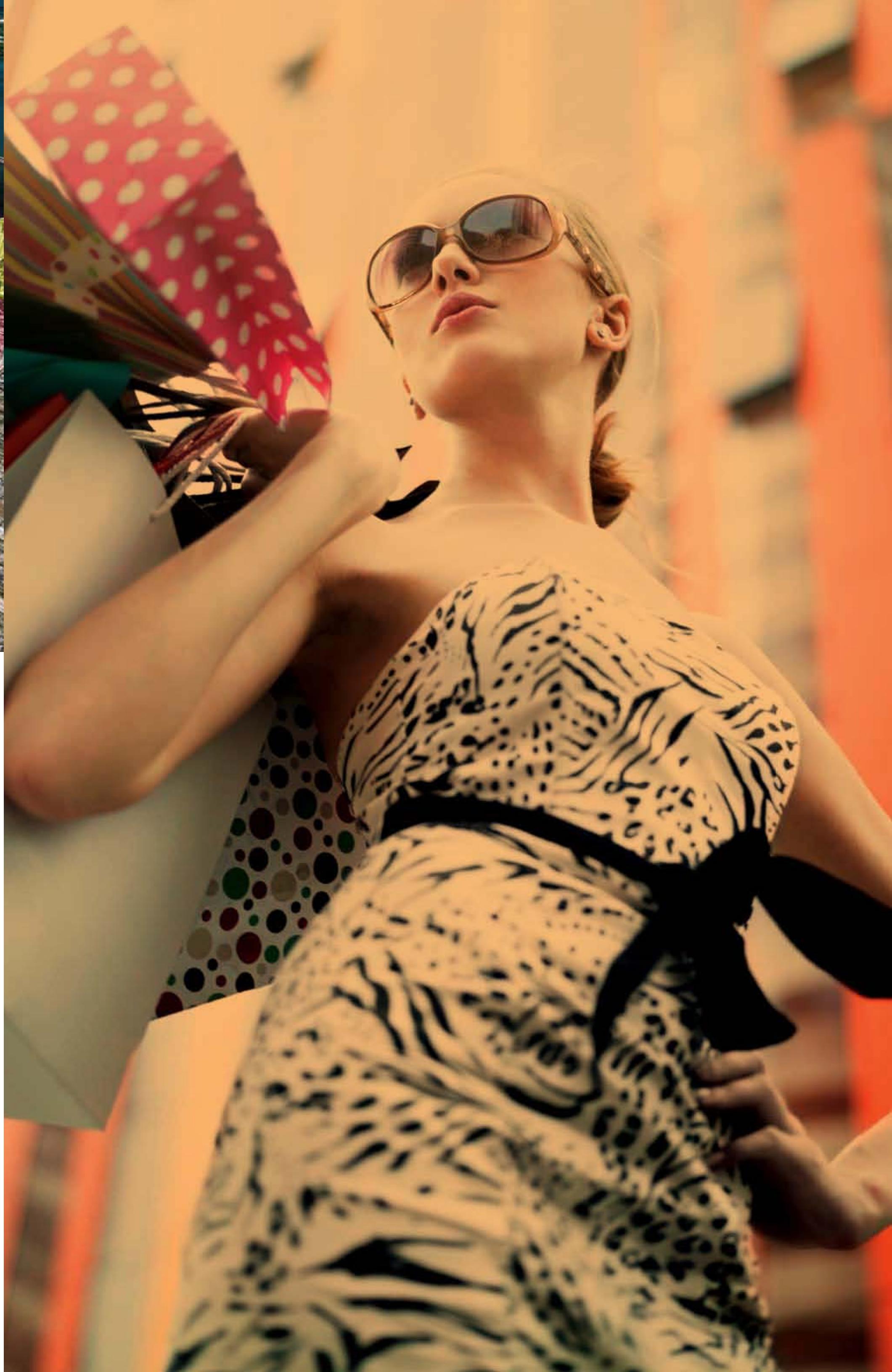
Galleries, studios, and exhibits of Miami's most avant-garde artists fill the nearby Wynwood Arts District, a place where modern and pop art fusion can be seen not only on building facades but also in the very heart and soul of this fascinating neighborhood. Creative international cuisine, gourmet food trucks that take fine dining on the road with hip accessibility, chic lounges off the beaten path with a loyal local following, musicians that mix cultures and formats... Wynwood is where Miami's future ideas are now taking shape. And right alongside, Midtown and the thriving Miami Design District, the top names in design like Armani Casa, Baltus, and Ligne Roset rub elbows with Christian Louboutin and Duncan Quinn, and Miami's leading chefs, Michelle Bernstein and Michael Schwartz, are making a statement for creative locally-inspired cuisine. **iconbay** takes the best of these areas and goes one step further, by being right on Biscayne Bay... adding an element of natural artistry that is simply unmatched anywhere else in the world.



MICHAEL'S GENUINE FOOD & DRINK

ARMANI / CASA

LOUIS VUITTON





today's urban center

It's not only the creativity of **iconbay**'s immediate neighborhood that makes it special – it's the whole of Miami. Amazing expressions of world class theatre, ballet, opera, music, and more, take the stage at The Arsht Center for the Performing Arts, only a few blocks to the south. To the east, just beyond Iconbay's windows, is the dazzling skyline of Miami Beach, its colorful Art Deco influences, and its all-new Frank Gehry-designed New World Symphony. As Downtown Brickell continues to take shape as the urban core of the future, **iconbay** is perfectly positioned to experience the sophisticated and exiting lifestyle of this premier destination.

miami's ongoing evolution

Along with **iconbay**, there are a number of other developments coming to the Downtown Biscayne Bay waterfront. On the horizon is the new Museum Park, the new permanent home of the Miami Art Museum, designed by Herzog & de Meuron, and a bayside sculpture garden that reflects the creative spirit of Miami's Downtown. In the planning stages, is the proposed Resorts World Miami, a \$3 billion, 10 million square foot casino, convention center, hotel, and more, with an elevated beach and a 3 mile bayfront promenade. In a short time, the Brickell area will welcome Brickell CitiCentre, 4.6 million square feet of top-end retail, office, residential, and hotel space that is expected to be the country's largest urban mixed-use LEED development project. **iconbay** will be just moments from Miami's future, while providing a calm and restful sanctuary for ideas to flourish.



ICON VALLARTA



ICON BRICKELL



ARTIST CONCEPTUAL RENDERING

iconic architecture

Bold. Inspiring. Exquisite. This elegant 40-story concrete and glass structure directly on Biscayne Bay's waterfront fits its location perfectly. The undulating façade inspired by the rippling waves of the bay, reflects the artistic nature of Miami with sleek style. Designed by the international award-winning firm Arquitectonica, all residences offer complete flow-through floor plans with breathtaking views from the floor to ceiling windows of every unit. Top it all with every building amenity imaginable.

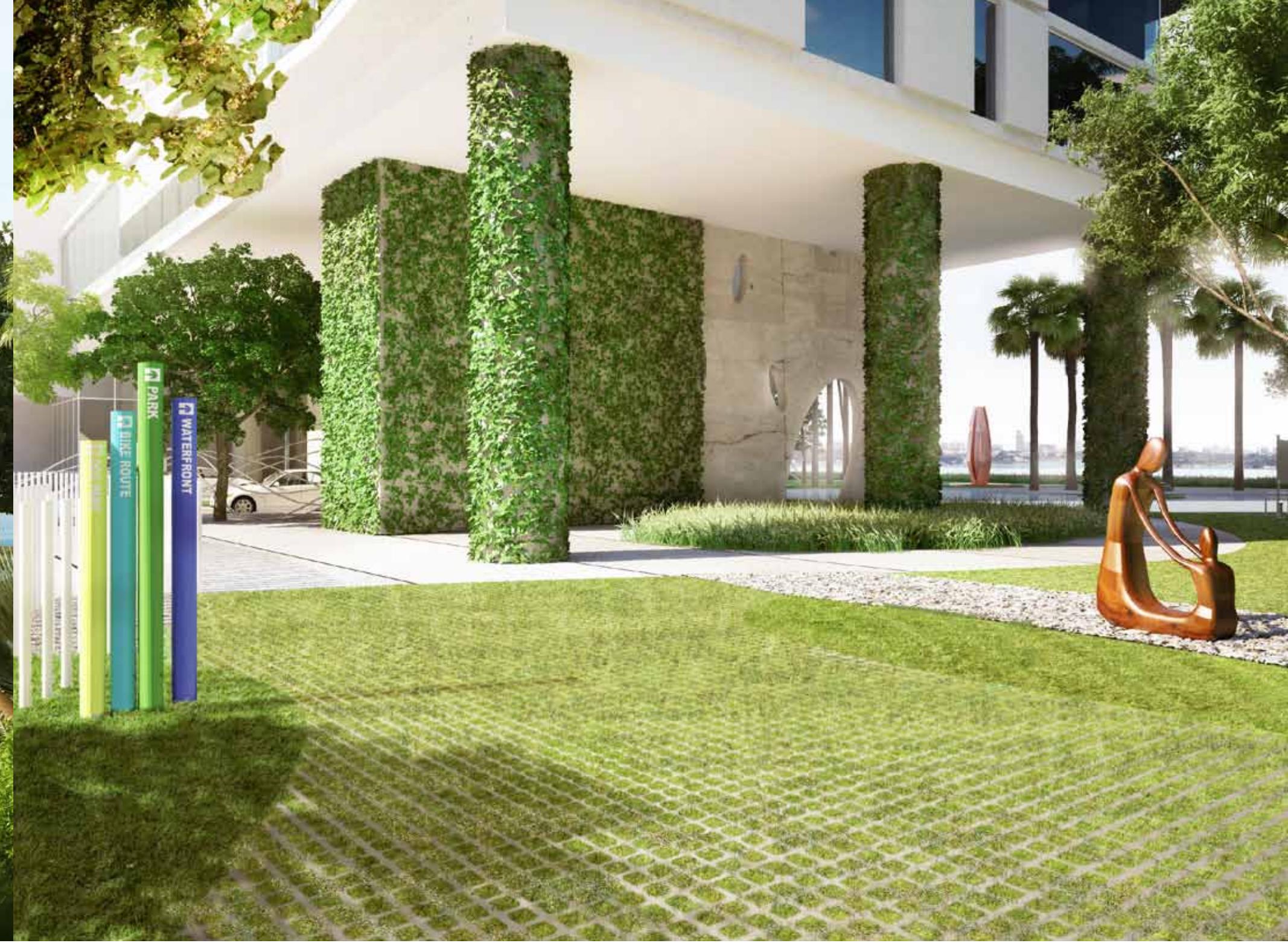
The open-air ground floor arrival provides clear, unobstructed views of the blue waters of Biscayne Bay and the South Beach skyline, surrounded by a lush park and world-class sculpture garden created by the same minds behind the design of the new Miami Art Museum. This is more than just architecture.

