

mybrickell
by *katm*



MyBrickell is a bold, new statement about contemporary culture and city living. Designed by the internationally acclaimed Karim Rashid, it is a destination that combines the driving energy of Miami with the intelligence of global business and the excitement of cosmopolitan downtown leisure.

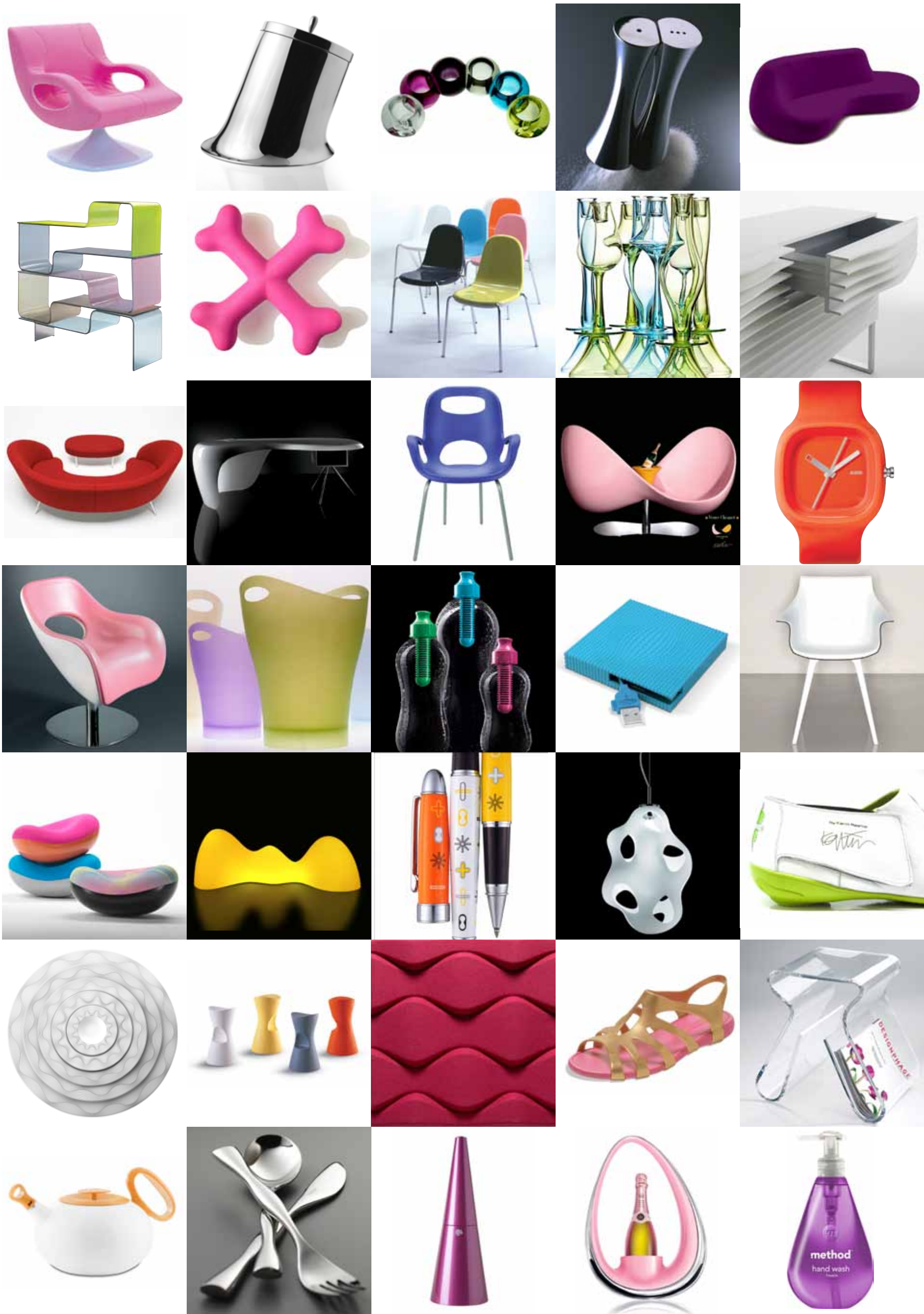
“Positive energy, heightened experiences, modern design, comfort, and spiritual well being – a place for new contemporary experiences – to enjoy, relax, socialize, work, and engage in new experiences that are memorable.”

Karim

Located in the heart of urban Brickell, alongside the Miami River, MyBrickell opens the door to all that is possible in a connected, innovative and artistic environment. The global business gateway of the Americas lives here. Dozens of cultures from all over the world flock to this unique Miami neighborhood known for style, substance and sophistication. A dramatic city skyline rests right against the turquoise waters of Biscayne Bay. All that Miami is, and all it ever will be, begins here in Brickell. Work, play, relax or engage with ease from a sleek modern residence that reflects your individuality and your vision for iconic city living.



Karim



“Design touches us on every level, and design can continue to define and shape our dimensional interior environments and create new progressive human behaviors and new languages.

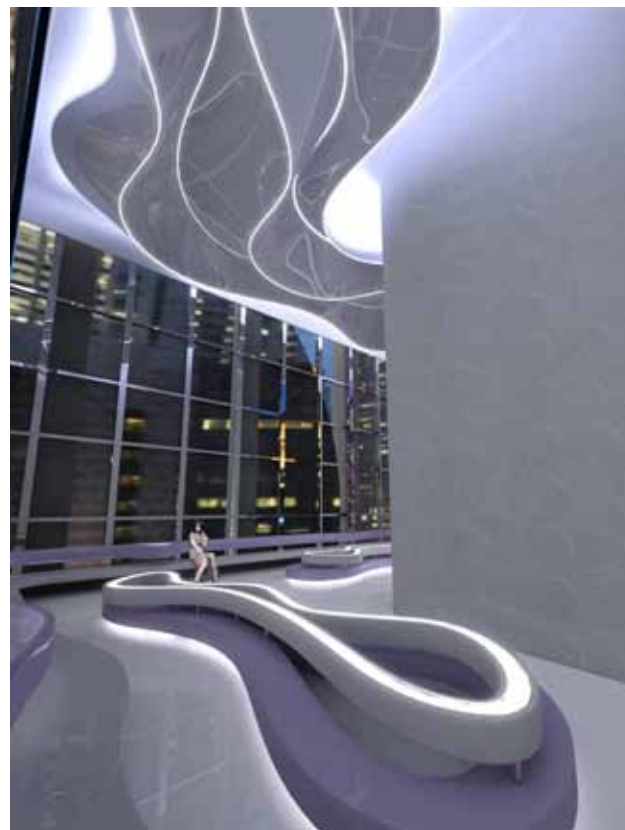
My vision is conceptual and engages technology, visuals, textures, lots of color, as well as all the needs that are intrinsic to living a simpler, less cluttered but more sensual envelopment. Rounded objects or rooms are soft to provoke a more human friendly environment. My method is the overriding canvas of the world. A new well-being that evokes calmness and casualness, with accents of vibrant glowing colors that are refreshing, awakening, and elevating and are metaphors for a new global dynamism.”



