

## Special Advertising Feature

THE FLORIDA  
BEST OF LUXURY PROPERTIES

TURNBERRY OCEAN CLUB

RAISING  
THE BAR  
FOR creature  
comforts

By Richard Westlund

When Richard B. Lombardi Jr. talks with affluent buyers about the latest luxury developments in South Florida, the conversation quickly turns to lifestyle amenities such as signature restaurants, relaxing spas and infinity-edge pools overlooking the ocean.

But that's just the starting point for developers seeking to wow potential buyers with their unique offerings. How about a shark tank in the lobby, a skating rink on the beach or a musical "jam room" equipped with guitars, drums and a piano?

"Today, developers are offering truly outrageous amenity packages in their buildings," says Lombardi, a broker/associate with Keller Williams Luxury Homes International in Miami. "The competition has really cranked up a notch."

At Turnberry Ocean Club, a 154-residence oceanfront tower in Sunny Isles Beach, the long list of amenities begins with a three-story "sky club," featuring an indoor fitness center, full-service spa and open-air outdoor gym facing the ocean. There's also a social level with a private dining room and catering kitchen for parties of up to 100 people, as well as a pet retreat for owners who don't want to walk their dogs outdoors in the rain.

But perhaps the most jaw-dropping amenity in

the development is a pair of cantilevered infinity-edge sunrise and sunset pools 300 feet up that extend out from the building, one hovering above the ocean, the other perched over the Intracoastal Waterway. "You can step into the pool and look down on the beach," says Dan Riordan, Turnberry Associates' president of residential development.

Not far away, The Estates at Acqualina, a 50-story, two-tower development in Sunny Isles Beach, offers other astounding lifestyle amenities, including an outdoor wave simulation machine for surfers, a spa and fitness center, and Circus Maximus, an entertainment facility offering an indoor skating rink, four bowling lanes, a 25-seat theater and a race car simulator.

Acqualina also boasts a Wall Street trading room with a digital ticker and private rooms where residents can make their trades, according to the development's president, Michael Goldstein.

A few miles south, Oceana Bal Harbour, a 28-floor

tower in that village, equips all residence kitchens with a cappuccino maker and a two-zone wine cellar. Elsewhere on the property, residents can take advantage of a movie theater and fitness center.

## A CHANGING MARKET

A generation ago, most Florida condo developers took a "no-frills" approach to amenities to maximize the saleable space within a building. A pool deck, gym and clubhouse were about all it took to lure 65- and 70-year-old retirees to the Sunshine State.

But while plenty of wealthy empty nesters still move to Florida, the market has shifted to younger executives, professionals and their families with "go-go" busy lifestyles. For developers, that's meant:

- Larger multibedroom residences with space for nannies and staffers
- Furnished guest suites for visitors
- Landscaped recreation decks with jogging paths and tennis courts

Continued

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## THE ESTATES AT ACQUALINA

The Estates at Acqualina is an extension of the renowned Acqualina brand and will offer two luxury towers, 777 Acqualina Place and 888 Acqualina Place, in a gated community. As The Trump Group's third project in Miami's Sunny Isles Beach, this ultra-luxury residential development will provide a dynamic new residential experience with over five beach-front acres in a 1,100-linear-foot park.

The Estates will offer residents a collection of remarkable amenities, including Villa Acqualina, a 45,000-square-foot complex with a spa and fitness center, a world-class restaurant overlooking the Atlantic Ocean, and Circus Maximus, a full floor of unprecedented amenities, including an ice skating rink, bowling lanes, a movie theater, a Wall Street Trader's Club and a Formula One simulator.

777 Acqualina Place and 888 Acqualina Place will offer 252 residences in a variety of 11 unique floor plans, ranging in size from 2,700 to 5,000 square feet. In addition, the towers will feature two single-family homes, three tower suites approximately 8,000 square feet each and three, two-story 13,000-square-foot penthouse estates, all with private leisure pools.