It is an enduring addition to Miami's skyline.



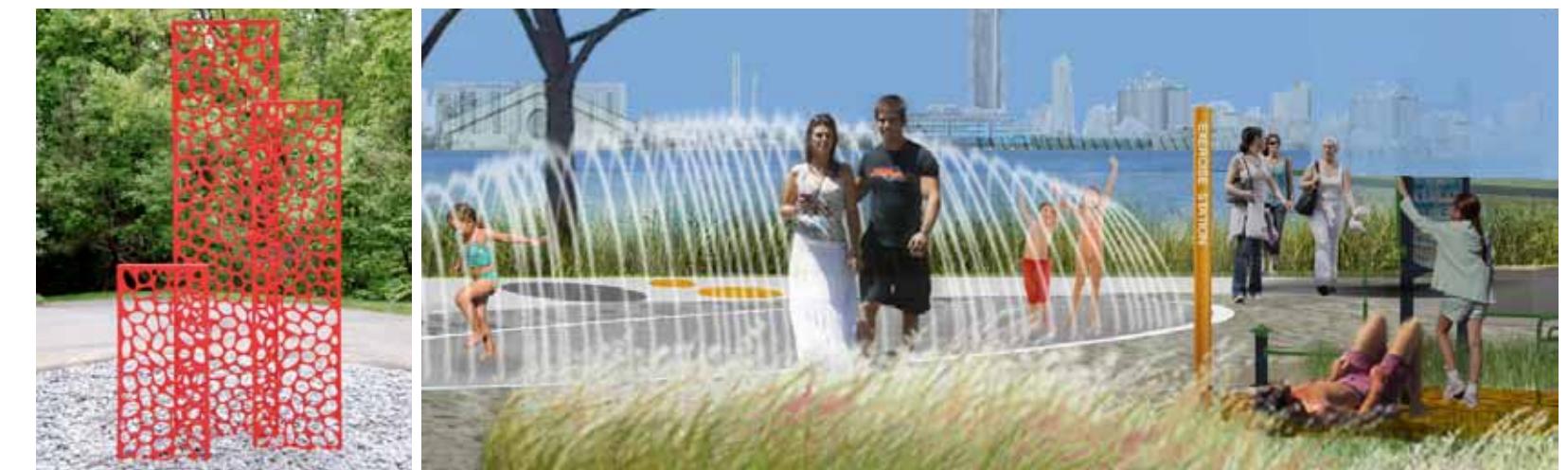
a grand sense of arrival

- Grand covered entry driveway with 24- hour valet parking and security
- A unique blend of private and public space with access to waterfront park and sculpture garden
- Private residents-only access to one-of-a-kind rooftop tennis courts
- Resort-style swimming pool right on Biscayne Bay



unique sculpture park

One of the centerpieces of the **iconbay** design is its winding gardens and walkways directly alongside Biscayne Bay. Highlighted by the dramatic colors and bold shapes of outdoor sculpture by local and international artists, this open esplanade blends seamlessly with the natural wonders of the South Florida landscape. A short distance offshore, punctuating the view, a fluid column of water is proposed to rise from the bay in an elegant show of rushing waters, a feast for all the senses.



the well-curated life

featured artists

José Bedia Valdes

Born in Havana, Cuba, and trained in a traditional academic style, Bedia's unique vision combines elements of the indigenous cultures of Africa and America. His paintings are known for blurring the boundary between fantasy and reality, and reflect his experience and fascination with Afro-Cuban religion, Palo Monte 'earth-based' philosophy, and Native American culture. His works have received recognition throughout the world, from São Paulo to Venice to The Museum of Modern Art in New York, among others. He currently lives in Miami.



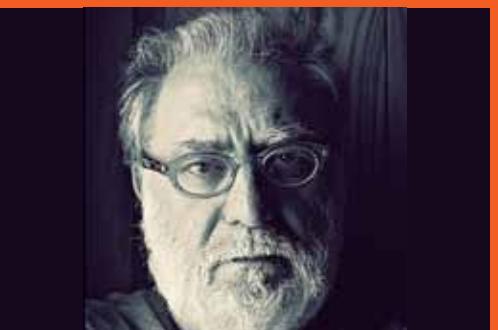
Carolina Sardi

Fueled by a desire to convey maximum information in minimal yet essential forms, Sardi's sculptures have an organic sensibility despite her preference of steel as a medium. Her work routinely references positive and negative space, geometry, natural shapes, and a balance between opposites. Originally from Argentina, Sardi has seen her work featured in Los Angeles, Shanghai, New York, London, Paris, Milan, and, of course, Miami – her home since 1995.



Eugenio Cuttica

Born in Buenos Aires, this contemporary artist has exhibited in galleries, museums and cultural centers, international art fairs, for over 30 years. His work is based on a strong imprint of synchronicity and connection with what he calls the infinite frequency dimension of no time. His works appeal to the beauty, not from intellectual construction but as something that just happens, by appealing to the idea of the artist as the vehicle of an energy and transfers it is alien. His works acquire certain connection that enables viewers to rediscover a contemplative state.

