

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 García, 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.



Jorge M. Pérez

CHAIRMAN & CEO, THE RELATED GROUP

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.

SEE LEGAL DISCLAIMERS ON BACK COVER



**iconic architecture
elevates the soul**

**and soars to
breathtaking views**



ARTIST CONCEPTUAL RENDERING

SEE LEGAL DISCLAIMERS ON BACK COVER



welcome to iconbay

Arrive with a grand sense of style to your private sanctuary framed by the sparkling blue waters of Biscayne Bay and a luscious waterfront park and sculpture garden. Enter the elegant lobby of the exclusive 43-story concrete and glass structure located directly on Biscayne Bay's waterfront. The tower's 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.

You have arrived...



take a leisurely stroll through the 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.



a park filled with art

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 & Lautaro Cuttica

Born in Buenos Aires, these contemporary father and son artists has exhibited in galleries, museums and cultural centers, and international art fairs for over 30 years. Eugenio's 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 beauty, not from the intellect but as something that just happens, generated from the idea of the artist as a vehicle of a foreign energy that flows thru him.



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.





in the heart of the new miami

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, in 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





miami's urban center, today...

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 exciting lifestyle of this premier destination.

and tomorrow

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.



**treat yourself to
unparalleled building 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
- Lavish waterfront sculpture gardens and walking path
- Grand elegant lobby with 24-hour concierge staff
- Clubroom with multimedia facilities, billiards and game room

- Residents coffee bar
- Waterfront deck featuring a serene infinity pool, private cabanas, planned snack bar, and towel services
- Gourmet food emporium

- Waterfront fitness center and spa with top-of-the-line cardio equipment, weight training, sauna, steam rooms, personal trainers, planned yoga and Pilates classes, and more
- Lighted tennis courts professionally managed with ball and towel services

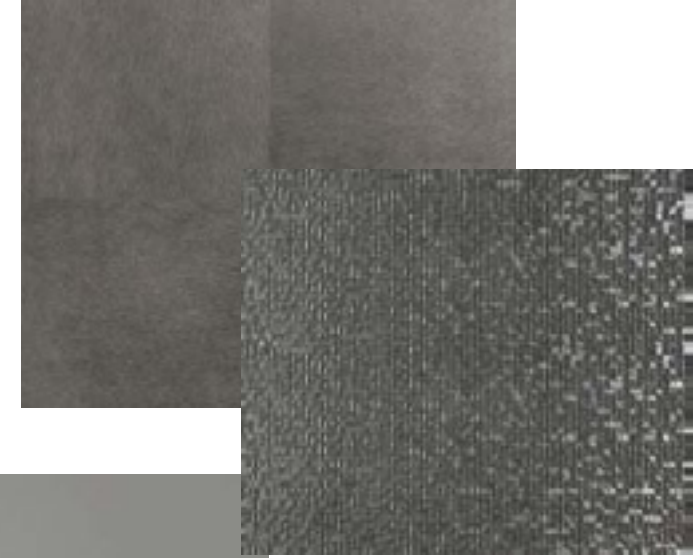
- Kids and Teens lounge
- Storage area for recreational aquatic activity equipment for residents, including windsurfing, paddle boarding and more
- Assigned resident parking in a controlled-access covered garage
- 24-hour valet parking



feature wall: blue agate



textured stone



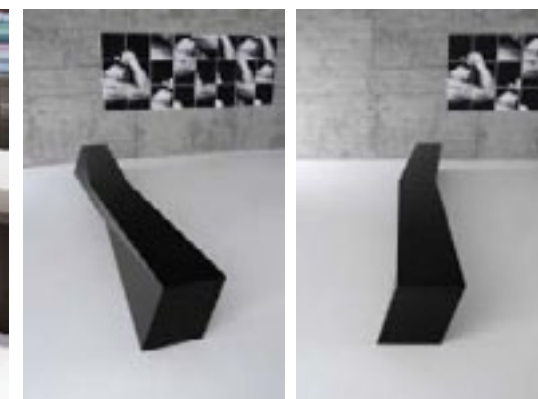
wall covering



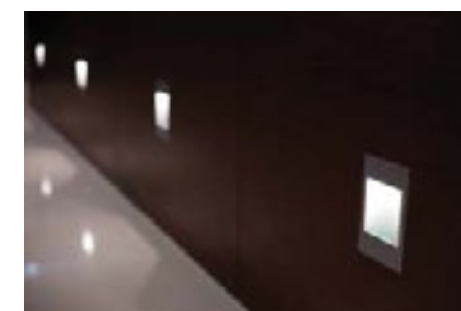
sculptural wood ceiling



reception desk



moss tile



accented by refined urban waterfront interiors

Using natural and durable materials, the lobbies and public spaces in **iconbay** will have a seamless indoor/outdoor feeling. In Miami, nature and architecture are woven together; water and dense vegetation coexist with a bustling city. The interior design for **iconbay** translates this concept into an elegant material palette with texture and contrast, and a sophisticated color palette that complements the breathtaking views and landscape.



and a 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, planned snack and cocktail bar, and towel service, it is an elevated experience fully immersed in the ground-floor landscape.

And now... with exclusive privileges at the **SLS BEACH CLUB** in south beach.
by **Philippe STARCK**



enjoy an unmatched lifestyle

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. Play 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. 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.



and 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 warm waters. Biscayne Bay has it all. And right alongside, the energy and action of all Miami has to offer. And in the center of it all... **iconbay**.