“I don’t think of my work as exclusive or elitist, I think of it as democratic yet luxurious, high designed while still friendly and accessible for everyone. I am here to democratize design, to make a better place for everyone, a more sensual, more comfortable, and more beautiful world for everyone. I want to free design. Everyday I live I believe that we could be living in an entirely different world –one that is full of real contemporary inspiring objects, spaces, places, worlds, spirits, experiences. Design has been the cultural shape of our world from the start. We have designed systems, cities, industrialization– we designed everything. Now my real desire is to see people live in the modus of our time, to participate

in contemporary world, and to release themselves from nostalgia, antiquated traditions, old rituals, and meaningless kitsch, and to be conscious and sensorial; attuned with this world in this moment. If human nature is to live in the past, then to change the world is to change human nature. I do this in all of my work whether it be space, interior, objects, products, or art. My work is about our human existence, contemporary technology, new human behaviors, social, political, and artistic agendas. I feel I must inspire. That is my goal.”

Karim Rashid





BRICKELL KEY



MIAMI RIVER WALK



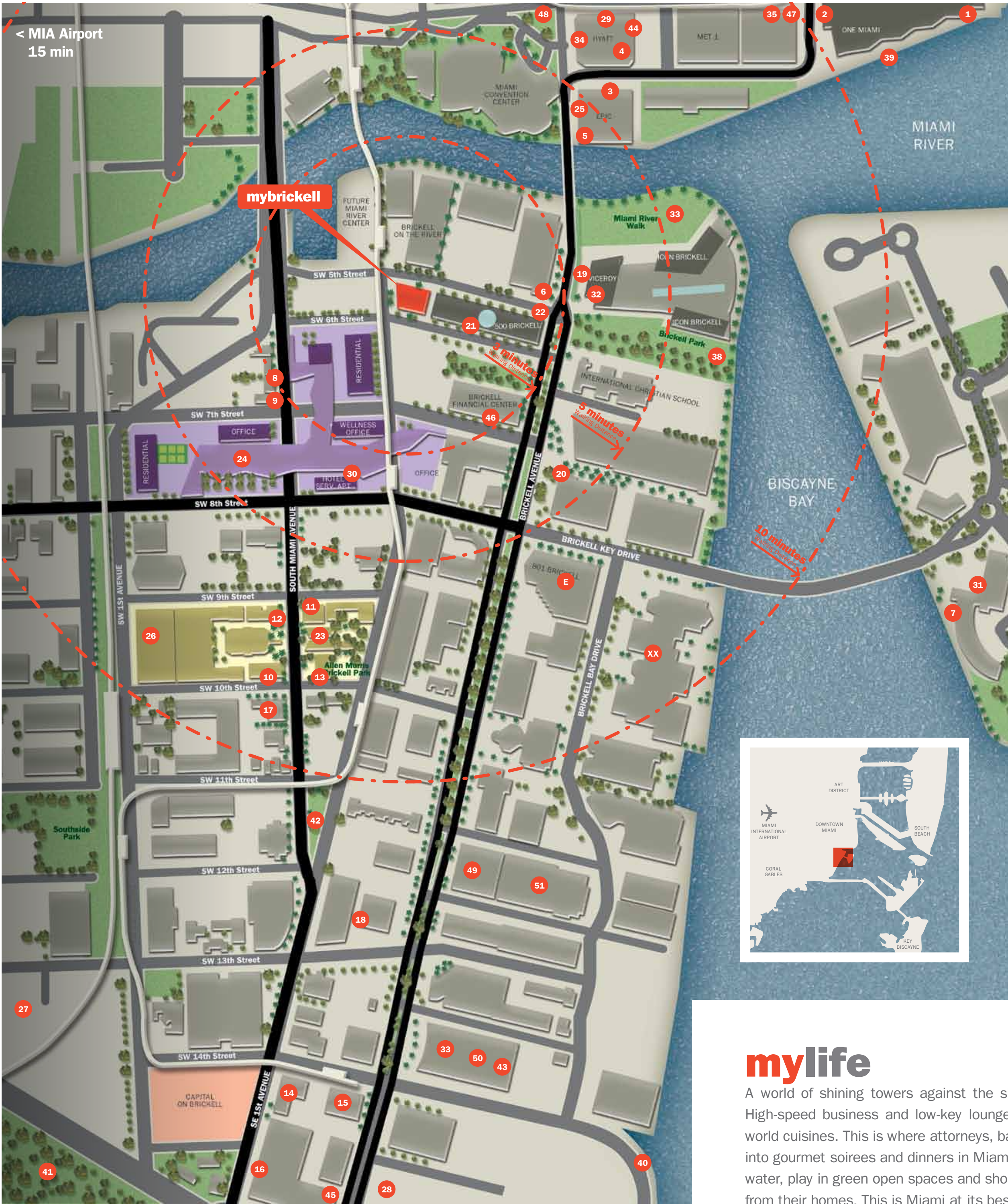
Proposed BRICKELL CITICENTRE (Swire/Arquitectonica)



BRICKELL FINANCIAL DISTRICT



PROPOSED CAPITAL ON BRICKELL



myrestaurants

1. Il Gabbiano
2. Scalina
3. Zuma
4. Daniel Boloud Bistro
5. Area 31
6. Capital Grille
7. Azul
8. Tobacco Road
9. The River Oyster Bar
10. The Oceanaire
11. P. F. Chang's
12. Rosa Mexicano
13. Perricone's
14. Segrafedo
15. Novecento
16. Puerto Madero
17. Dolores Lolita
18. Morton's
19. Eos at Viceroy
20. Truluck's Restaurant
21. Pizza Rustica
22. Brickell Bridge Bistro and Bar

myshopping

23. Mary Brickell Village
24. Brickell CitiCentre*
25. Whole Foods Supermarket*
26. Publix (Mary Brickell)
27. Publix (Coral Way)

myhotels

28. Four Seasons Hotel
29. Epic Hotel
30. JW Marriot Marquis Hotel
31. Mandarin Hotel
32. Viceroy Hotel
33. Conrad Hotel
34. East Hotel*
35. Hyatt Regency Miami

myparks

36. Miami Bicentennial Park
37. Miami Bayfront Park
33. Icon Brickell Park
38. Brickell Park
39. Miami River Boardwalk
40. Brickell Bay Boardwalk
41. Simpson Park
42. Flatiron Park

mybanks

43. Citi Bank
44. Wells Fargo Tower
45. JP Morgan Chase Tower
46. 600 Brickell Financial
47. Wachovia Tower
48. Bank of America Tower
49. Mellon Bank Tower
50. Espiritu Santo Plaza
51. Sabadell Financial Center

* IN PLANNING STAGES

WALKING DISTANCE IN MINUTES

--- 3' --- 5' --- 10' ---

mylife

A world of shining towers against the shores of Biscayne Bay and the Miami River. High-speed business and low-key lounges. A world of international corporations and world cuisines. This is where attorneys, bankers and others turn busy days at the office into gourmet soirees and dinners in Miami's best scene. Where families stroll along the water, play in green open spaces and shop in world class upscale boutiques just blocks from their homes. This is Miami at its best. This is mybrickell.