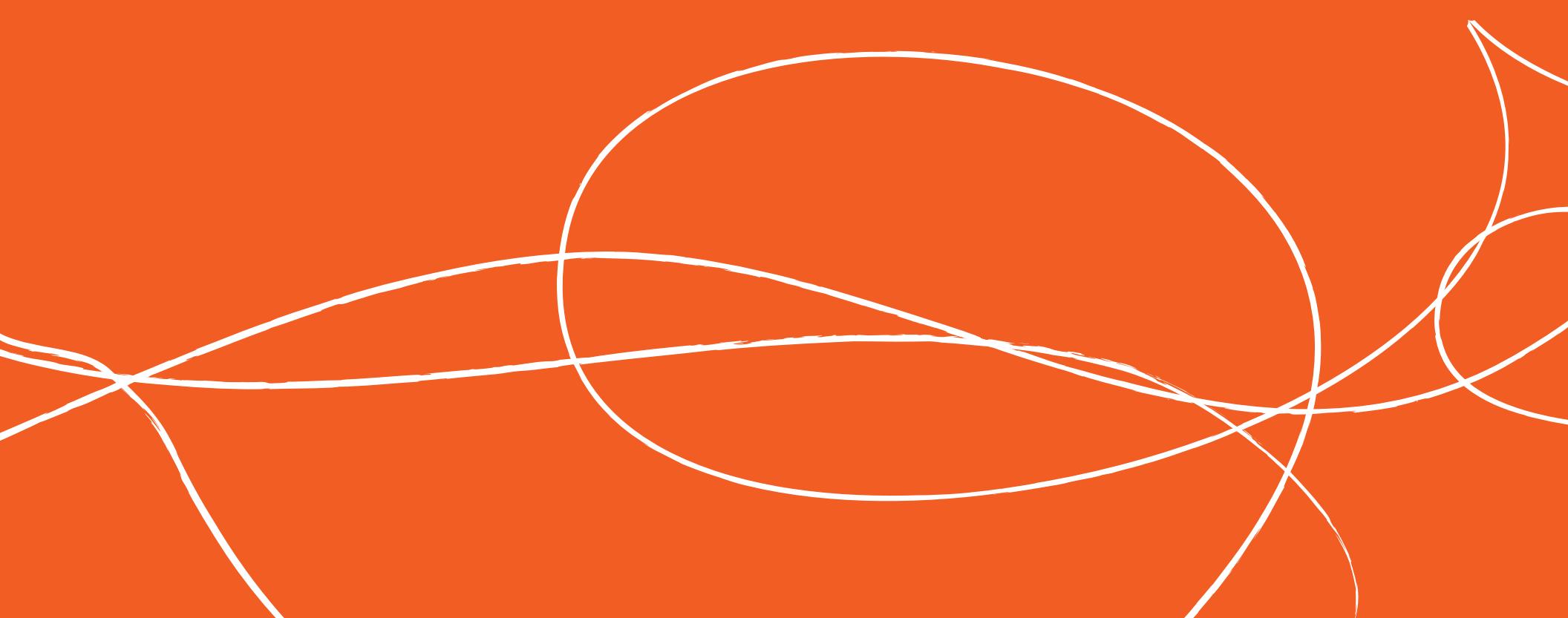


Gary Nader & Daniel Maman

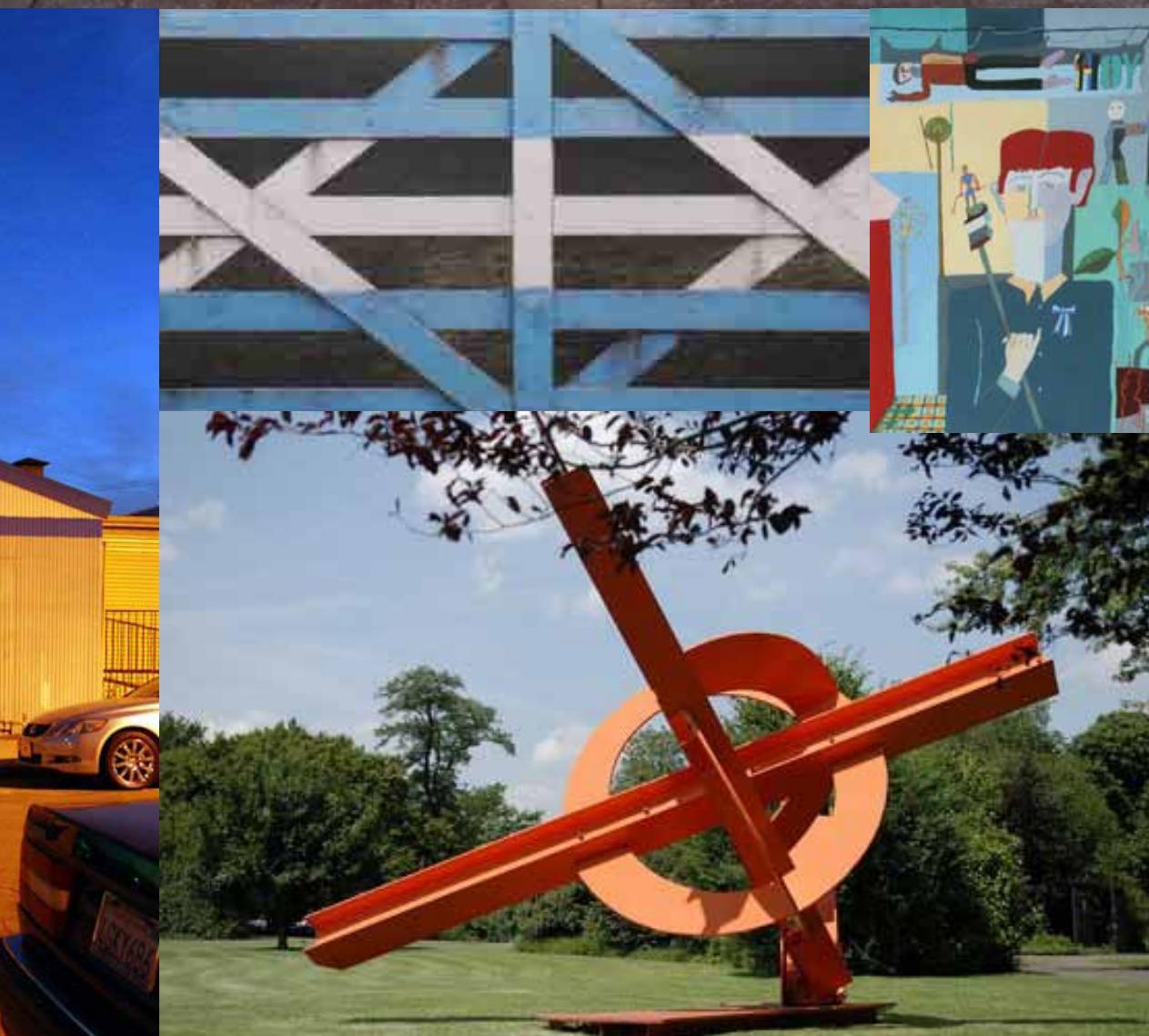
Known for their galleries in Miami and Buenos Aires, respectively, Nader and Maman are rare experts in the identification and acquisition of what will be the newest, most in-demand modern and contemporary artists and works with strong Latin American and Caribbean influences. They have each been responsible for assembling some of the world's most prolific private and museum collections, and are uniquely qualified to certify, catalog, and preserve works like those that will be featured at Iconbay.

Gary Nader

MAMAN
FINE ART



art



elegant contemporary residences





state-of-the-art building features

The greatness of any work of art lies in the vision of the artist. Iconbay is no exception with every choice deliberately made to reflect the highest possible level of quality, mood, and style.

- Floor-to-ceiling walls of windows with panoramic views of Biscayne Bay and Miami Beach from every residence
- Spacious outdoor terraces/balconies with undulating glass railings
- Loft 9-foot ceilings throughout
- Outdoor lounge spaces accessible from living rooms and/or bedrooms
- European style vanity cabinets with designer details

- Imported stone vanity tops
- Full-size mirrors
- Designer-brand lighting, fixtures and accessories
- Spacious soaking tubs and glass-enclosed showers
- Imported tile flooring and wet walls

Wherever your imagination soars, **iconbay** is meant to be your canvas. This exclusive collection of waterfront residences feature the design attributes, fine materials, and open layouts that frame the lifestyle you've always wanted.

- All residences facing directly wide open bay
- Private elevators and entry foyers in every residence
- Units delivered designer ready
- Premium European cabinetry
- Imported stone counters and backsplashes with convenient island in most residences
- Professional-grade stainless steel appliance package with refrigerator/ freezer, ceramic glass cook top, built-in oven, low-noise dishwasher, and built-in microwave
- Double-basin under-mounted sinks
- Designer faucets with pull-out sprayers
- Imported porcelain tile flooring



unparalleled amenities

Living at **iconbay**, one can't help but notice the vision, creativity, and attention to detail that pervades every moment. Make no mistake, it is completely by design that life here seems more vibrant... more meaningful... more unforgettable

- Over 400 linear feet of stunning Biscayne Bay frontage
- Waterfront deck featuring a (X)-foot long infinity pool
- Lavish sculpture gardens and walking path
- Gourmet food emporium
- State-of-the-art residents' cinema screening room
- Private party and function space for exclusive use by residents
- Waterfront fitness center and spa with top-of-the-line cardio equipment, weight training, sauna, steam rooms, personal trainers, yoga, and Pilates classes, and more
- Storage area for windsurfing, paddle boarding, jet skis and other motorized and non-motorized aquatic activities
- Grand elegant lobby with 24-hour concierge staff
- Kids and Teens lounge
- Residents coffee bar
- 24-hour valet parking



unmatched lifestyle

Situated on a 7th-story (?) rooftop, **iconbay** offers the privilege of waterfront tennis any time of day or evening with lighted courts and a year-round Bay breeze. Two tennis courts complete with ball and towel service, filtered water stations, and access to private his-and-hers locker rooms, deliver the country club tennis experience with a fully modern and updated perspective.

the art of adventure

With its idyllic location on the city shores of Biscayne Bay, the many pleasures of nature and the outdoors motivate you to spend every moment enjoying sun, sea, and serenity. Race along the waves on a jet ski or personal watercraft. Ride the breeze in a one- or two-person sailboat. Chase the skyline while windsurfing or kiteboarding. Soak in the warm rays of the sun while lounging poolside. Or find your bliss during an outdoor yoga session or your own private reflection on the artistry of the nature around you.

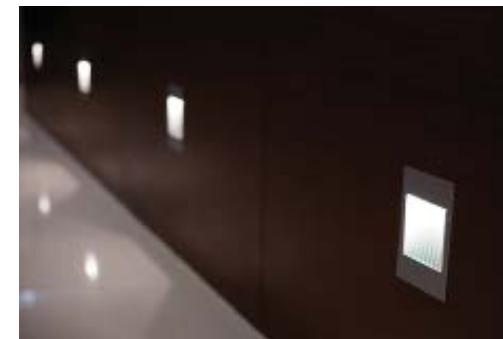
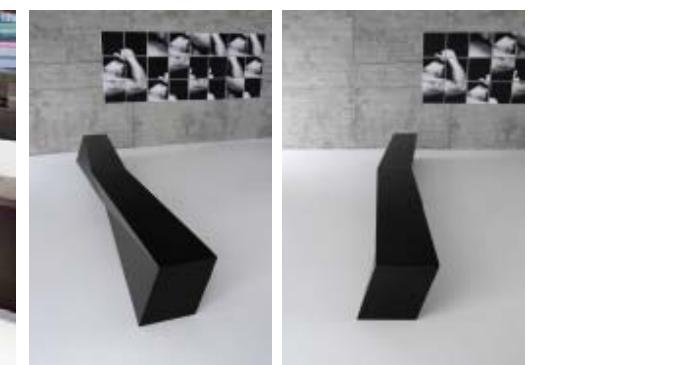
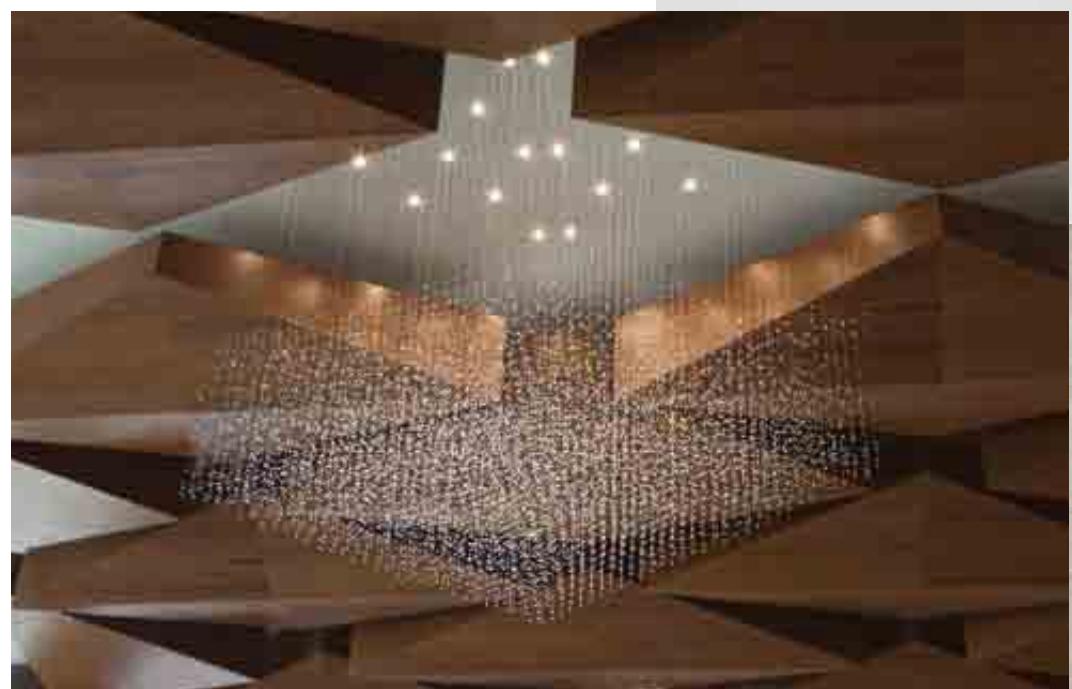