**live in impeccably
executed residences**



**with biscayne bay
as your backyard**



**and endless views
from your great room**



with designer features

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.

- Expertly designed building with all residences directly facing wide open bay
- Private elevator access and entry foyers in every residence
- Floor-to-ceiling windows with panoramic views of Biscayne Bay and Miami Beach from every residence
- Spacious outdoor terraces with undulating glass railings
- Lofty 9-foot ceilings in typical floors and 11-foot ceilings in penthouse levels
- Residences delivered decorator ready to afford maximum flexibility in interior design

Gourmet European Kitchens

- Premium European cabinetry with 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, sound insulated dishwasher, and built-in microwave
- Double-basin under mount sinks
- Designer faucets with pull-out sprayers
- Imported porcelain tile flooring

Luxurious Bath Experience

- Premium European style cabinetry with designer details and 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



ARTIST CONCEPTUAL RENDERING

and expansive terraces



and more...



**all brought to you by
the premier development team**



TRUMP HOLLYWOOD



THE ST. REGIS BAL HARBOUR



MURANO GRANDE, SOUTH BEACH



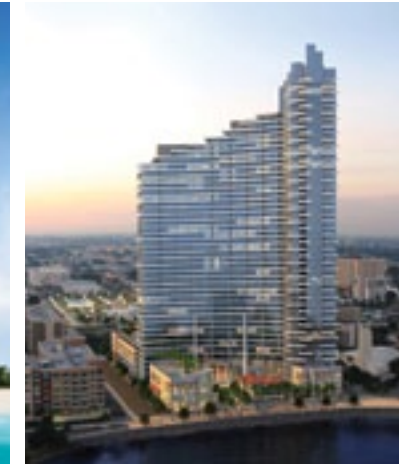
APOGEE, SOUTH BEACH



AGRICULTURAL BANK OF CHINA



REGALIA CONDOMINIUM



PARAMOUNT BAY



500 BRICKELL CONDOMINIUMS



CARLOS ROSSO, President, Condominium Division, The Related Group, JORGE M. PÉREZ, Chairman & CEO, The Related Group and MATTHEW ALLEN, COO, The Related Group

The Related Group

Iconbay represents the latest in a world-renowned collection of Icon residences throughout the U.S. and México developed in collaboration with The Related Group. Known for advancing art and design as well as what is possible in the realm of real estate, The Related Group and the Developer have 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 in an 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

Arquitectonica

Since Arquitectonica's founding in Miami 27 years ago, it has developed an international practice recognized for excellence and artistry. Led by Bernardo Fort-Brescia and Laurinda Spear, the studio has evolved into a practice of over 250 professionals combining the creative spirit of the principals with efficiency of delivery and reliability of major architectural firm.



Bernardo Fort-Brescia, FAIA, Principal

ArquitectonicaINTERIORS

ArquitectonicaINTERIORS design philosophy is based on the principal of designing a unique interiors experience that reflects a thought process primarily based on the fundamental aspects of each space. The firm strives to design spaces that reflect and reverberate the themes of the architecture. With attention to detail, a harmonious and sustainable selection of materials result in timeless spaces.



Laurinda Spear, FAIA, ASLA, LEED AP, Principal and Marisa Fort, Designer

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.



BALLET VALET PARKING GARAGE, MIAMI



UNITED NATIONS PEACEKEEPERS MEMORIAL, NEW YORK



EXALTIS OFFICE TOWER, PARIS, FRANCE



**site plan &
residences floor plans**



NE 29th STREET

garage >

tennis courts

NE 28th STREET

entrance >

01 - 2+Den/2
1,632 Sq. Ft.

02
1+Den/1
1,093 Sq. Ft.

03 - 2+Den/2
1,355 Sq. Ft.

04 - 2+Den/2
1,335 Sq. Ft.

05 - 2+Den/2
1,370 Sq. Ft.

06 - 2+Den/2
1,300 Sq. Ft.

07 - 2+Den/2
1,343 Sq. Ft.

08 - 3+Den/2.5
1,748 Sq. Ft.