ICON BRICKELL



RESORTS WORLD MIAMI (Genting/Arquitectonica)



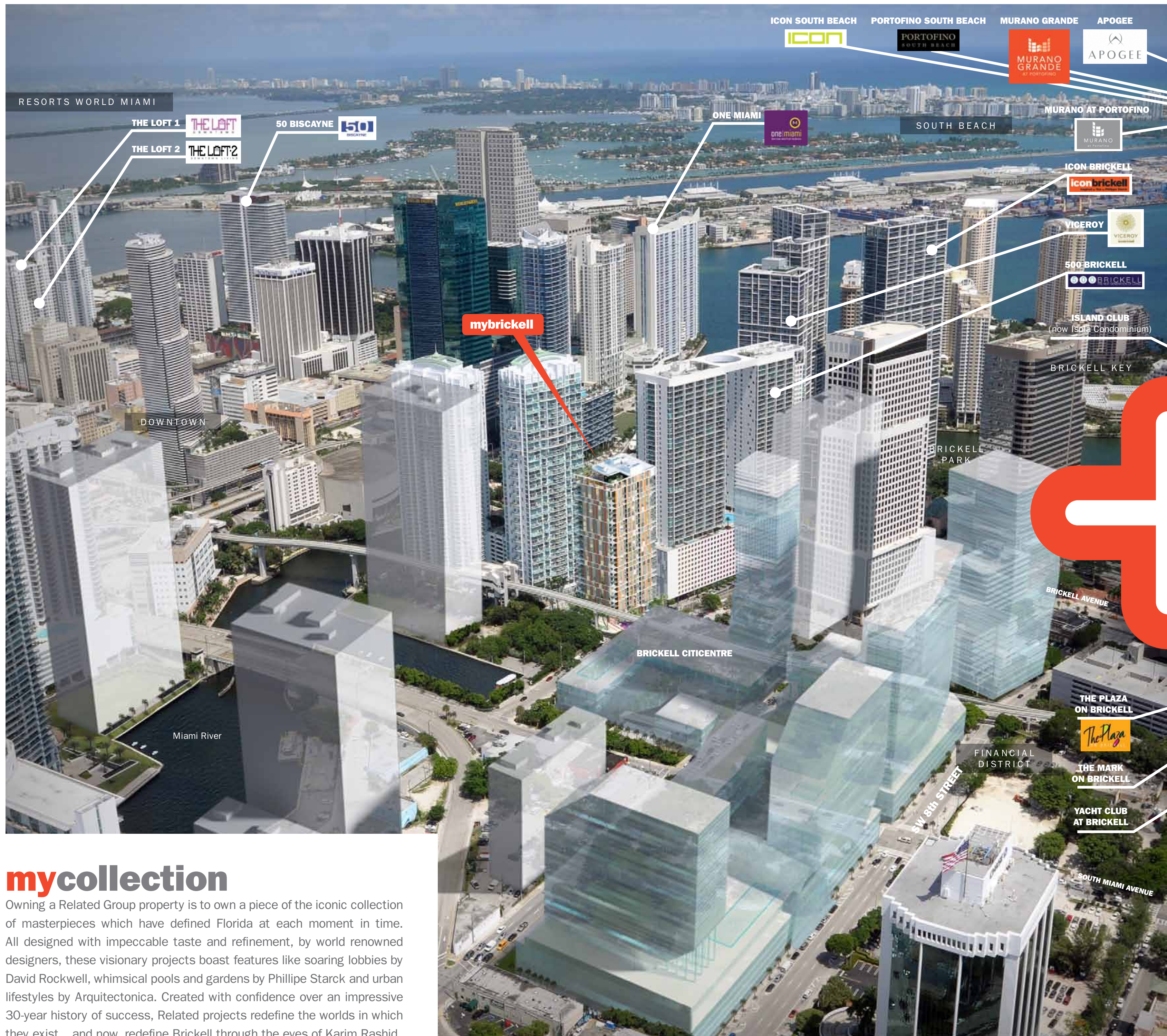
MIAMI RIVER



SOUTH MIAMI AVENUE



Proposed CAPITAL ON BRICKELL



mycollection

Owning a Related Group property is to own a piece of the iconic collection of masterpieces which have defined Florida at each moment in time. All designed with impeccable taste and refinement, by world renowned designers, these visionary projects boast features like soaring lobbies by David Rockwell, whimsical pools and gardens by Phillipe Starck and urban lifestyles by Arquitectonica. Created with confidence over an impressive 30-year history of success, Related projects redefine the worlds in which they exist... and now, redefine Brickell through the eyes of Karim Rashid.



1. Proposed BRICKELL CITICENTRE (Swire/Arquitectonica)



4. NEW WORLD SYMPHONY MIAMI BEACH



3. Proposed MIAMI ART MUSEUM at Museum Park



2. Proposed RESORTS WORLD MIAMI (Genting/Arquitectonica)



1. Proposed BRICKELL CITICENTRE (Swire/Arquitectonica)



1. Proposed BRICKELL CITICENTRE (Swire/Arquitectonica)



2. Proposed RESORTS WORLD MIAMI (Genting/Arquitectonica)



myfuture

mybrickell marks the beginning of incredibly exciting things to come for Miami urbanites. Just blocks from your front door is the site for the business-meets-pleasure atmosphere of Brickell CitiCentre and less than 2 miles to the north, plans are already underway for Resorts World Miami, a first-of-its-kind waterfront resort, condominium, entertainment complex located between Biscayne Bay and the stunning new Performing At Center. At mybrickell, the future isn't just here and now, it is completely and totally yours.

1. Brickell CitiCentre*

- A new \$700-million, 4.6 million 4.6MM sqf business and shopping district
- Multiple urban office towers, condominium high-rises and downtown apartments
- Four city blocks of restaurants, upscale shops such as Harrods, and elite hotels
- Approved by the City of Miami

* In Construction Phase

2. Resorts World Miami*

- Each of the four hotels would cater to a different clientele: family hotel – 2,000 rooms, luxury hotel – 1,200 rooms, convention hotel – 1,300 rooms and boutique hotel – 750 rooms.
- Two residential condo towers with 1,000 units sitting behind the Boulevard Shops on Biscayne Boulevard.
- More than 50 restaurants, lounges, bars and nightclubs, ranging from fine dining to buffets and a food court for a total of 700,000 square feet.
- About 60 luxury shops, plus a marketplace for a total of 250,000 square feet.
- Convention and meeting space totaling 750,000 square feet, including a 200,000-square-foot ballroom.
- Entertainment facilities include a cinema and an interactive museum.
- A 3.6 acre rooftop lagoon
- Proposed site of Miami's first full-scale casino

* In Construction Phase

3. Miami Art Museum*

- Extraordinary design by Pritzker prize winners Herzog & De Meuron
- To be opened in 2013
- 200,000 sft of world class galleries
- The new MAM will transform Museum Park into a central destination on Miami's cultural map.