**Preconstruction prices from \$3.9 million to \$40 million**  
17901 Collins Avenue, Sunny Isles Beach, Florida; (305) 933-6666

**EstatesAtAcqualina.com**



## Continued

- Multiple specialty restaurants
  - Vast terraces with outdoor kitchens
  - Branding partnerships with famous architects and designers
  - "Name-brand" championship golf
  - Boating and beach club membership
  - 24-hour room and concierge services
- "Today, all ages are concerned with health and fitness, so a high-quality fitness facility ranks very high on the list of amenities," notes market analyst Lewis Goodkin, president, Goodkin Consulting, Miami. "In addition to state-of-the-art equipment, those facilities must have juice and coffee bars and well-trained, personable staffers who provide individual services."

First impressions also count, so developers are paying close attention to their entrances and lobby areas. Turnberry Ocean Club, for instance, has a three-story lobby with a 30-foot ceiling and glass walls that allow for ocean views.

"Having friendly, bilingual staff at the guardhouse, attractive landscaping, a parking valet and professional concierge service all contribute to a development's appeal," Goodkin adds.

## A RESORT LIFESTYLE

While Florida oceanfront condominiums take a vertical approach to their amenity packages, new developments at inland locations usually have plenty of



land to showcase their natural assets.

Just south of Orlando, The Encore Club at Reunion features three different championship golf courses designed by Arnold Palmer, Jack Nicklaus and Tom Watson, as well as a golf-training facil-

ity operated by LPGA legend Annika Sorenstam. While golf is important, the resort's multimillion-dollar water theme park with slides, pools and sprays is an even bigger hit with families, according to James Schumaker, executive vice pres-

## PARK GROVE

With its lush, natural beauty, artistic legacy and world-class schools, Coconut Grove has long been one of Miami's most desirable neighborhoods. Designed by a world-class team of leading architects, designers and developers, every element at Park Grove, from architecture and art to landscape and interiors, exists in perfect harmony with the surrounding area. In their homes, designed by OMA's Rem Koolhaas, residents will enjoy world-class amenities, like elegant modernist kitchens and bathrooms by William Sofield, and inventive landscaping by Enzo Enea. Park Grove offers the best of haute living — yachting, high culture, a vibrant society — with a relaxed artistic sensibility, making this a place where community is valued but privacy takes precedence. (305) 521-1452

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ident, international sales and marketing.

"We cater to affluent buyers who want to purchase residences from five to more than 11 bedrooms, so they can bring extended families with them on their visits," Schumaker says. "Our residences have bonus luxuries like two dishwashers and two refrigerators, making it easy for owners and their renters to enjoy large communal gatherings right at home."

Because so many luxury Florida developments now cater to families, the active presence of children and grandchildren must be factored into the amenity package. "A development with a large number of children will have more parties than an all-adult building," Goodkin says. "It's also increasingly important to have an imaginative play area for the kids who live there or come to visit."

## DYNAMIC DESIGNS

From golf resorts to waterfront towers, Florida developers are teaming up with renowned architects and designers who can create fresh looks while showcasing indoor and outdoor amenity packages.

In Miami Beach, The Shore Club is

oversized terraces and scenic views.

"Buyers' taste levels and expectations have risen, and a modern, attractive building can be an important amenity all by itself," says Turnberry's Riordan.

It also takes a careful touch to create the right blend of indoor and outdoor amenities and integrate them with the residences and the overall site plan. To take just one example, many new oceanfront developments have added rooftop pool decks so there's no afternoon shade from high-rise buildings.

Since water is such an integral part of the Florida lifestyle, some high-end developments now have private plunge pools on the terraces of individual residences, as well as community pools, adult lap pools and kiddie pools for the younger set. In Miami's Coconut Grove neighborhood, Park Grove has rooftop pools with panoramic views of Biscayne Bay.

Other in-building amenities for luxury high-rises include outdoor hot tubs and saunas and "no-wait" private elevators that whisk owners to their residences. Of course, there's also in-room technology so owners can control their entertainment systems, appliances, shades and air conditioning — or order dinner or concierge services — with a digital tablet keypad.

As Riordan says, "Today's developments offer top-of-the-line interiors as well as indoor and outdoor amenities. It's really an unbeatable lifestyle."