pool deck

proposed fountain

Biscayne Bay

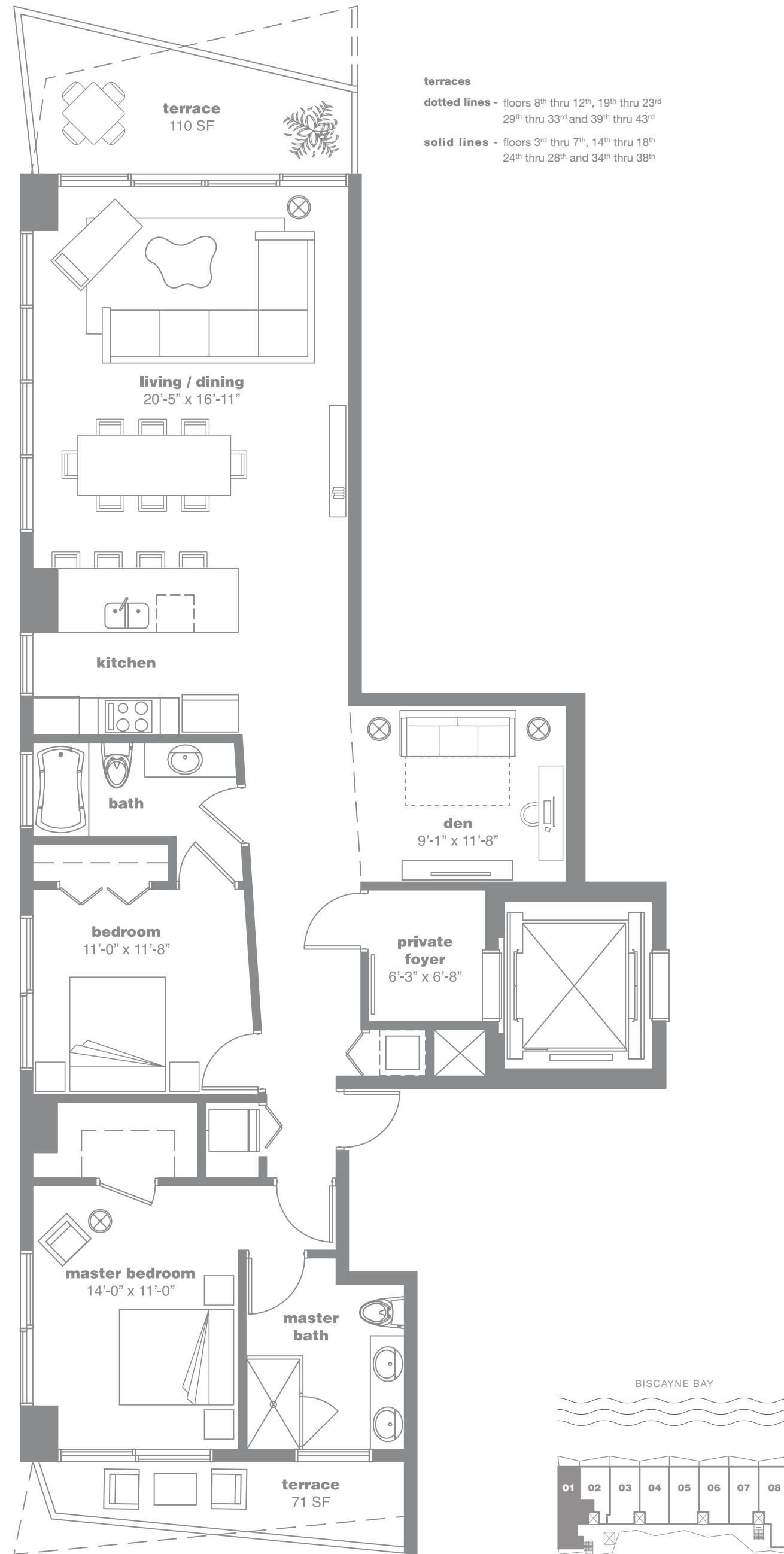
waterfront park

< Biscayne Blvd.

site plan

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, is + or - 905 sq. ft. for units 02, is + or - 1,116 sq. ft. for units 03 and 04, is + or - 1,152 sq. ft. for units 05, is + or - 1,081 sq. ft. for units 06, is + or - 1,118 sq. ft. for units 07, 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.