* IN DESIGN STAGE

4. New World Symphony*

- Designed by world renowned architect Frank Gehry
- Home of Miami's New World Symphony
- Extensive international concert season, largest world outdoor cinema, and extensive children's outreach program

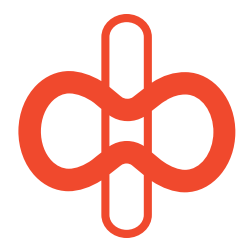
* In Construction Phase



myneighborhood

As one of Miami's most prestigious addresses, Brickell is made up of many upscale, luxury condominium and apartment towers. Often referred to as the "Manhattan of the South," Brickell is home to the largest concentration of international banks in the U.S. It also enjoys a reputation as Miami's top destination for five-star hotels and restaurants. At its center, Mary Brickell Village is a social hub defined by restaurants, nightlife and boutiques. The planned Brickell CitiCentre, our next door neighbor, alongside the river promises more of the same with high-end retail shopping, hotels, conference facilities and more.



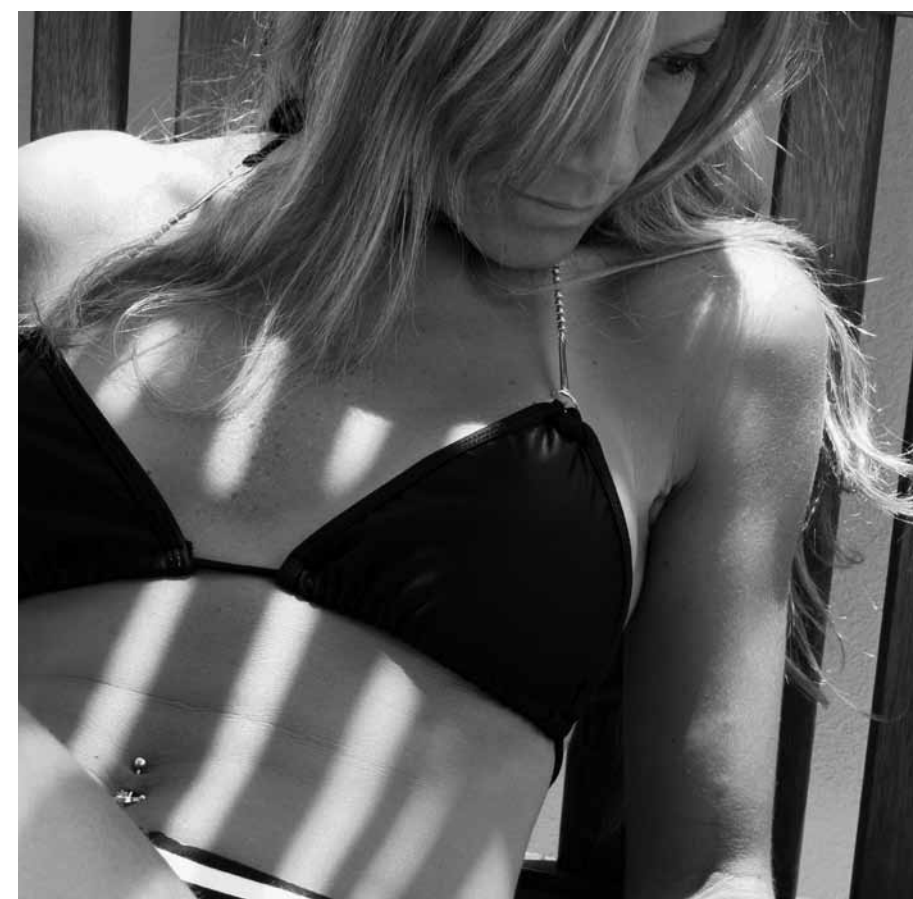


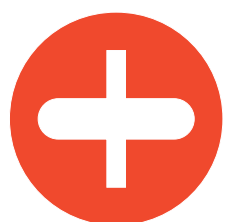
From the 25th floor pool and observation deck, it's easy to see how The Magic City got its name.

myscape

Perched above the rest of the world, mybrickell takes relaxation to a higher level. The zero-edge swimming pool refreshes and restores. The observation deck offers enticing new perspectives and unlimited views. And the beautiful surroundings create a one-of-a-kind nature park in the sky.

It is here, where the tranquil waters of Biscayne Bay meet the dazzling cityscape, that a modern world of personalized service, business savvy and urban beauty come to life.





Celebrate the day, energize the evening or simply delight in the private lounge and bar that is yours to enjoy.

myscene

The residents-only club room at mybrickell offers an ideal mix of inspiration and relaxation. Complete with a bar, media lounge with 60-inch 3D LCD TV, and an outdoor terrace with dramatic city and river views, this is a place to come together in true Brickell style.





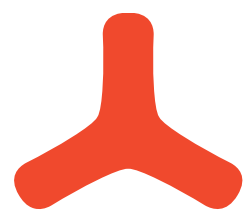
Master your world with strength and determination honed in your state-of-the-art fitness club.

mybalance

Stocked with the latest aerobic and resistance equipment, the mybrickell Fitness Club delivers an exclusive, residents-only workout experience. With its expansive oversized interior, it is part gym, part weight room, part studio and all wellness.

Wake up and get straight to your routine. Stop by during lunch from your nearby downtown office. Meet up after work for a class or partner workout. Whatever your personal fitness goals may be, they can all be accomplished here. From cardio and endurance, to yoga and Pilates, to weight lifting and more, the keys to performance are yours.





A true statement in
refined urban living

myentrance

From the very first second you encounter it, mybrickell captivates your senses. The lobby's three-story ceilings are an impressive welcome. Avant-garde interiors by Karim Rashid feature his signature symbolism and provocative concepts. Smart design details surprise and delight.



Modern classic residences redefine high-rise living to be an exciting step ahead

mytime

Dramatic floor-to-ceiling windows, comfortable terraces, stunning city, river and bay views – welcome to urban utopia. Just outside your door, the charms of Brickell beckon. Lush parks, monuments, works of art, and historic sites all coexist alongside some of Miami's most recognizable buildings and architecture.

This is the world you live in – a waterfront city with a distinctly downtown vibe and a residence that embraces and reflects all the best qualities of Miami.

- Open-concept floor plans with designer berber carpeting throughout living, dining & bedrooms
- Spacious walk-in closets
- Energy-efficient, impact-resistant windows

- High-efficiency central AC and heating in each unit
- Sprinkler fire-protection system
- High-speed internet access in all common areas
- Prewired units with multiple jacks for high-speed internet and cable TV
- Upgrade packages available



Life is in the details...
especially when it comes to your
kitchen and bathrooms

myplace

High-design meets high-end convenience with move-in-ready units that have the look, feel and character of custom-designed residences. Exquisite finishes, imported fixtures and inspired layouts create an undeniable sense of home.