ARTIST CONCEPTUAL RENDERING



stunning pool deck

iconbay embraces the full power and beauty of its waterfront location with a breathtaking infinity-edge pool positioned right on Biscayne Bay's sparkling waters. Accented by an expansive pool deck, private cabanas, snack and cocktail bar, and towel service, it is an elevated experience fully immersed in the ground-floor landscape.

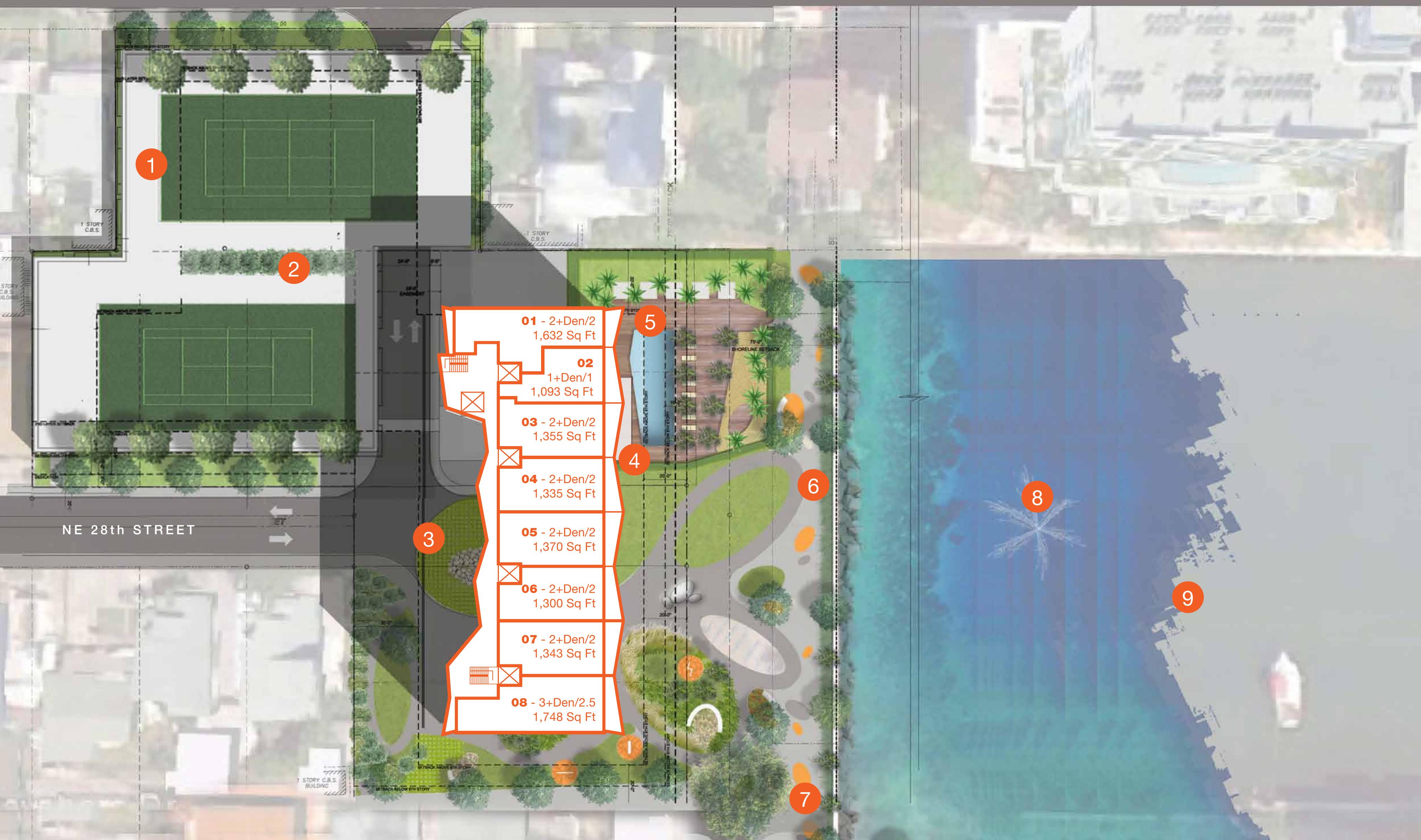


refined urban waterfront interiors

Marisa Fort Adams (far left) and her mother Laurinda Spear; photography by Nick Garcia

Lorum Ipsum is simply dummy text of the printing and typesetting industry. Lorum Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorum Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorum Ipsum.

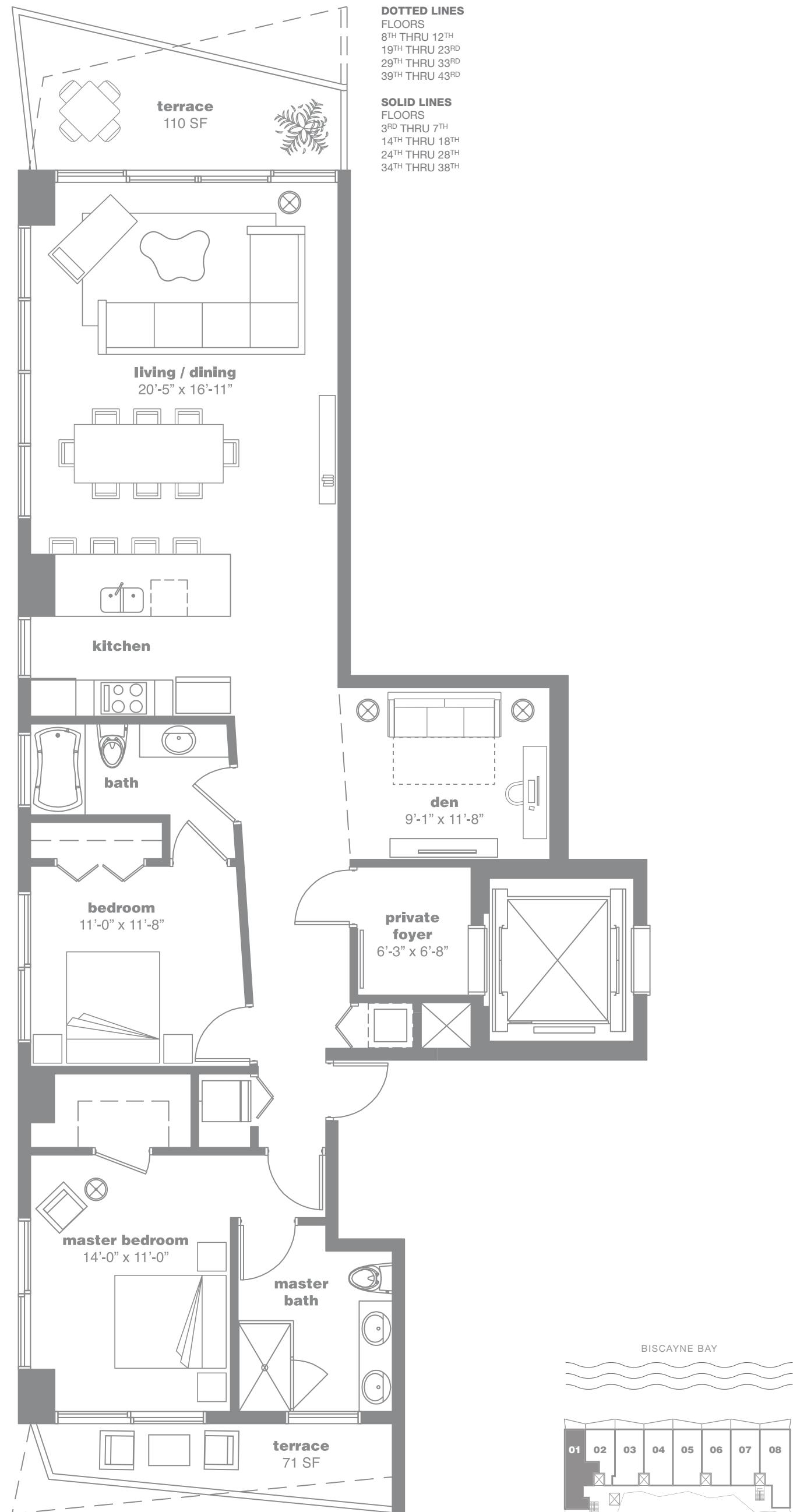
NE 29th STREET



proposed site plan

- 1. tennis center
- 2. parking area
- 3. entrance
- 4. fitness center & spa
- 5. pool deck
- 6. bay view trail
- 7. bay view trail
- 8. fountain
- 9. biscayne bay