residence
01



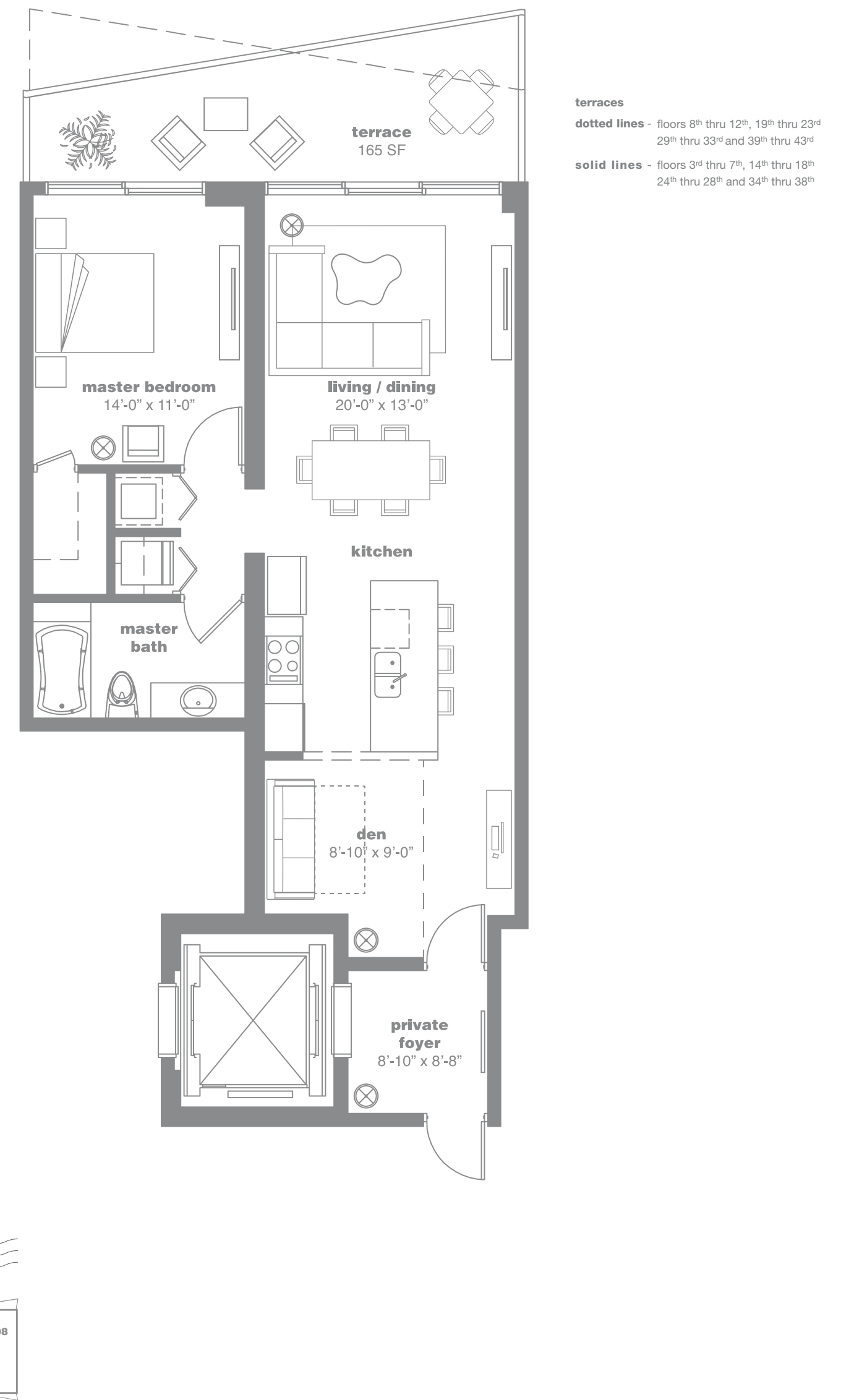
2 Bedrooms + Den / 2 Bathrooms

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 - 1,311 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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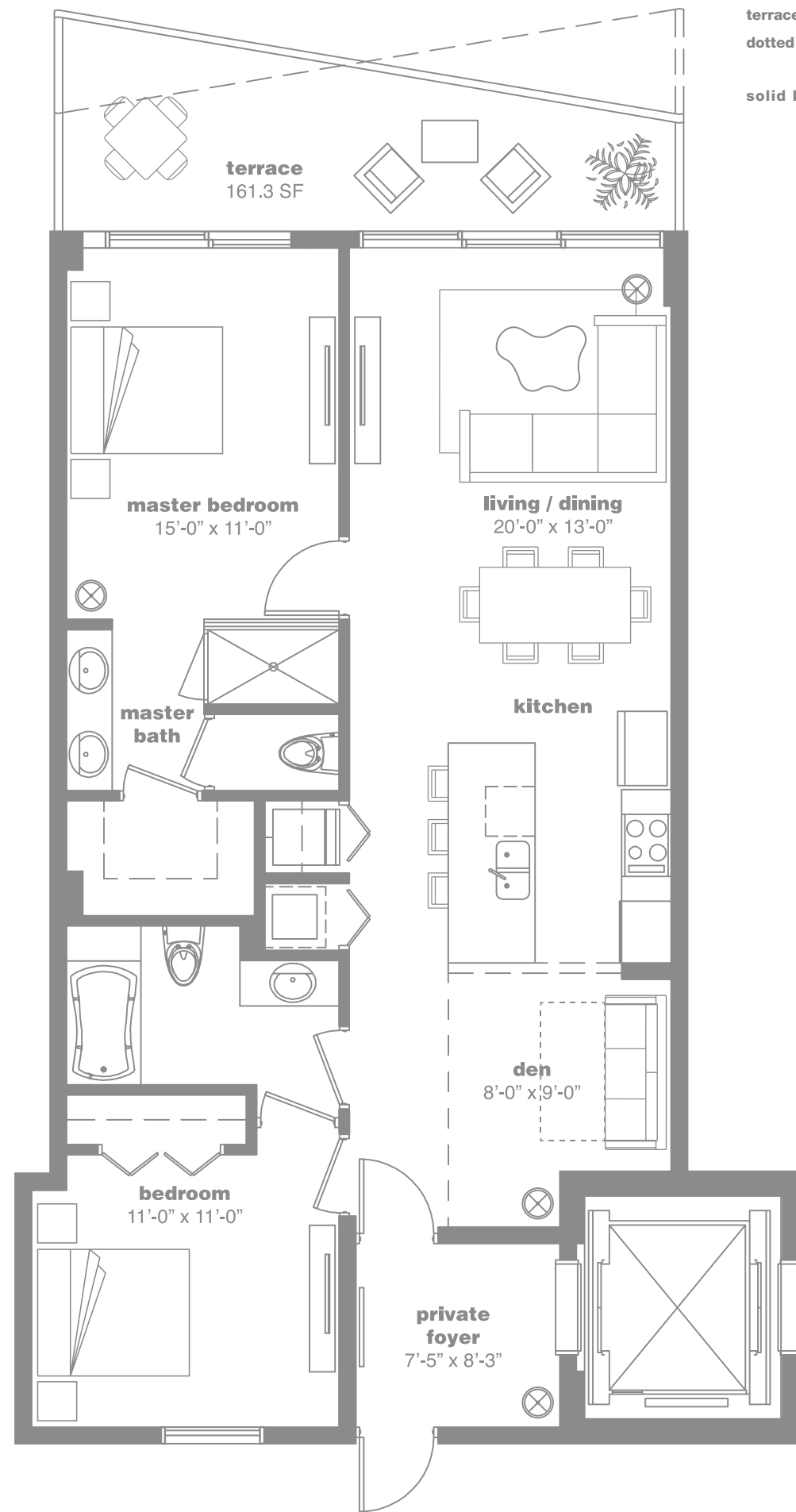
residence
02



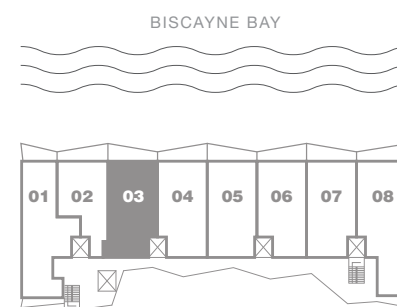
1 Bedroom + Den / 1 Bathroom

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 - 854 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.