Kitchen Features:

- Contemporary Italian cabinetry
- Imported stone countertops
- State-of-the-art stainless-steel appliance package with refrigerator/freezer, range with glass cooktop, multi-cycle whisper-quiet dishwasher, built in microwave with integrated vent hood and light, and stackable washer/dryer
- Double-sink with pullout faucet sprayer
- Imported designer tile floors

Bathroom Features:

- Italian vanity cabinets
- Imported stone countertops
- Full-width vanity mirror with designer lighting
- Frosted glass shower enclosures
- Designer faucets and fixtures
- Spacious soaking tub

01

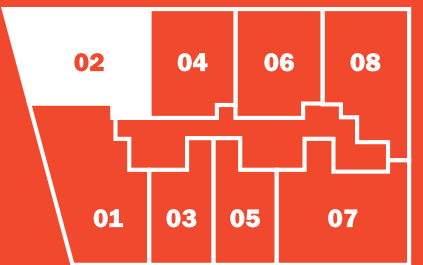


2 Bedrooms + 2 Bathrooms + Den
AC: 1,220 SQ F | Balcony: 86 SQ F
TOTAL SQ F*: 1,306 | TOTAL M²*: 121.33

* TERRACE INCLUDED

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02



2 Bedrooms + 2 Bathrooms
AC: 1,135 SQ F | Balcony: 100 SQ F
TOTAL SQ F*: 1,235 | TOTAL M²*: 114.73

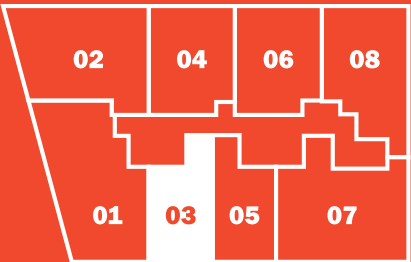
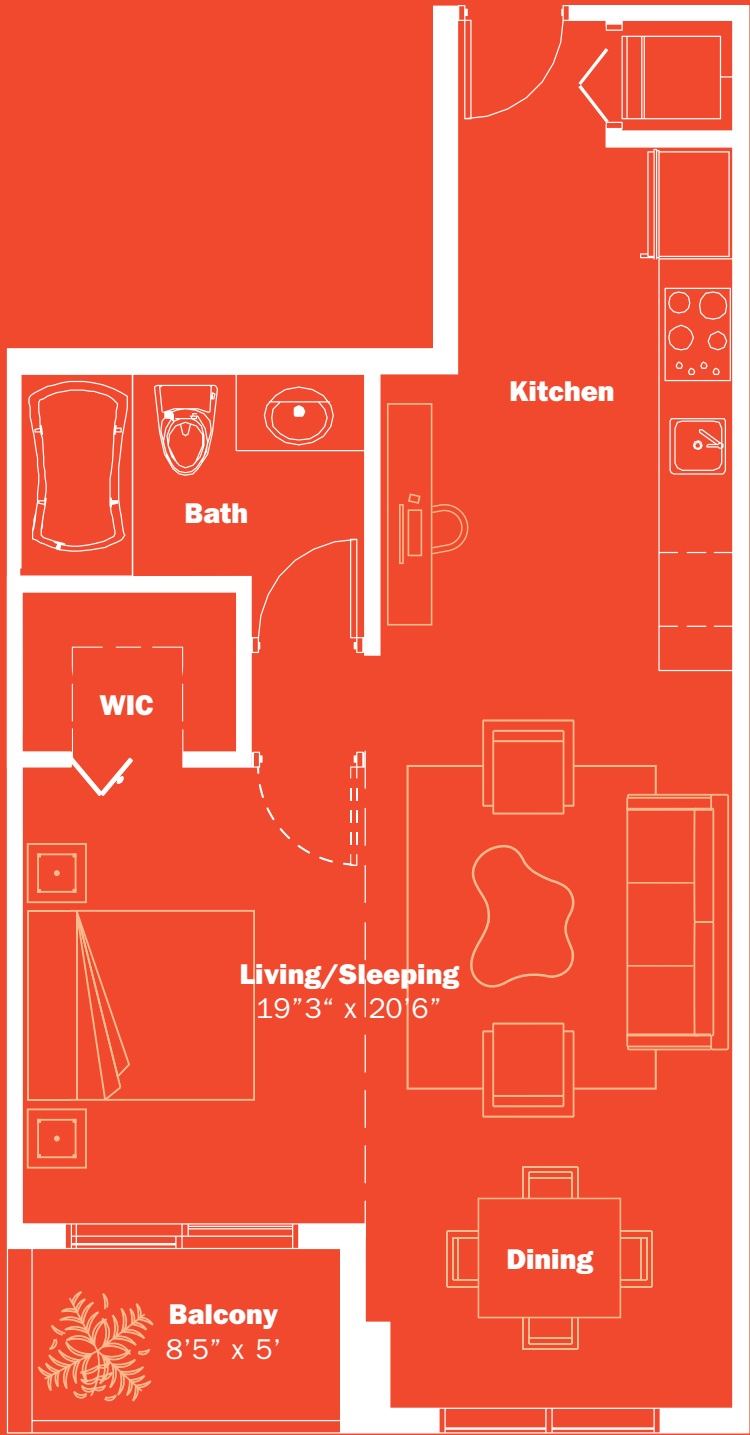
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03

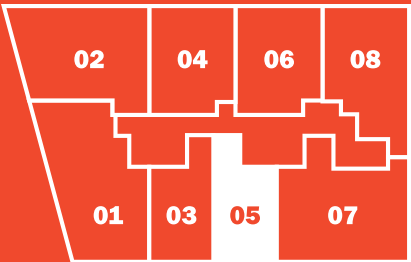
05

as shown but reversed



Studio + 1 Bathroom
AC: 600 SQ F | Balcony: 42 SQ F
T SQ F*: 642 | T M²*: 59.64

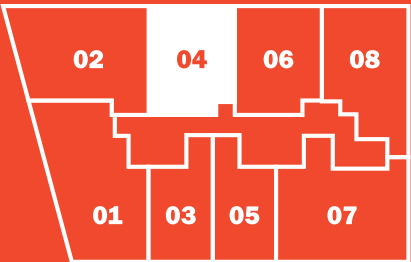
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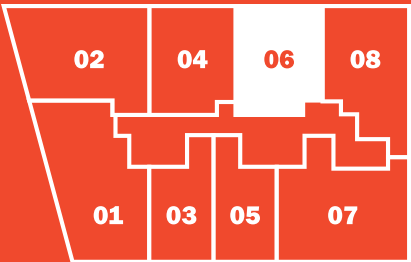
04