*Richard Westlund is a freelance business writer based in Miami.*



## PARK GROVE

OMA · REM KOOLHAAS

Coconut Grove, Miami

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12 FOOT CEILINGS • 500 FEET OF BAYFRONT POOLS  
50,000 SQ FT OF CURATED AMENITIES • KITCHENS & BATHS DESIGNED BY WILLIAM SOFIELD  
5 ACRES OF PRIVATE GARDENS DESIGNED BY ENZO ENEA  
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SCULPTURES BY JAUME PLensa

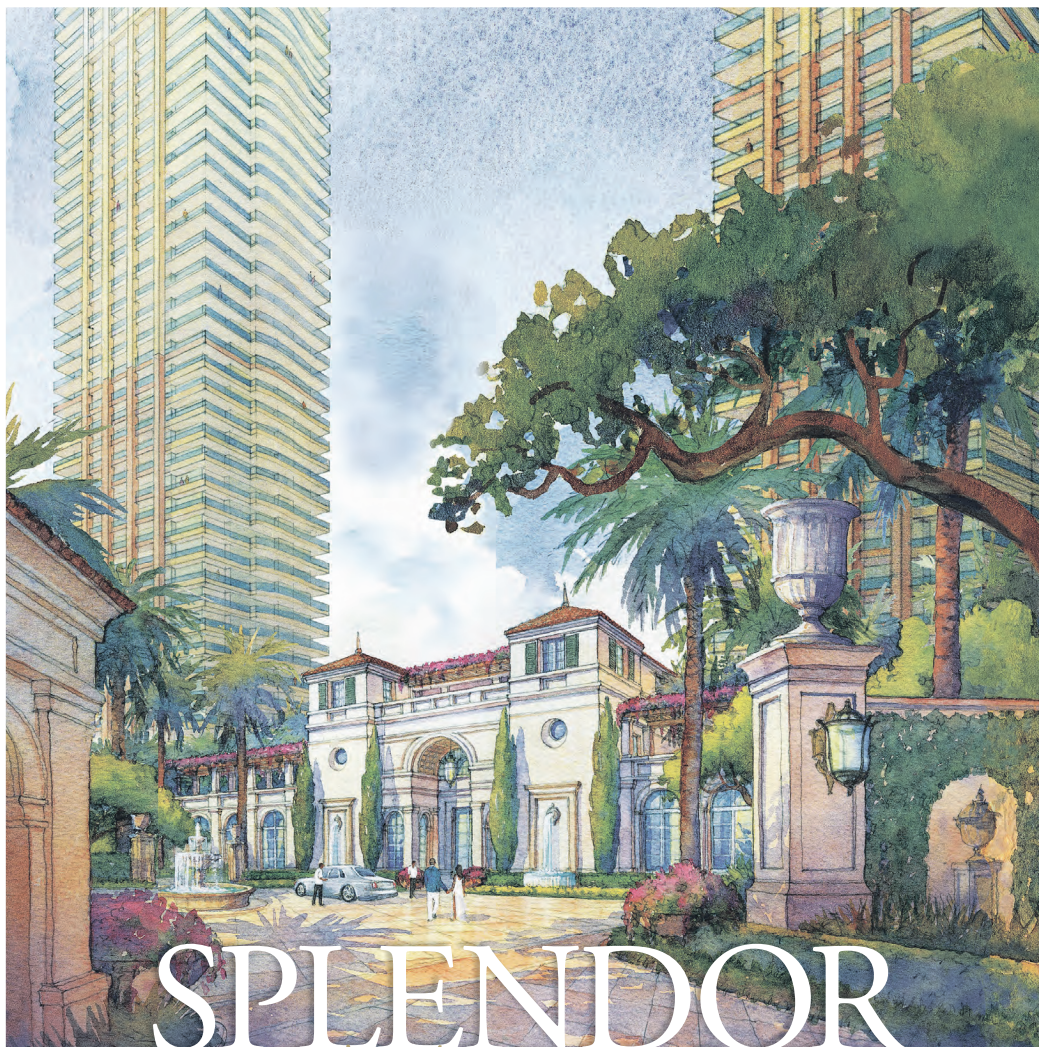
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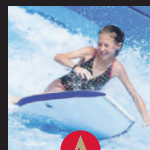
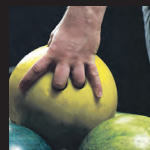
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15701 Collins Avenue, Sunny Isles Beach, Florida  
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## Fueling South Florida's Building Boom

*By Lucy Maher*

It's no secret buyers of ultra-luxury South Florida condos are attracted to the region's enviable climate, wide, clean beaches, Miami boardwalks, revitalized cultural scene and downtown museums. Also a selling point? Names like Piero Lissoni and Rafael Portuondo.