01

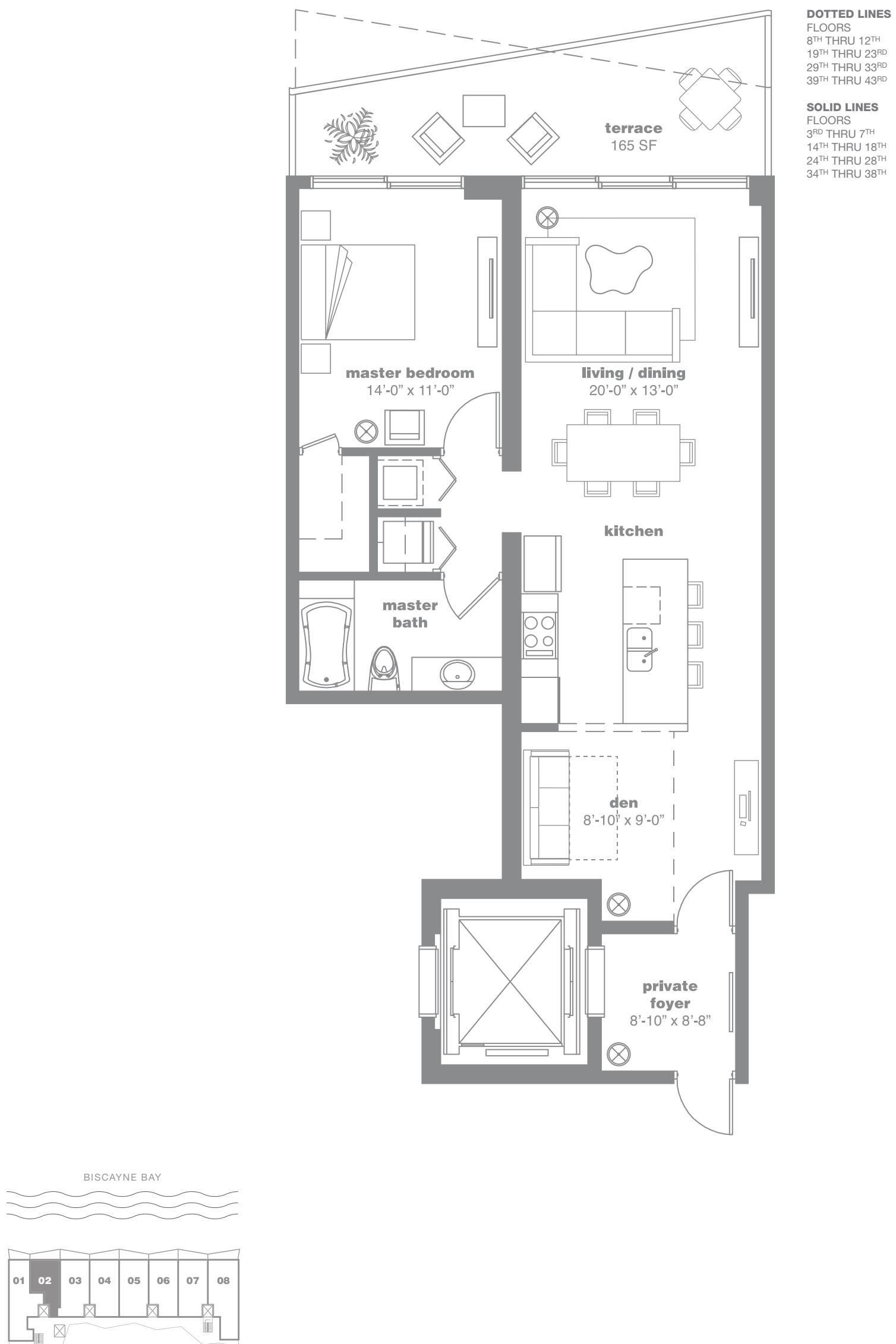


2 Bedrooms + Den / 2 Bathrooms

AC: 1,435 Sq. Ft. 134.70 Sq. Mt. // Terrace: 181 Sq. Ft. 16.8 Sq. Mt. // Total Sq. Ft.: 1,616 // Total Sq. Mt.: 150.1

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1,345 sq ft. for units 01. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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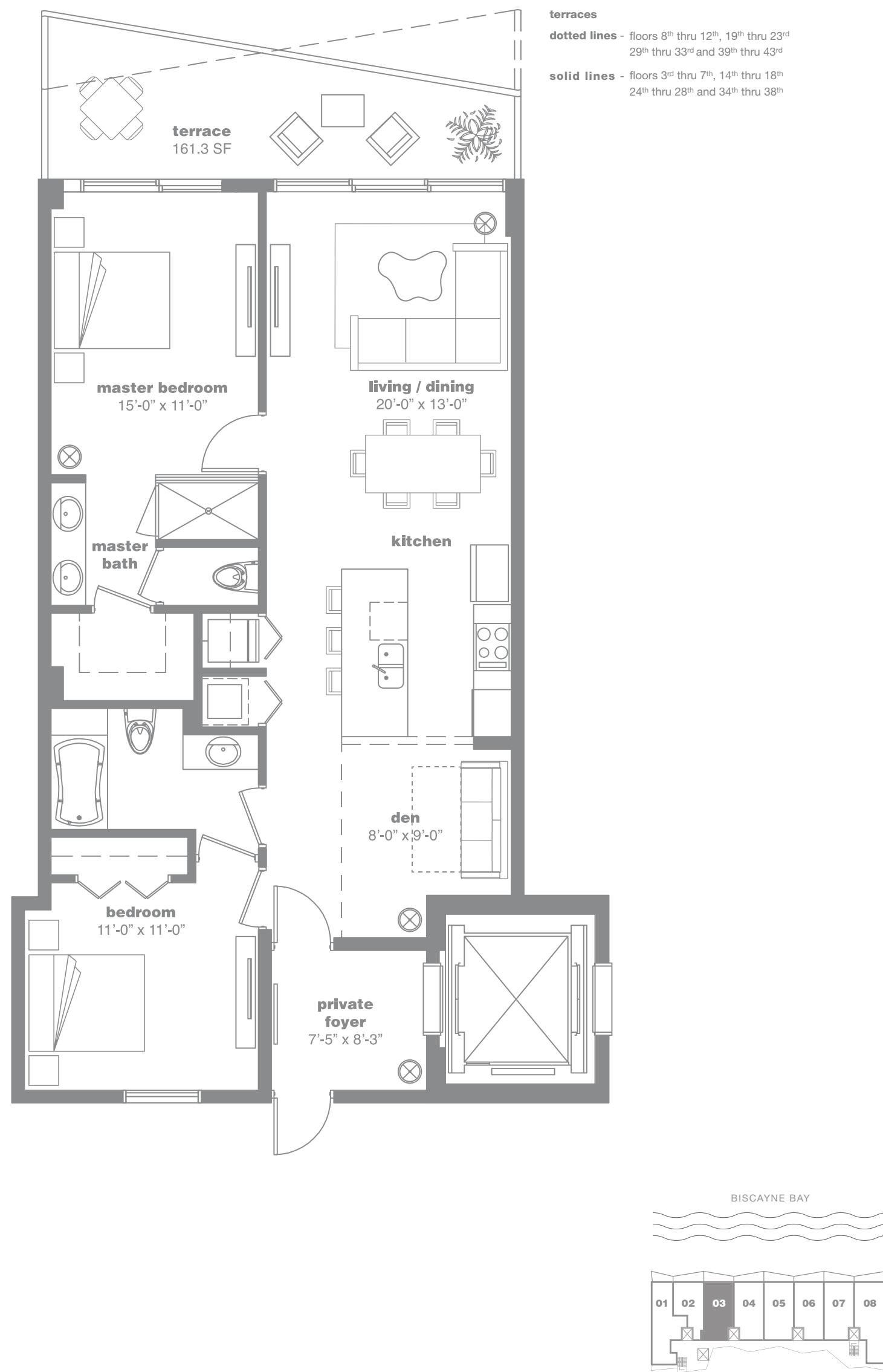


1 Bedroom + Den / 1 Bathroom

AC: 964 Sq. Ft. 86.2 Sq. Mt. // Terrace: 165 Sq. Ft. 15.3 Sq. Mt. // Total Sq. Ft.: 1,129 // Total Sq. Mt.: 104.8

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 905 sq ft. for units 02. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

03



2 Bedrooms + Den / 2 Bathrooms

AC: 1,173 Sq. Ft. 108.9 Sq. Mt. // Terrace: 161.3 Sq. Ft. 15 Sq. Mt. // Total Sq. Ft.: 1,335 // Total Sq. Mt.: 124