06



1 Bedroom + 1 1/2 Bath + Den
AC: 790 SQ F | Balcony: 62 SQ F
TOTAL SQ F*: 852 | T M²*: 79.15

* TERRACE INCLUDED



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07

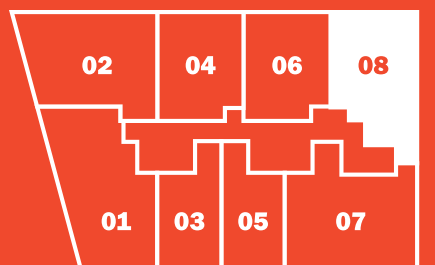
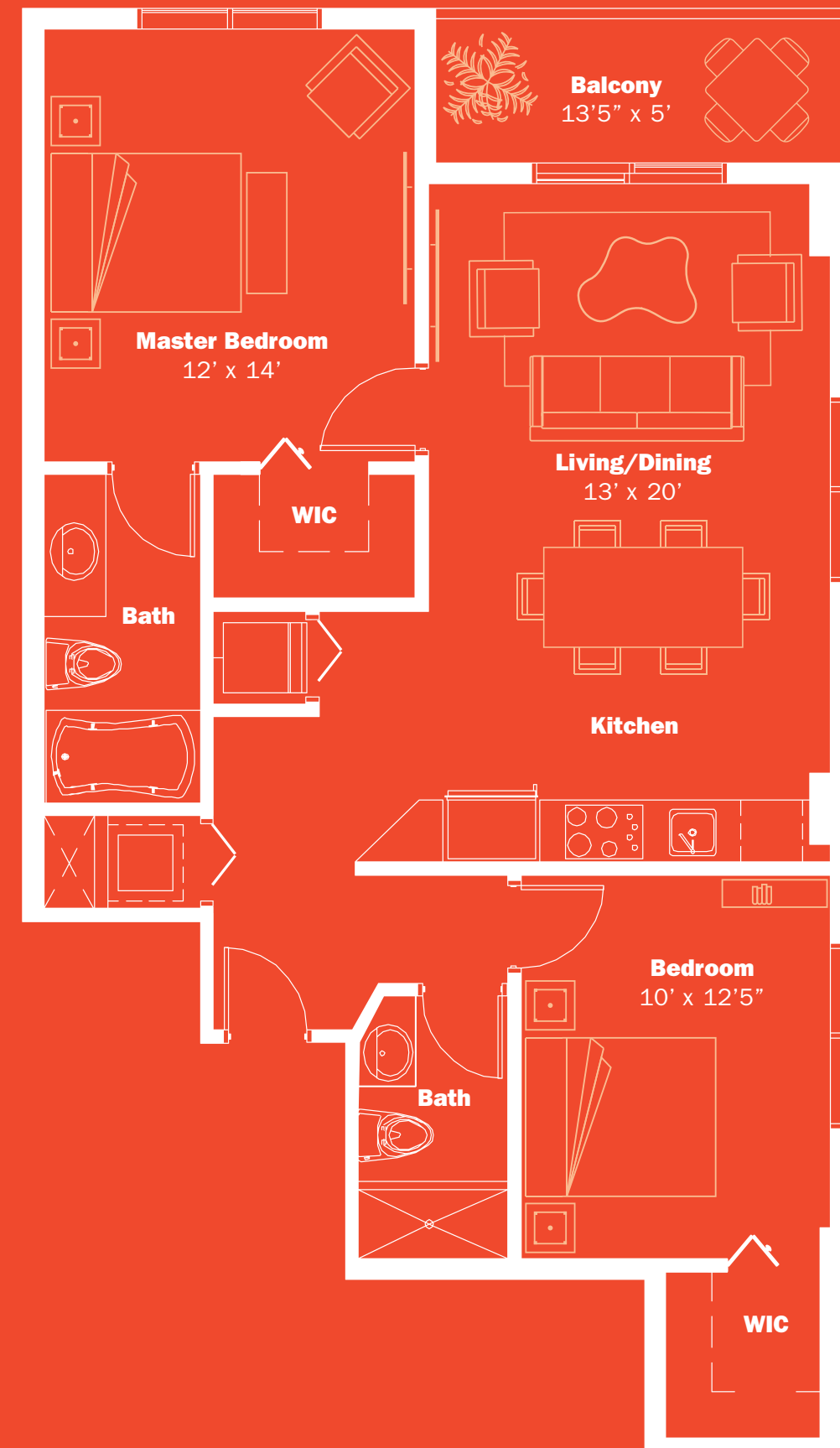


2 Bedrooms + 2 Bathrooms + Den
AC 1,195 SQ F | Balcony: 70 SQ F
TOTAL SQ F*: 1,265 | TOTAL M²*: 117.52

* TERRACE INCLUDED

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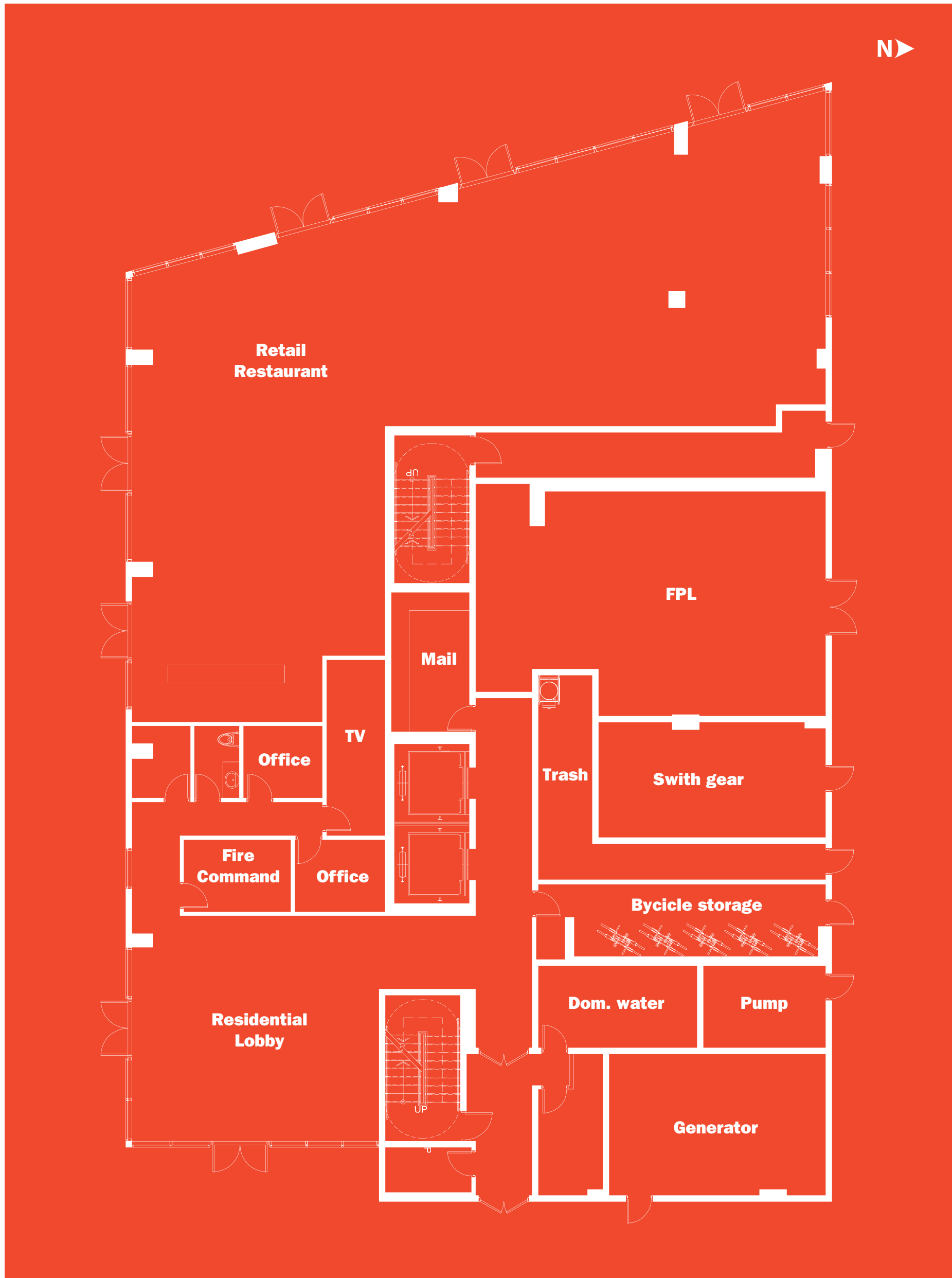
08