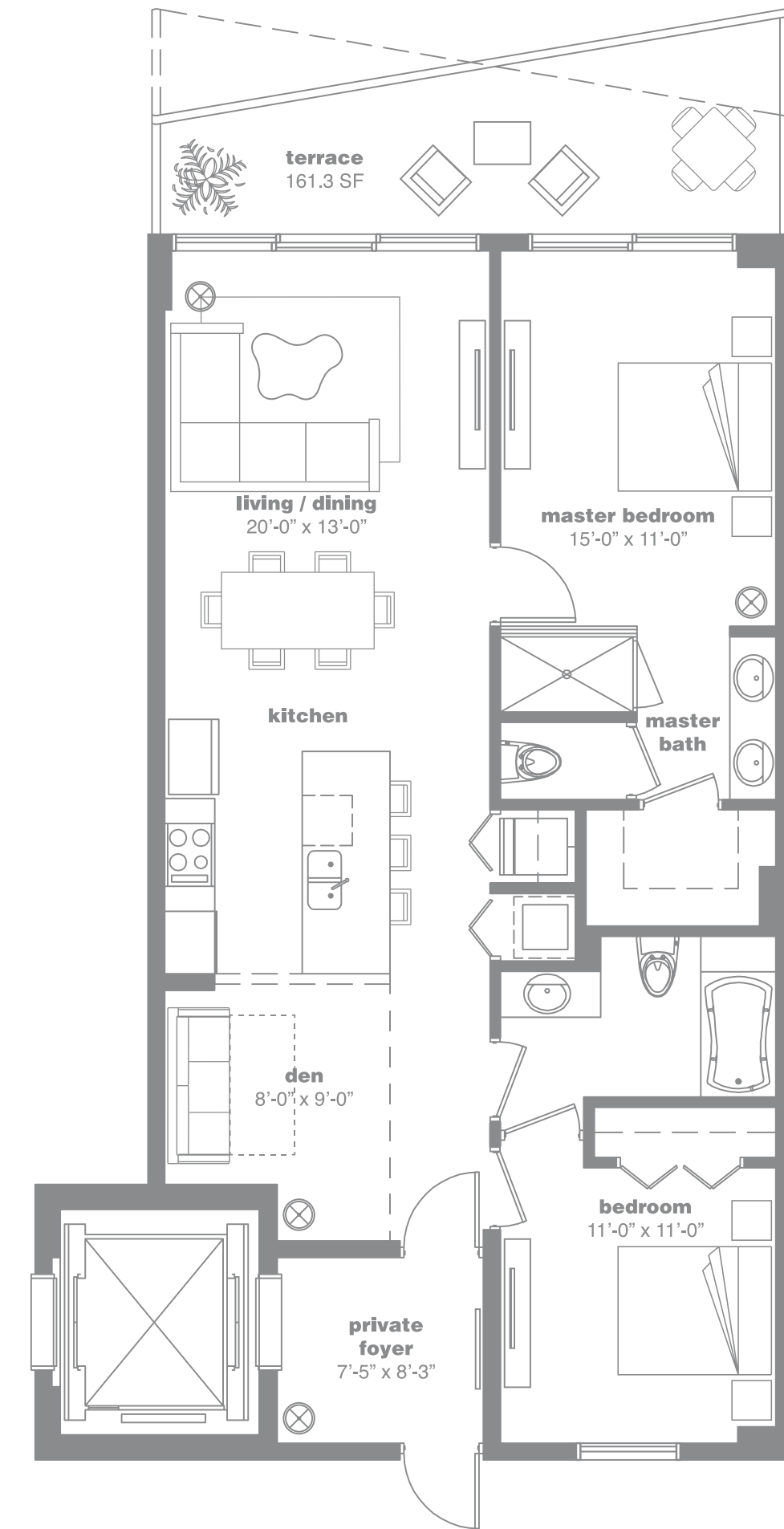
terraces
dotted lines - floors 8th thru 12th, 19th thru 23rd, 29th thru 33rd and 39th thru 43rd
solid lines - floors 3rd thru 7th, 14th thru 18th, 24th thru 28th and 34th thru 38th



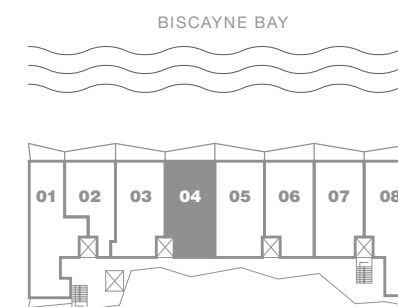
2 Bedrooms + Den / 2 Bathrooms

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 - 1,107 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.