Lissoni and Portuondo are two among a handful of so-called "starchitects" (famous, in-demand architects) behind some of the region's splashiest planned residen-

tial developments. With units boasting multimillion-dollar price tags and one-of-a-kind designs, these condo projects — among them the 48-story Turnbuller Ocean Club in Sunny Isles and Oceana Bal Harbour, which features 240 oceanfront units over 28 glass-fronted floors — are helping drive the region's changing real estate landscape.

The Trump Group, developer of The Estates at Acqualina, hired Portuondo to design its clubhouse. The 45,000-square-foot Villa Acqualina will house a spa, fitness center, restaurant and full-floor entertainment center.

Why Portuondo? Michael Goldstein, Trump Group president of sales, says the developer wanted to create a structure to complement the steel-and-glass towers, yet stand out for its classic look. To that end, Portuondo relied on classical detailing, a 35-foot main entrance portico, and manicured landscaping to create a gatehouse and clubhouse with an Italian-Mediterranean feel reminiscent of the Villa Doria Pamphili and Villa Medici in Rome.

"We went to Rafael because we wanted this villa to look like it's been there 100 years," Goldstein says. "Buyers are asking for unique structures. We were going for something we call 'classic contemporary.' Rafael's expertise is single-family, custom homes."

Renowned architects bring a level of caché that buyers of ultra-luxury properties have come to expect. With units in new beachfront developments carrying price tags starting in the low seven-figures (Oceana Bal Harbour's 1-, 2-, 3- and 4-bedroom units open at \$2 million; Turnberry Club buyers can expect to shell out about \$1,500 per square foot) and reaching as high as \$40 million for multilevel penthouses, buyers are purchasing both the name-brand design and the level of detail that goes into it.

In the fourth quarter of 2014, the median sales price in the Miami Beach/Barrier Island luxury condo market rose 47.2 percent year over year, from \$1.8 million to \$2.65 million. The average price per square foot rose 58.3 percent, from \$989 to \$1,566, according to Douglas Elliman's quarterly survey of "Miami Beach/Barrier Island Sales."

In the way that well-heeled consumers gravitate toward certain luxury cars and designer labels, "They are looking for the same thing in the way they live," says Jay Phillip Parker, CEO of Douglas Elliman's Florida Brokerage.

"People generally are looking for creativity and enhanced design. We used to just design units to maximize density and space so we can sell more units. Today, the architects are much more adept at creating floor plans that can speak to the particular needs of the buyer."

An example: Turnberry Club's "flow-through" floor plans and 11-foot balconies that allow residents to enjoy the Atlantic Ocean to the east and sunsets to the west. Units at The Estates at Acqualina feature 10-and-a-half-foot high ceilings and corridors perpendicular to each residence's main entrance, leaving views through to the wraparound balconies untouched by walls or doorways.

Property grounds are also getting the starchitect treatment. Oceana Bal Harbour residents will enjoy beachside gardens and reflecting pools, as well as acres of Enzo Enea-designed landscaping. The Switzerland-based landscape architect used a range of plantings including oak and wild tamarind trees and shrubs and grasses like green island ficus and spider lily. "We've tried to approach the project from a functional perspective," Enea says, "and make it as comfortable as possible, taking into

## DESIGNER-READY &gt;&gt;

These new developments essentially provide a blank canvas for buyers and their interior designers, says Dan Hechtkopf, director of luxury sales for Douglas Elliman Real Estate in Miami Beach. Rather than including pre-installed finishes (like flooring), "designer-ready" units come stripped down, so buyers can choose their own (saving them the trouble of ripping anything out before moving in).

consideration the winds and humidity typical of a tropical climate."

So why now? Credit Florida's low tax burden, and its growing cultural and shopping scene, which are drawing cash buyers from New York, and international buyers from places like Brazil, Mexico and Canada. Both Trump Group's Goldstein and Douglas Elliman's Parker say many buyers are looking at these units as primary residences with amenity-driven living experiences and don't blink at spending several thousands of dollars per square foot.

"Demographics have changed," Goldstein says. "Today my average buyer is between 40 and 45. In the old days you didn't have units that were 5,000 square feet. Your buyers today can travel and do business on their phones."