2 Bedrooms + 2 Bathrooms
AC 955 SQ F | Balcony: 67 SQ F
TOTAL SQ F*: 1,022 | TOTAL M²*: 94.94

* TERRACE INCLUDED

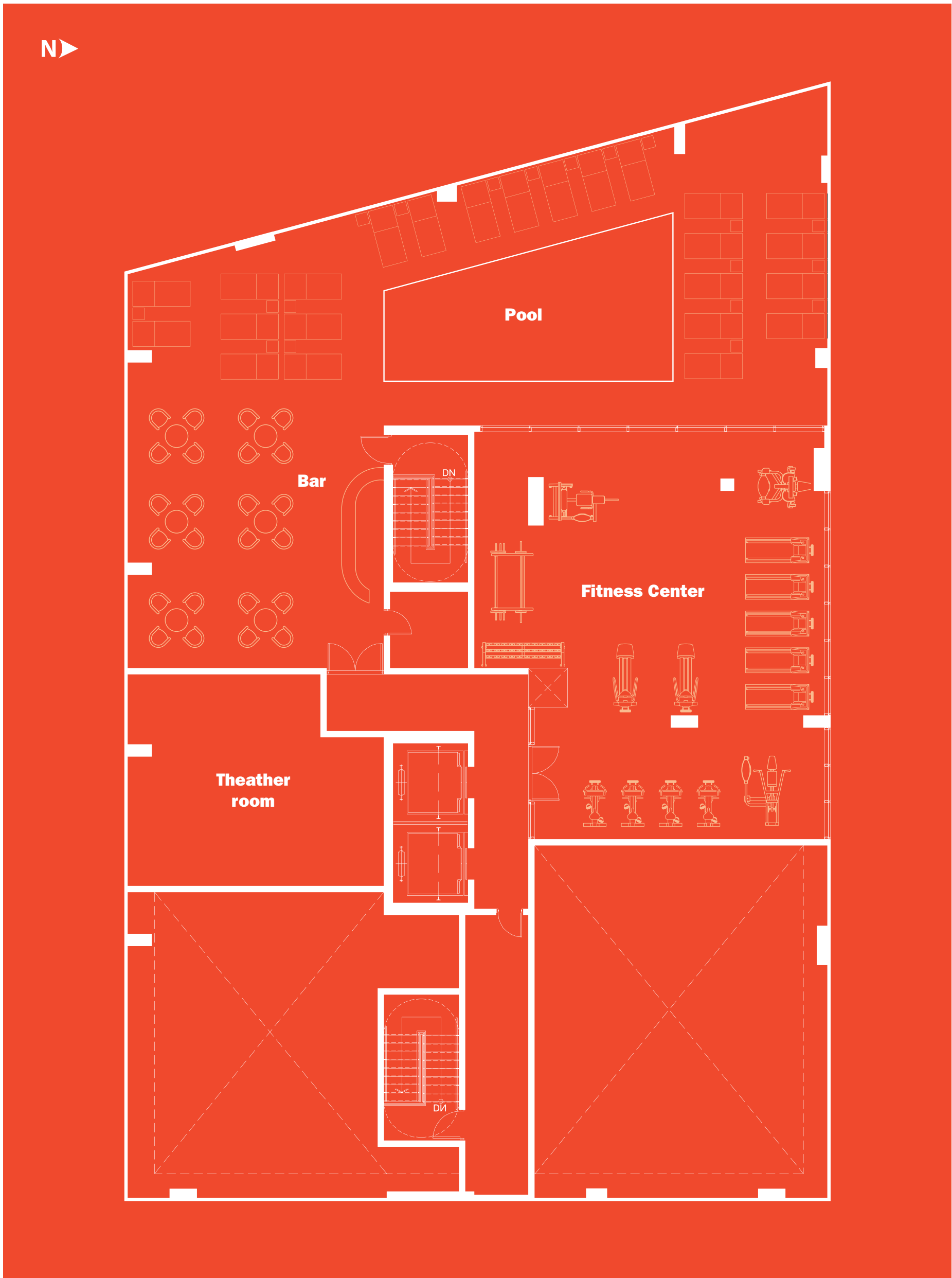
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Personal freedom
and creative activity
reaches new levels
here, starting at the
ground floor and
working its way upward.

myplaza

Lofty in its range of amenities, but grounded by real-life pursuits, your connection with mybrickell will begin the moment you walk in the door. Dine and shop just downstairs from your residence. Take a leisurely bike ride around the city or on nearby Key Biscayne thanks to a convenient bicycle garage for residents only. Meet friends and visitors in the stunning triple-height lobby before heading out to enjoy the neighborhood around you. This is the epicenter of life in the city.



mysky

Mybrickell takes the idea of “live, work, play” to a higher level with an elevated, rooftop getaway for residents. Get in a solid workout before or after work. Host happy hour at your own exclusive bar and lounge. Watch thrilling sporting events or popular movies in the comfort of your plush theater room equipped with DVD equipment and expanded cable programming. If you can dream it, we’ve given you a place to do it.



Karim Rashid

Konductor at Karim Rashid, Inc.

Karim Rashid is one of the most prolific designers of his generation. Over 3000 designs in production, over 300 awards and working in over 35 countries attest to Karim's legend of design. His award winning designs include democratic objects such as the ubiquitous Garbo waste can and Oh Chair for Umbra, interiors such as the Morimoto restaurant, Philadelphia and Semiramis hotel, Athens and exhibitions for Deutsche Bank and Audi. Karim has collaborated with clients to create democratic design for Method and Dirt Devil, furniture for Artemide and Magis, brand identity for Citibank and Hyundai, high tech products for LaCie and Samsung, and luxury goods for Veuve Clicquot and

Swarovski, to name a few. Karim's work is featured in 20 permanent collections and he exhibits art in galleries worldwide. Karim is a perennial winner of the Red Dot award, Chicago Athenaeum Good Design award, I.D. Magazine Annual Design Review, IDSA Industrial Design Excellence award.

He holds honorary doctorates from the Ontario college of Art & Design and Corcoran College of Art & Design. Karim is a frequent guest lecturer at universities and conferences globally disseminating the importance of design in everyday life. Karim has been featured in publications and books including Time, Financial Times, The New York Times,

Esquire, GQ and countless others. In 2009 Rizzoli released Karim's latest monograph KarimSpace, featuring 36 of Karim's interior architecture designs. Other books include Karim's guide to living, 'Design Your Self' (Harper Collins, 2006), 'Digipop', a digital exploration of computer graphics (Taschen, 2005), compact portfolio published by Chronicle Books (2004), as well as two monographs titled 'Evolution' (Universe, 2004) and 'I Want to Change the World' (Rizzoli, 2001). In his spare time Karim's pluralism flirts with DJing, art and fashion and is determined to creatively touch every aspect of our physical landscape.