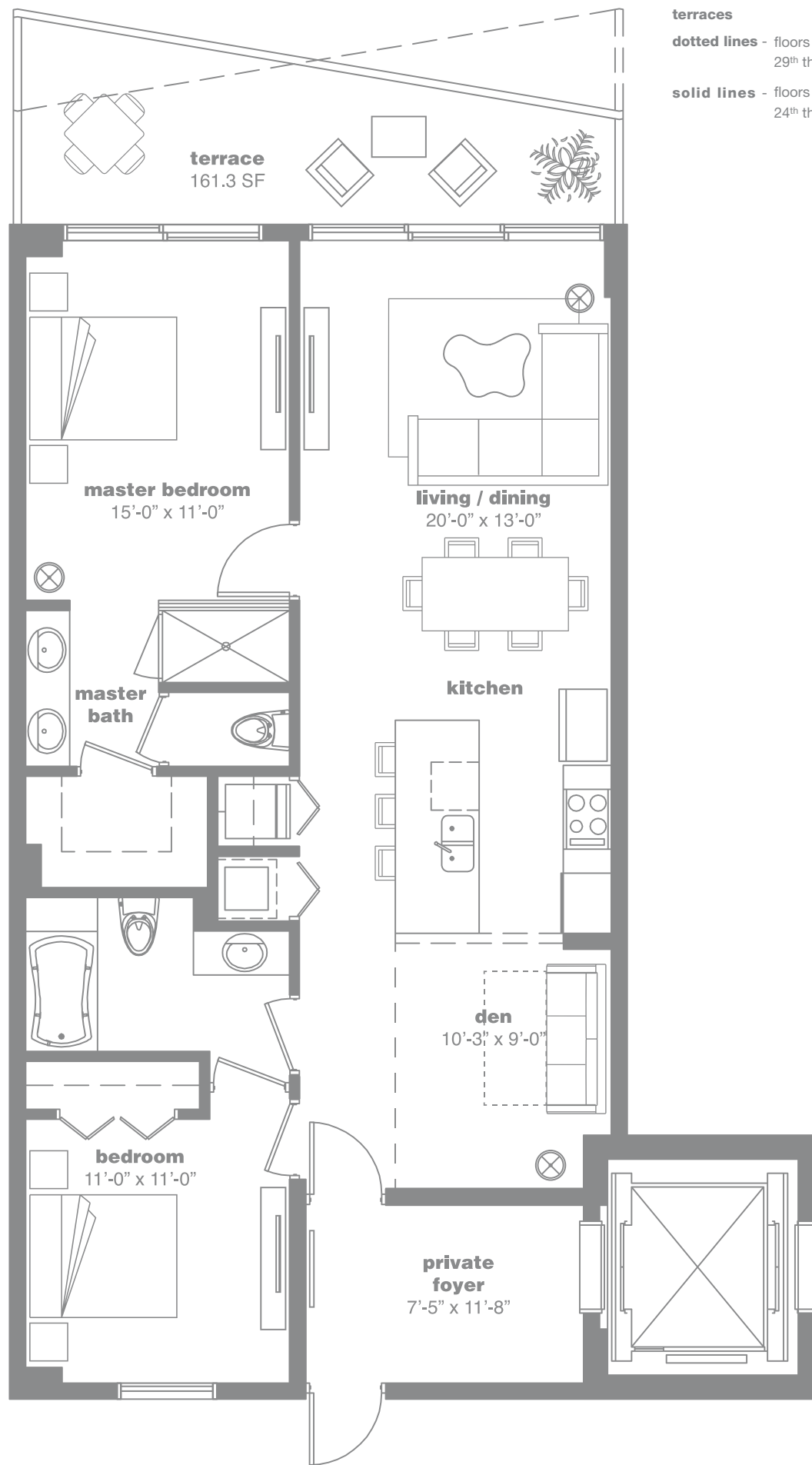
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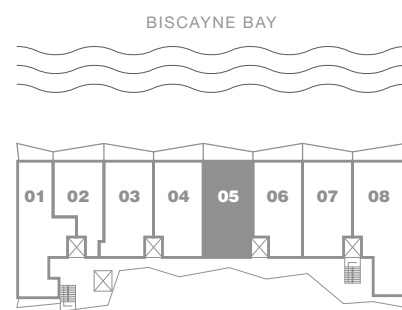
2 Bedrooms + Den / 2 Bathrooms