*Lucy Maher is a New York City-based writer with 20 years experience covering real estate, travel and general lifestyle trends.*





## Special Advertising Feature

## THE BEST OF FLORIDA LUXURY PROPERTIES

## A GUIDE TO MIAMI'S BOOMING

## art scene

By Mark Yarm

Art Basel Miami Beach — the fabulous international art fair-cum-raucous party held every December since 2002 — has had a profound impact on the culture of Miami. Like the city's sandy beaches in July, the art scene is now scorching hot.

"Art Basel has propelled Miami into a bracket where we rival New York and L.A. in many ways," says Katerina Wagner, founder and editor of the Miami Art Scene blog. "There's so much glamour and energy emitting from this art mecca."

Here are just a few pillars of the city's booming art scene:

**ART BASEL MIAMI BEACH**

Art Basel 2014 featured more than 250 of the world's leading modern and contemporary art galleries and drew some 73,000 international visitors. But the 500,000-square-foot convention center, home to the official event, is just the beginning: There are satellite fairs, celebrity-studded parties, and a surfeit of big shows at Miami-area museums and galleries. (The 2015 fair will take place December 3-6.)

**BASS MUSEUM OF ART**

This institution, which celebrated its 50th anniversary last year, is the Miami area's second-oldest art museum, after the Lowe Art Museum at the University of Miami. Housed partially in what used to be the Miami Beach Public Library, the Bass boasts a superb and varied permanent collection — everything from European old masters and Egyptian sarcophagi to Chinese woodblock prints — and has a rotating schedule of high-profile contemporary art exhibits.

**WYNWOOD ART DISTRICT**

Once a warehouse district that had fallen into disrepair, this now-thriving arts hub is home to more than 70 galleries and private collections, including one prominent contemporary art museum housed

in a repurposed Drug Enforcement Agency facility. Another major attraction, Wynwood Walls, is a free, outdoor street-art park, featuring huge murals by world-renowned street and graffiti artists.

**PÉREZ ART MUSEUM MIAMI**

Located in downtown Miami's 30-acre Museum Park, the former Miami Art Museum is dedicated to modern and contemporary art and affords stunning views of Biscayne Bay. "It's a beautiful venue," Wagner says of the modernist, indoor-outdoor museum, designed by award-winning Swiss architects. "You don't know what to focus on first: the art or the actual building."

**OCEANA BAL HARBOUR**

When this 240-unit Bal Harbour condominium is completed in 2016, owners will own an equal share in two large sculptures by American artist Jeff Koons. The commissioned works, *Ballerina* and *Pluto and Prosperina* are mirror-polished stainless steel sculptures with transparent color coating and will be installed by the beachside gardens and the reflecting pool.

**MIAMI INTERNATIONAL ART FAIR**

Of the major Miami art fairs that don't have Basel in their names, MIA stands out because of its venue: onboard the *SeaFair* mega-yacht, docked at Bayfront Park. The most recent event, the Art Fair's fifth, ran from February 26 to March 1; it featured 28 international dealers specializing in a wide array of 20th- and 21st-century art. "It's just unbelievable," Wagner marvels. "It's a whole different experience from being in a 'trade show' convention center venue."

Mark Yarm lives in Brooklyn and writes about arts, culture and technology for a variety of publications.



BALLERINA BY JEFF KOONS

**OCEANA BAL HARBOUR**

Oceana Bal Harbour, a collection of artful residences, sits just outside the excitement of Miami Beach yet a world away in the elite enclave of Bal Harbour. Complete flow-through layouts ensure residents never miss a moment of the beauty that surrounds the building, including views of the Atlantic Ocean, Biscayne Bay, the Bal Harbour Marina and Miami's intoxicating city skyline.

Just steps away from your front door, the latest creations from Paris, Milan and New York grace designer shops at the famed Bal Harbour Shops. Stunning art installations by world-renowned artist Jeff Koons highlight the impressive 60-foot-tall outdoor breezeway that connects the ocean to Collins Avenue.

Oceana Bal Harbour's expansive green space includes a Versailles-inspired landscaped garden, an Olympic and leisure pool, tennis courts, and 400 feet of beach access. A world-class restaurant and spa offer the indulgences of a five-star resort without ever having to leave home.