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1.116 sq ft. for units 03. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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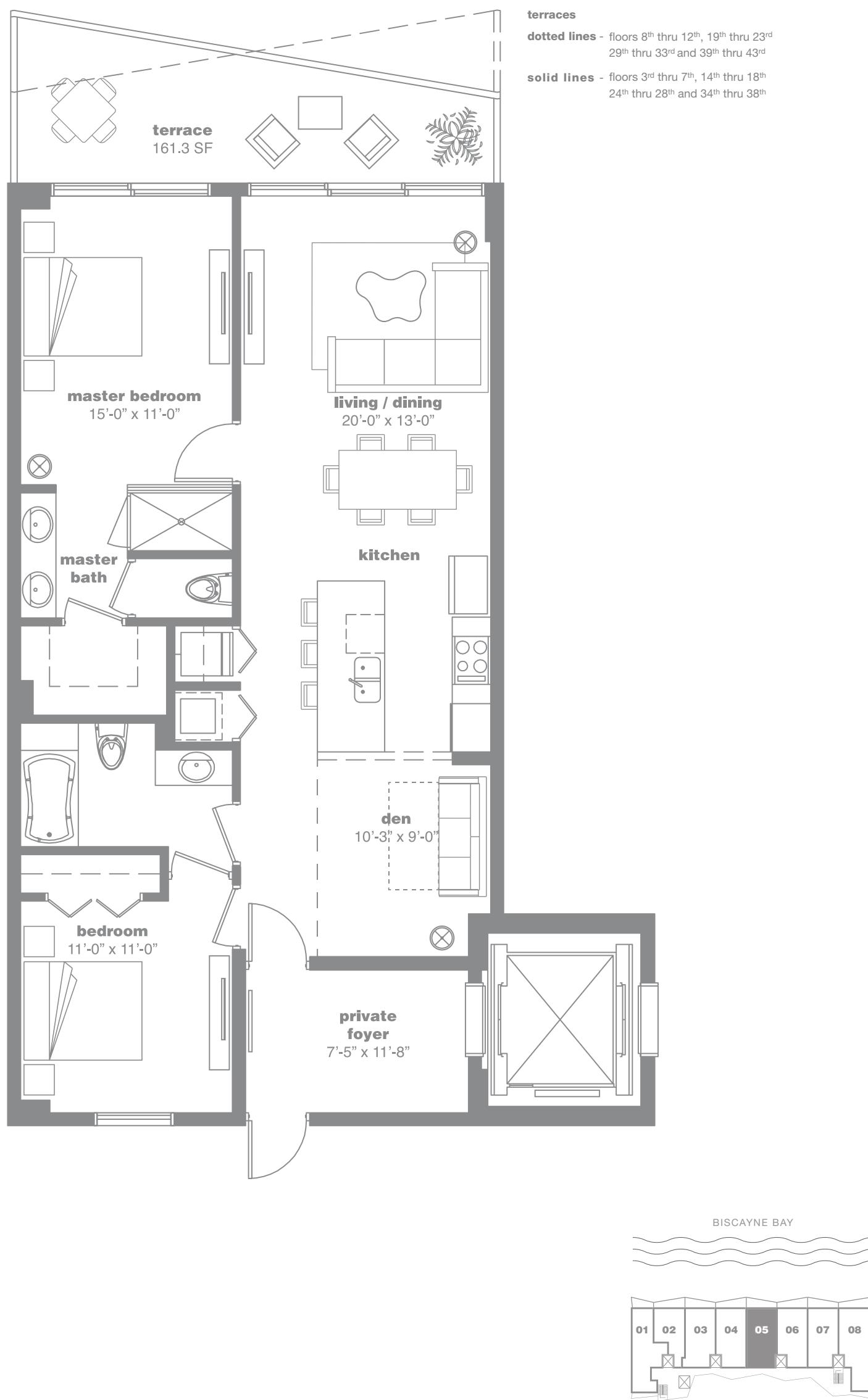


2 Bedrooms + Den / 2 Bathrooms

AC: 1,173 Sq. Ft. 108.9 Sq. Mt. // Terrace: 161.3 Sq. Ft. 15 Sq. Mt. // Total Sq. Ft.: 1,335 // Total Sq. Mt.: 124

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1.116 sq ft. for units 03. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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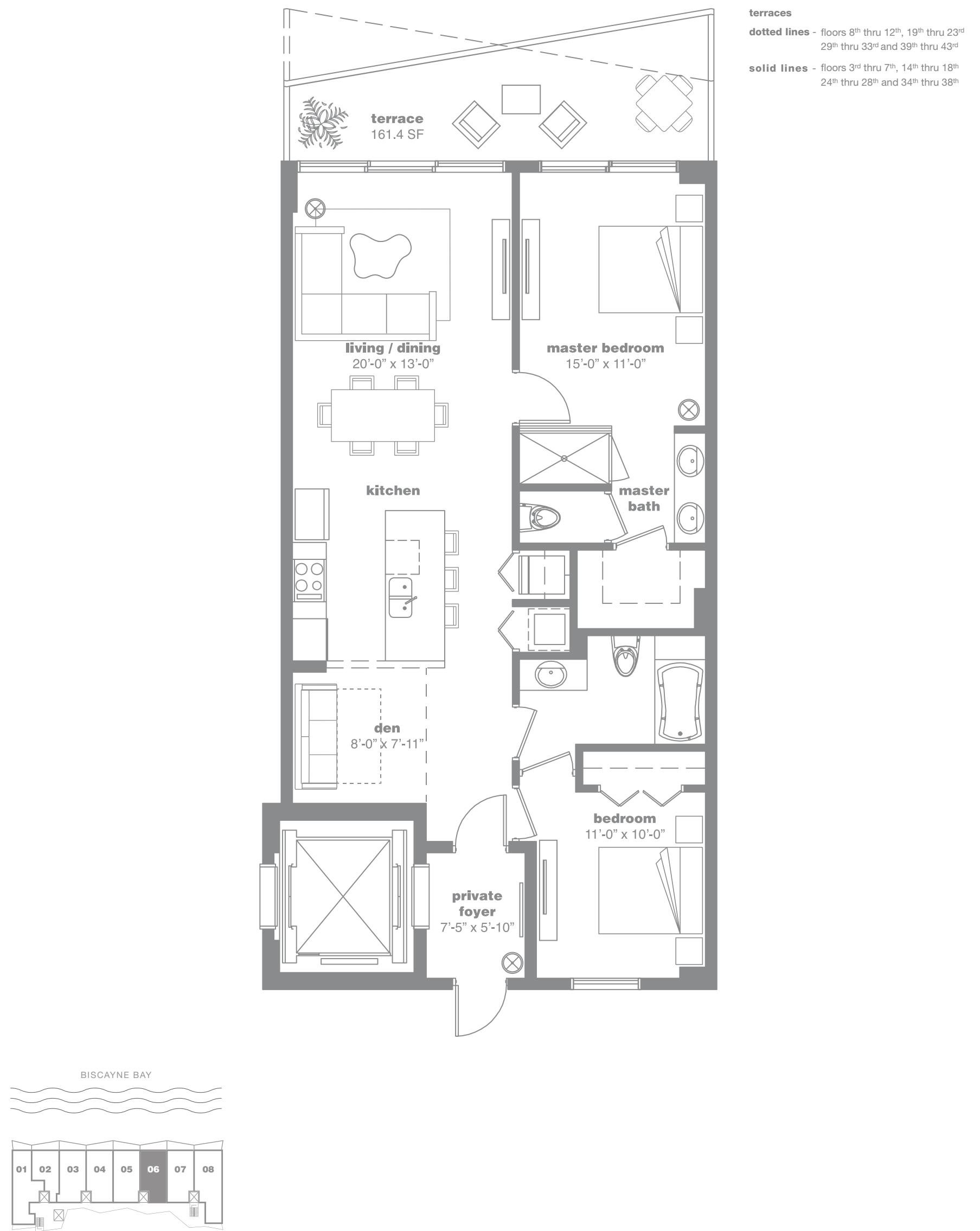


2 Bedrooms + Den / 2 Bathrooms

AC: 1,208 Sq. Ft. 112.2 Sq. Mt. // Terrace: 161.3 Sq. Ft. 15 Sq. Mt. // Total Sq. Ft.: 1,370 // Total Sq. Mt.: 127.2

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1.152 sq ft for units 05. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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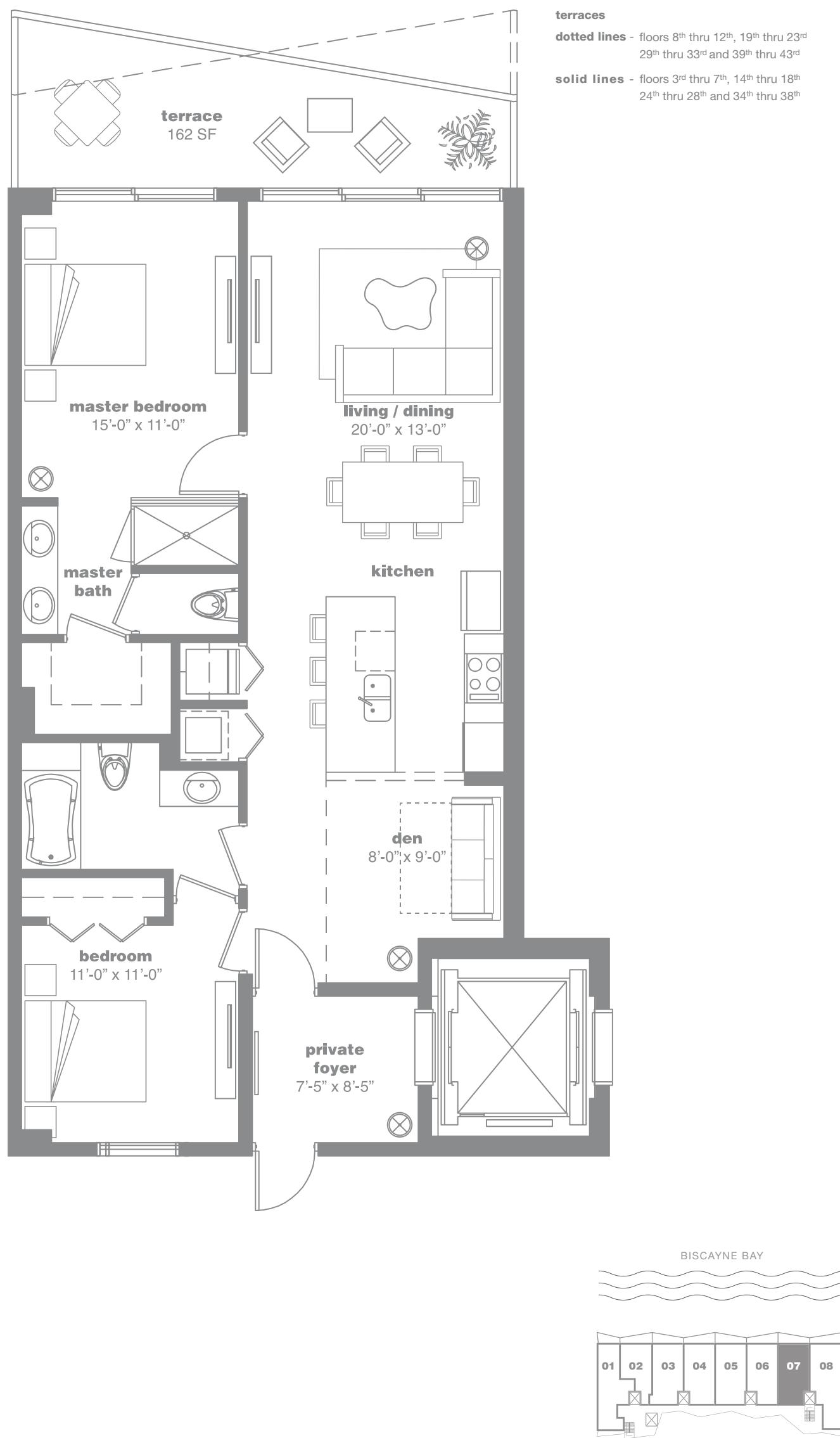