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

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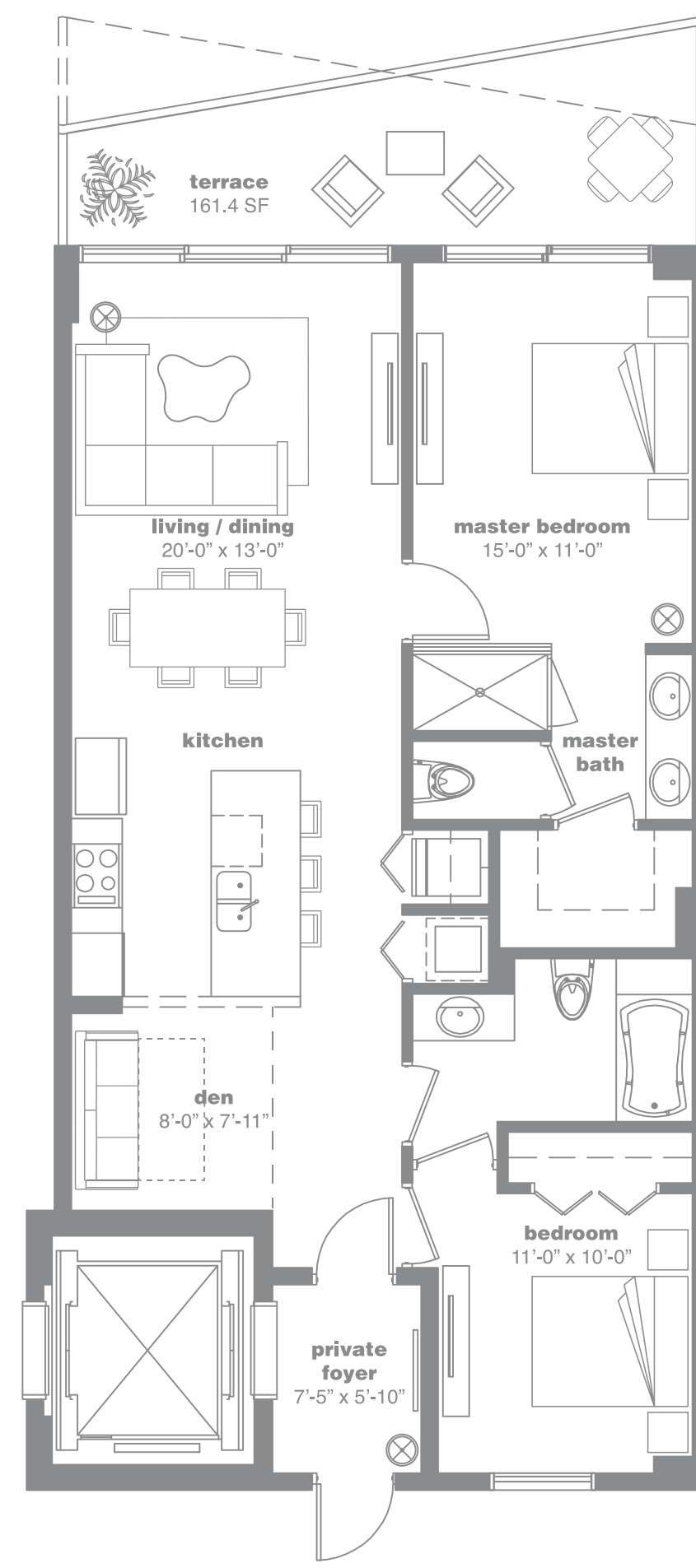
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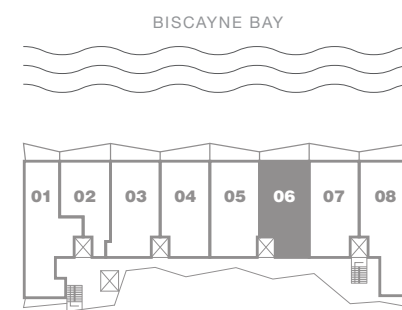
2 Bedrooms + Den / 2 Bathrooms

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

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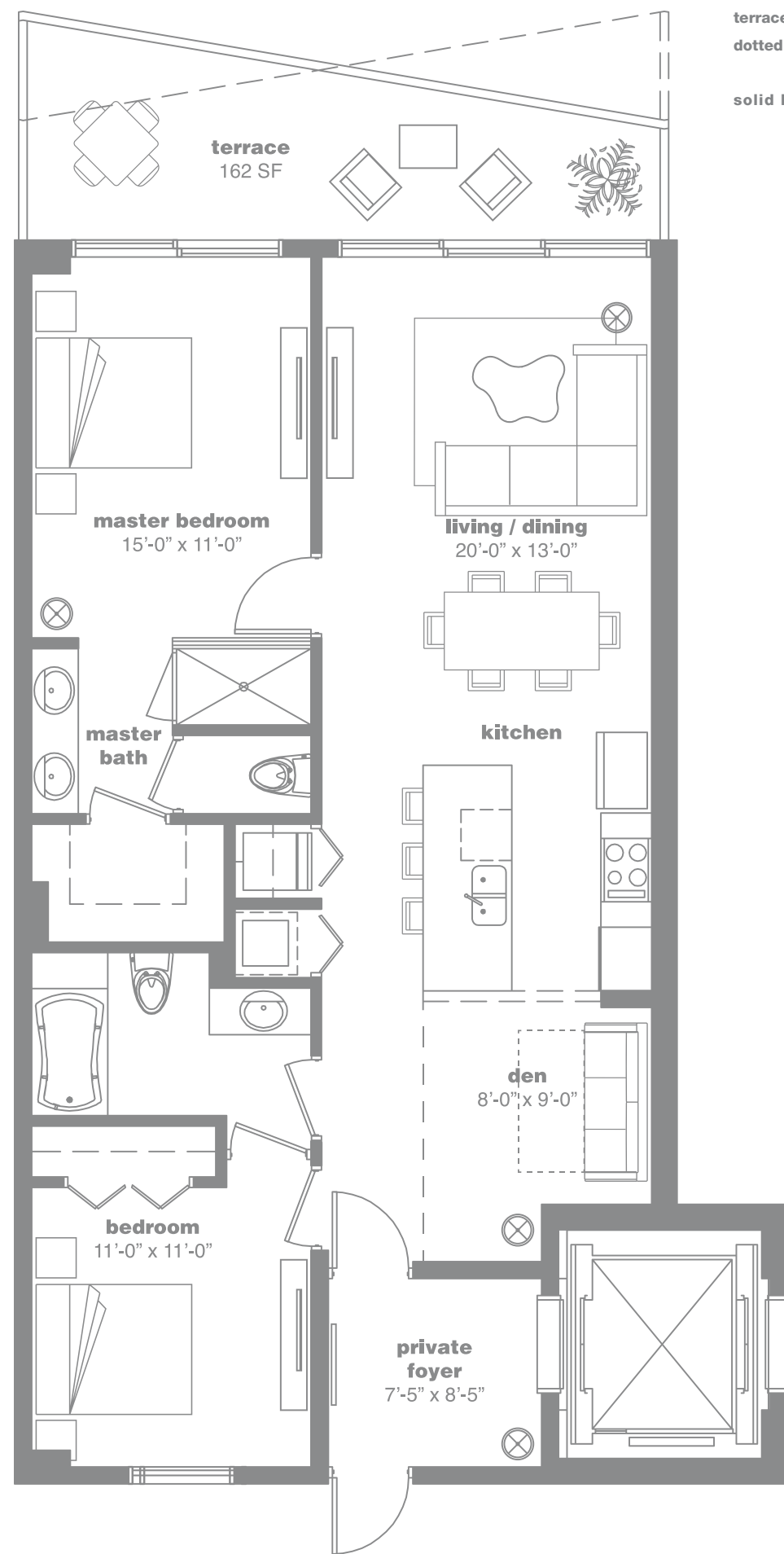
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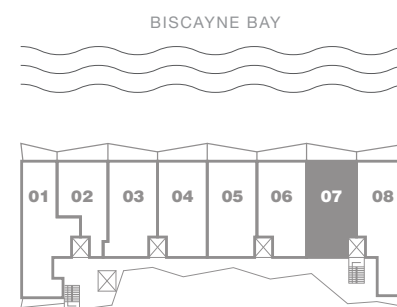
2 Bedrooms + Den / 2 Bathrooms