Jorge M. Pérez

Chairman and CEO of The Related Group

Jorge M. Pérez is Chairman, Chief Executive Officer and Founder of The Related Group. TIME Magazine named Mr. Pérez one of top 25 most influential Hispanics in the United States.

Under his direction, The Related Group has redefined the South Florida Landscape. Since its inception, more than 30 years ago, the firm has built and/or managed more than 80,000 apartments and condominium residences. Also during that time, the group's Designer collection has become a hallmark of the brand's development style,

featuring design influence and input from many of the world's most prolific, innovative and respected designers including Philippe Starck, Carlos Ott, Arquitectonica, Enrique Norten, Yabu Pushelberg, Sieger Suarez and Robert Swedroe, just to name a few.

The Related Group is one of the largest Hispanic-owned businesses in the United States with a development portfolio of projects worth in excess of \$10 billion and the distinction of having been the number one multi-family developer in the nation.

Raymond Jungles, FASLA

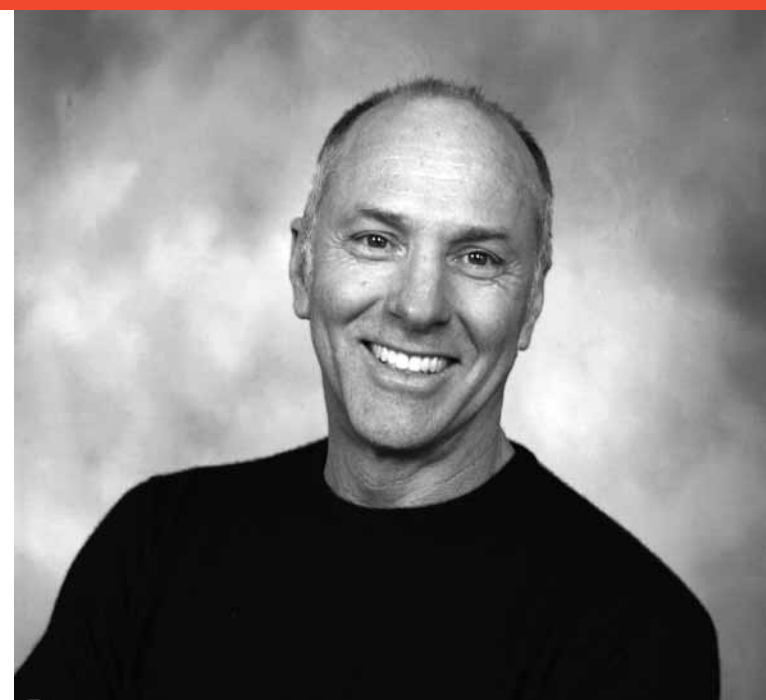
Principal & CEO, Raymond Jungles, Inc

Raymond Jungles leads his Miami-based landscape architecture firm in the design of private residential gardens, community landscapes, boutique hotels, and botanical gardens. The firm has collaborated with Herzog & de Meuron on the 1111 Lincoln Road project and with Frank Gehry and Partners on the New World Symphony's Campus Expansion, both in Miami Beach, FL.

Mr. Jungles has received 34 Design Awards from the Florida Chapter of the ASLA. In 2003, he was honored as the Miami Chapter of the AIA Landscape Architect of the Year. His projects, which focus on native horticulture,

have been featured in more than 30 books, including his two monographs, titled Ten Landscapes and The Colors of Nature: Subtropical Gardens by Raymond Jungles.

He has been profiled in The New York Times' Art and Design section, and his work has appeared in over 100 national and international publications.



Bernardo Fort-Brescia, FAIA

Principal of Arquitectónica



Bernardo Fort-Brescia, FAIA, is a founding Principal of Arquitectonica. He studied architecture and urban planning at Princeton University and received a Master of Architecture from Harvard University, where he later taught. He first came to Miami in 1975 to teach at the University of Miami. By 1977 he founded Arquitectonica with a group of young architects and set up a studio in Coconut Grove. Within two years Arquitectonica's work was appearing in magazines around the world. Today Arquitectonica has designed buildings in forty countries from eleven offices around the world.

Mr. Fort-Brescia's designs have won more than a hundred design awards. His work has been featured in three thousand national and international publications, and been the subject of numerous museum exhibitions in the Americas, Europe and Asia.

Mr. Fort-Brescia is the recipient of the 1996 AIA Florida Honor for Design Award and the 1998 AIA Silver Medal for Design Excellence. He was honored as a Fellow of the American Institute of Architects in 1992 and was inducted into the Interior Design Hall of Fame in 1999. Mr. Fort-Brescia was honored by the Salvadori Center in New York with the 2000 Founder's Award.



RELATED GROUP

1. Trump Sunny Isles
2. Trump Hollywood
3. Icon Vallarta
4. Apogee South Beach
© KETH DOUGLAS 2006
5. Icon South Beach Lobby
6. Icon Brickell Pool Deck
© ROBIN HILL
7. Icon Brickell
© ROBIN HILL



ARQUITECTONICA

1. The Bronx Museum of the Arts
© NORMAN MCGRATH
2. Orchard Scotts
© ARQUITECTONICA
3. South Miami-Dade Cultural Arts Center
© ROBIN HILL
4. Sai Wan Terrace Residential
© ARQUITECTONICA
5. Landmark East
© ARQUITECTONICA
6. Florida International University
© ROBIN HILL
7. The Westin Lima Hotel
© ROBIN HILL
8. Infinity
© TISHMAN SPEYER
9. American Airlines Arena
© RICHARD BRYANT
10. Riviera Twinstar Square
© ROGAN COLES



RAYMOND JUNGLES INC

1. 1111 Lincoln Road
© STEVEN BROOKE
2. New World Symphony
© CLAUDIA URIBE
3. Soho Beach House
© ROBIN HILL

RELATED's DESIGN COLLECTION

It comes as no surprise that mybrickell is a creation by The Related Group. With its reputation for working with the world's most respected designers and its 30-years track record of numerous successful sell-out properties in South Florida, Related is the perfect choice for moving Brickell forward. As such, mybrickell is set to be one of The Related Group's most acclaimed projects and one of its most original.

The secret to this team's success lies in an innovative approach to over-deliver on all aspects of development from quality to character to timing and beyond. Combined with creative and effective marketing centered around The Related Group as a brand, prospective buyers have come to expect a consistent and reliable level of value, finesse and precision from any project bearing the Related name.

Now that this confidence has made its way to downtown Brickell, the Miami urban residential landscape will be forever changed for the better. mybrickell marks the next chapter in The Related Group "Urban Evolution."

Architecture by

ARQUITECTONICA

Plaza Design by

JUNGLES

Interiors by

Karim rashid

WEB+DESIGN: INNOVART.US / 3D RENDERERS: METROSTUDIO.COM

mybrickell
by *Karim*

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