2 Bedrooms + Den / 2 Bath-

AC: 1,138 Sq. Ft. 105.7 Sq. Mt. // Terrace: 161.4 Sq. Ft. 15 Sq. Mt. // Total Sq. Ft.: 1,300 // Total Sq. Mt.: 120.7

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1.081 sq ft for units 06. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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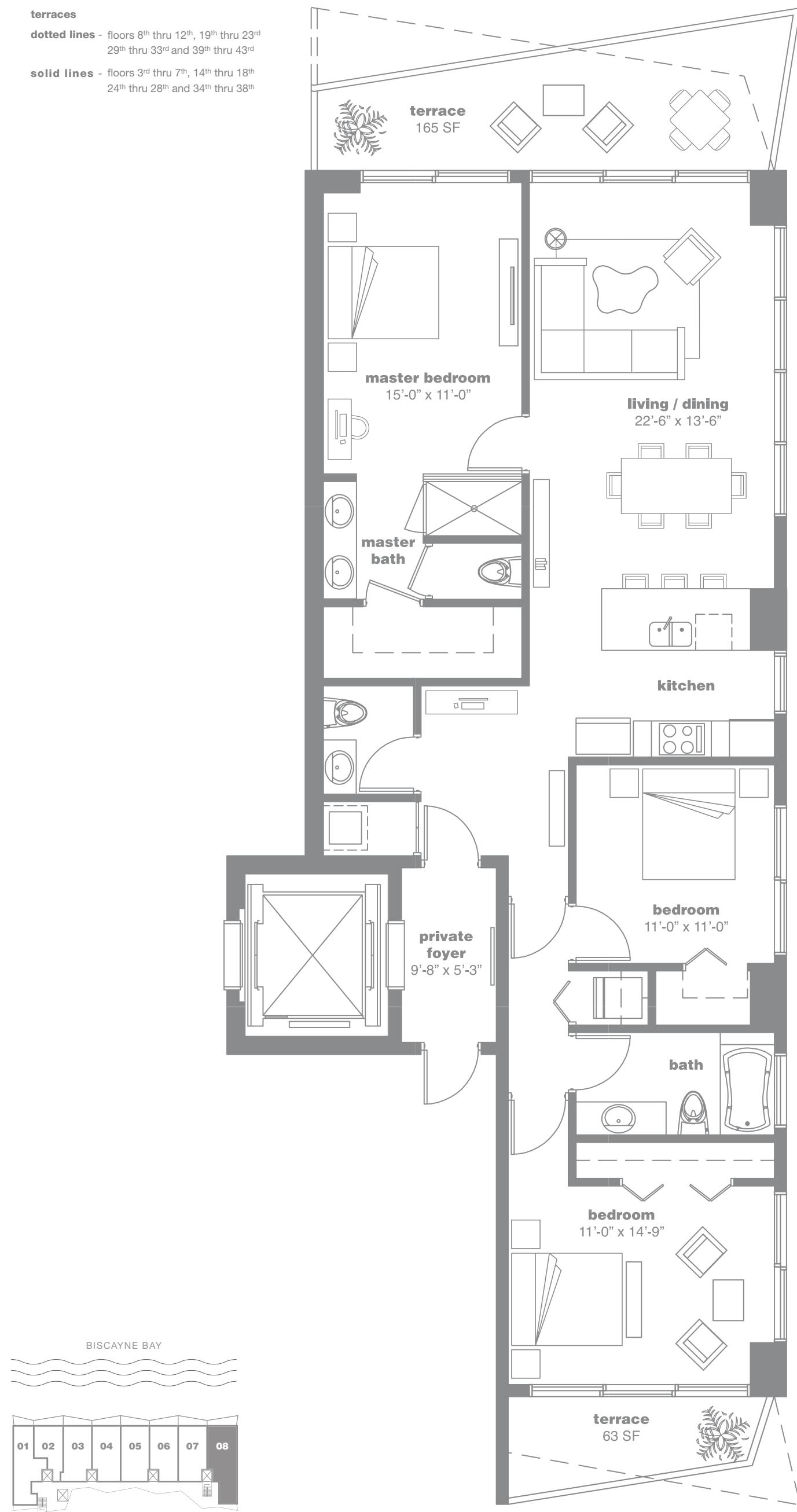


2 Bedrooms + Den / 2 Bathrooms

AC: 1,180 Sq. Ft. 109.7 Sq. Mt. // Terrace: 162 Sq. Ft. 15 Sq. Mt. // Total Sq. Ft.: 1,342 // Total Sq. Mt.: 124.6

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1,118 sq ft. for units 07. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