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# unlimited access

When the Sunshine State's well-heeled seek exclusive entrée — from movie star dinners to private masked balls — they call on their concierge

By Jeryl Brunner

There's a famous quote — "I don't care to belong to any club that will have me as a member." Just the same, though, belonging to such a club can result in considerable perks — some even career-making. The tricky part is getting in. That's when some club-member aspirants turn to their personal, well-connected concierge.

Take the case of a 20-something heiress and aspiring actress whose high-net-worth family regularly works with Victoria Hoffman, the founder and CEO of Miami-based Concierge & Events by Victoria. The actress/heiress longed to embrace all things Hollywood and meet as many power players as she could.

But how does one penetrate this epicenter of a world filled with hell-skiing actors, directors and producers who make deals over dinner in private mansions?

The heiress turned to Hoffman, her trusted con-

some of South Florida's high-end condominiums. Several offer a bespoke, high-level concierge unit: Turnberry Ocean Club has a full-time multilingual concierge service. And the concierge mantra at Old Palm Golf Club? If there's something he can do for you, consider it done.

"In this world of private wealth, it's not enough to just give a client entry to an event," says Hoffman, who worked in film and TV more than 16 years, giving her a vast database of contacts. "It's taking it that one step further — doing something more insider and special."

Special in Hoffman's world can mean accompanying a famous oceanographer on an expedition to Antarctica; playing touch football with a pro football Hall of Famer, followed by dinner; meeting a celebrity

designer at his or her fashion show or having the designer act as a personal shopper for the day.

The experiences Hoffman offers can be as big as the imagination allows. "I'm an adventure-seeker myself," says Hoffman, who will soon launch the new company, LuxePass (as in, passport to luxury). Her criteria are often, "What would be on my bucket list?"

Hoffman has even arranged for music-loving clients to go into a studio with a recording star while he writes and records. She's also opened doors into impossible-to-penetrate couture fashion shows in Paris. And during Art Basel, her clients can visit collectors' homes and get

up close with priceless paintings not publicly shown.

Hoffman's offerings even extend to the unusual. She has arranged helicopter excursions to Florida's Okeechobee area to hunt wild boar, followed by dinner (of said boar) at a private ranch. She can send people to Tuscany for truffle hunting. She's commissioned designers to outfit clients with one-of-a-kind period costumes for private masked balls in 15th-century Venice palaces.

Francis V. Cuttita, a prominent New York real estate attorney who represents celebrities, models, professional athletes, CEOs and high-net-worth individuals in commercial and residential real estate transactions, believes concierge services are now a necessity, rather than a luxury, for condo owners. Because of his clients' busy schedules, Cuttita sees a strong demand for world-class, hotel-type services and amenities.

"Convenience is everything, and a concierge service only adds to the value of a condo," Cuttita says. Typically, the concierge service expense is included in the monthly condominium common charges, he notes, adding, "Our discerning buyers consider concierge services a must-have in a luxury condo building, especially given the demanding schedules of owners who typically own multiple residences. We are seeing a rise in concierge condominium services offered in luxury markets like Miami."

"People buying real estate in new buildings like to know that there is complete and total service at their beck and call," Hoffman says.

As for Hoffman's personal practice, the challenges continue to grow. Reports Hoffman, "People say, 'What's the next big thing you can do for me?'"

Jeryl Brunner is a New York City-based author and journalist who covers entertainment, travel and lifestyle.

## TURNKEY >>

Overseas clients — whether from Brazil, Russia or Dubai — don't always know the meaning of this word, Hertzberg reports. Still, they definitely appreciate the concept: Soon-to-be owners typically visit a model showroom and look at suggestions for stone, wood and other finishes, which they can order on the spot. Also on the rise: Homes sold along with their staging furniture.

—TOM FARLEY

cierge. Because of Hoffman, this budding actress landed an invitation to an intimate wine-tasting dinner held for a blockbuster movie star. Not only did the heiress get to mingle with the actor, she also got to go out with the group after. She was given the kind of insider access that is nearly impossible to get without the right connections.

The "star encounter" is just one kind of beyond-the-velvet-rope experience that Hoffman's clients have grown to expect — at a cost running anywhere from \$5,000 to \$100,000. Meanwhile, for the price of home ownership, similar services can extend to owners of



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