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

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terraces
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24th thru 28th and 34th thru 38th

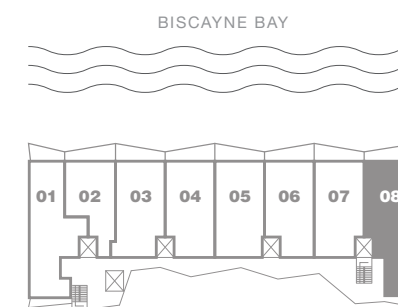
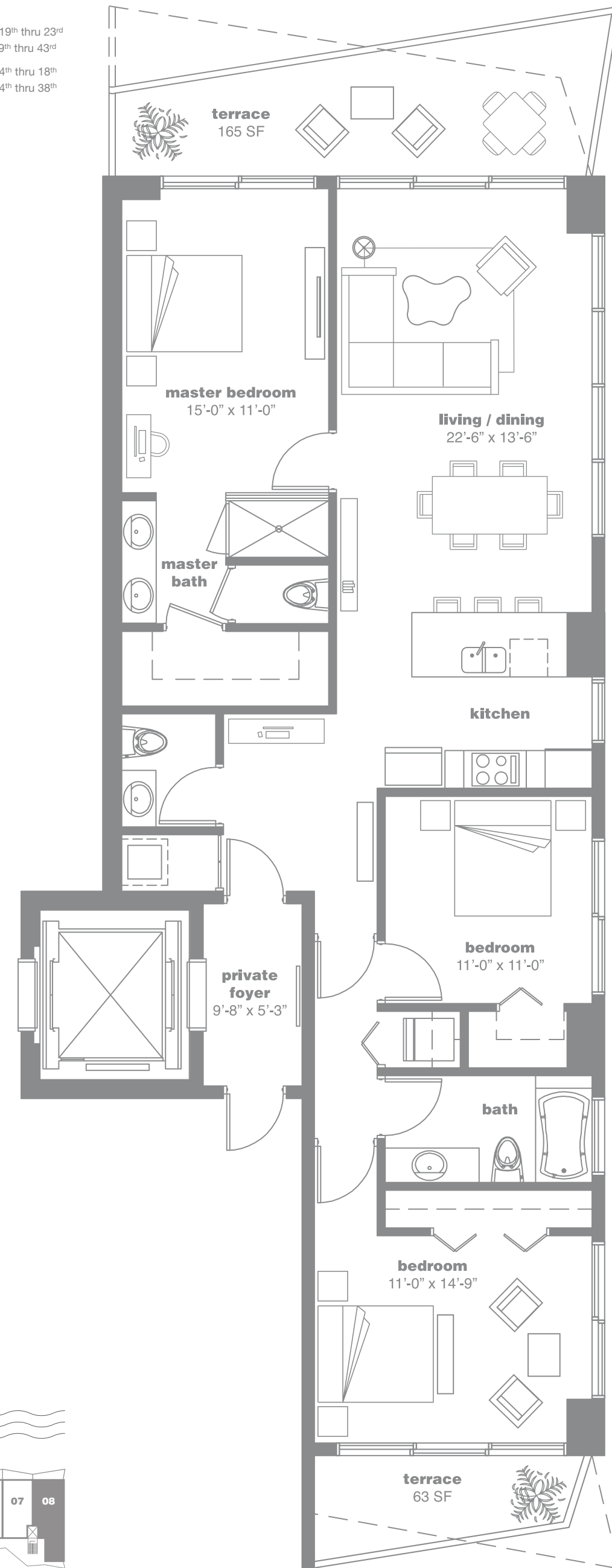


2 Bedrooms + Den / 2 Bathrooms

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 - 1,095 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.

terraces
dotted lines - floors 8th thru 12th, 19th thru 23rd
29th thru 33rd and 39th thru 43rd
solid lines - floors 3rd thru 7th, 14th thru 18th
24th thru 28th and 34th thru 38th



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 - 1,395 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.





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Sales by **Related Realty** in collaboration with **Fortune Development Sales**



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