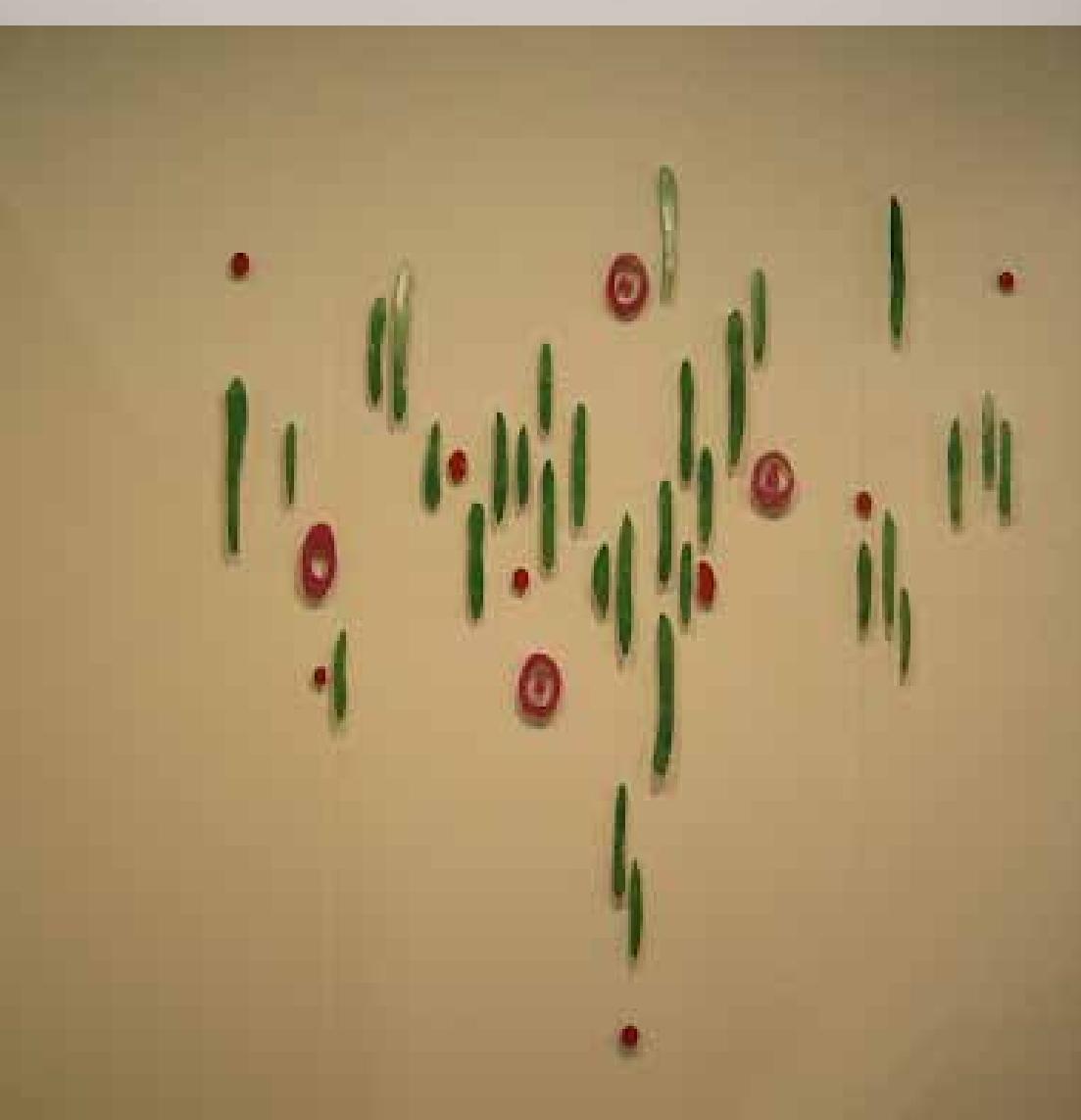
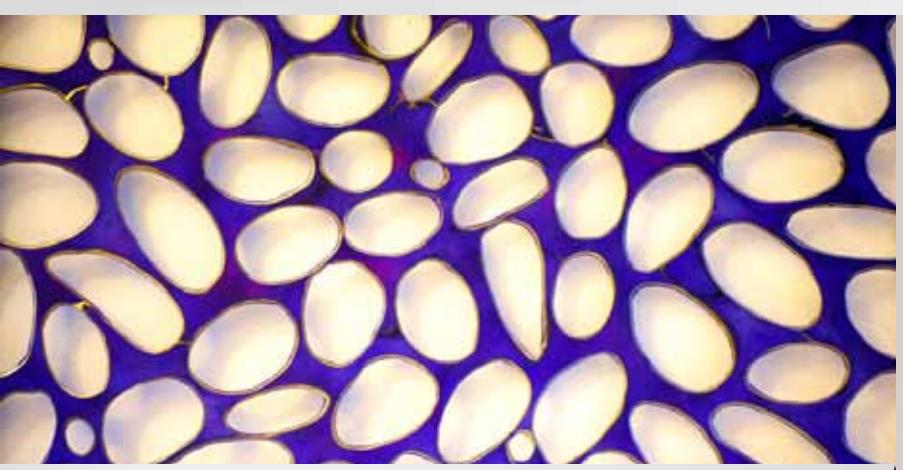
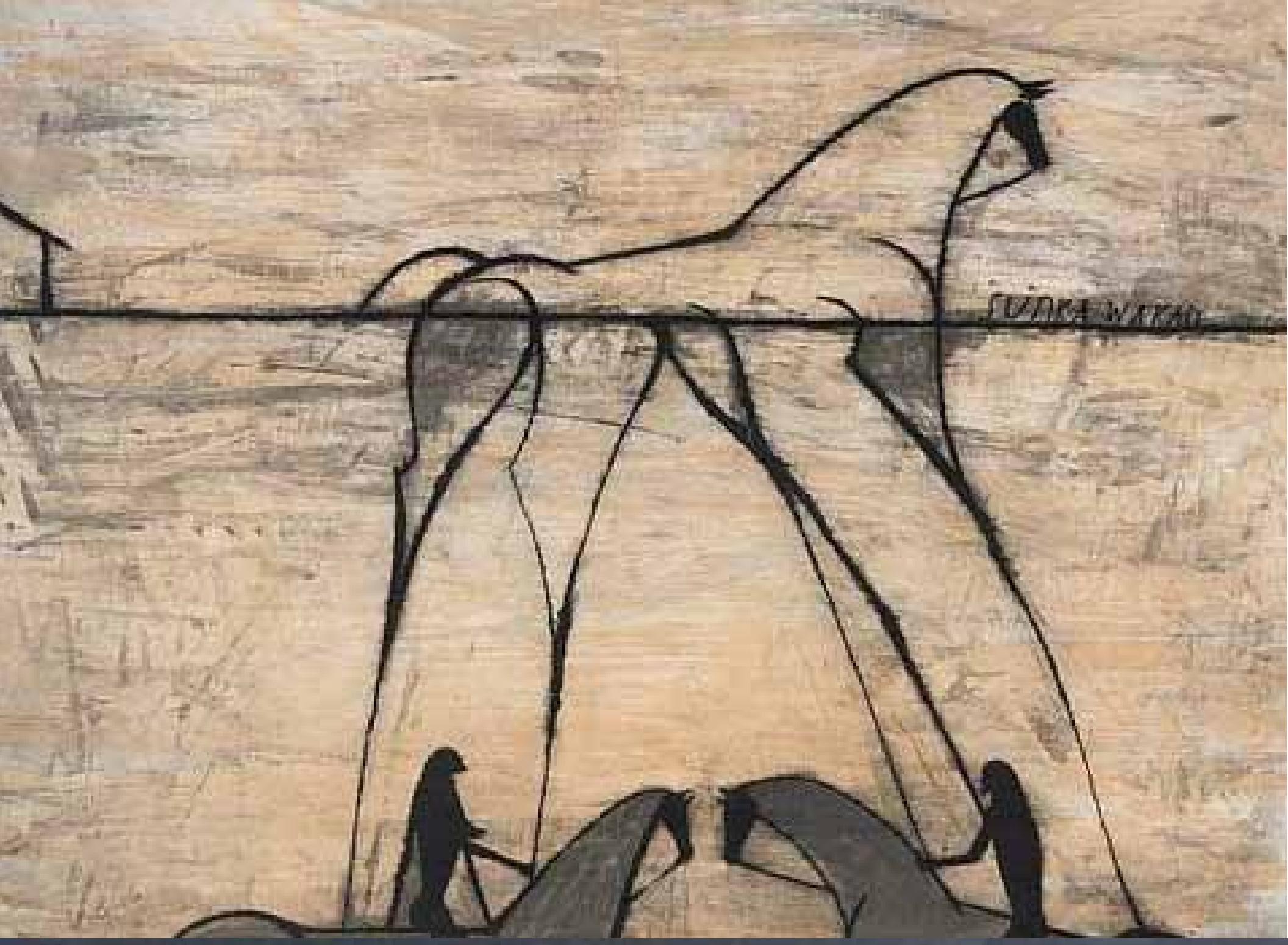
08



3 Bedrooms, 2 1/2 Bathrooms

AC: 1,530 Sq. Ft. 142.1 Sq. Mt. // Terrace: 228 Sq. Ft. 21.2 Sq. Mt. // Total Sq. Ft.: 1,758 // Total Sq. Mt.: 163.3

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is + or - 1,425 sq ft. for units 08. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.



The Related Group



TRUMP HOLLYWOOD

THE ST. REGIS BAL HARBOUR

MURANO GRANDE, SOUTH BEACH

APOGEE, SOUTH BEACH



REGALIA CONDOMINIUM AGRICULTURAL BANK OF CHINA PARAMOUNT BAY

500 BRICKELL CONDOMINIUMS



CARLOS ROSSO, JORGE PÉREZ & MATTHEW ALLEN

Iconbay represents the latest in a world-renowned collection of Icon residences throughout the U.S. and México by The Related Group of Florida. Known for advancing art and design as well as what is possible in the realm of real estate, The Related Group has brought together the most innovative minds in art, architecture, and design from around the world.

Since its inception more than 30 years ago, The Related Group has built and/or managed a portfolio worth more than \$15 billion. The secret to success lies on approach that embraces quality, character, timing, and over delivering in every aspect. As a brand, prospective buyers have come to expect a consistent and reliable level of value, luxury and details from any project bearing the Related name.



ICON BRICKELL

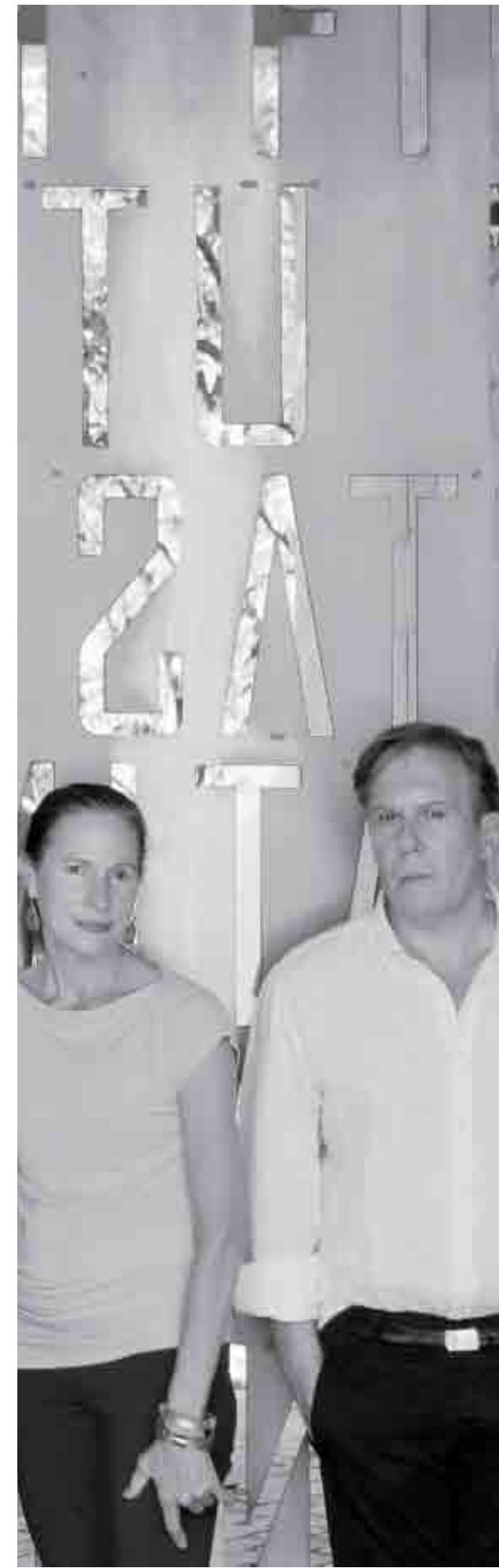


UNITED NATIONS PEACEKEEPERS MEMORIAL

BALLET VALET PARKING GARAGE

ArquitectonicaGeo

Founded in 2005, ArquitectonicaGEO explores the complex challenges of contemporary manmade and natural environments by developing design solutions that balance a modern aesthetic with an environmental practice to create value, identity, and a sustainable landscape. The GEO landscaping philosophy is based on the principle of preserving a location's geographic character – the entire combination of natural and human attributes that make one place distinct from another – an authentic design process that preserves the ecological and cultural environment.



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