

FALL 2014

boutique by design  
big in idea

# cassa brickell

ModernLiving  
starts with  
real  
art

THE **LIVING** SIDE OF BRICKELL

**BOUTIQUE** EXPERIENCE IN MIAMI

FROM WORKSHOP TO BLUEPRINTS

THE **ARCHITECTURAL DESIGN**  
BY PONCE DE LEON

LIVING IN ACTION

**MIAMI**, A PUBLIC ART COLLECTION

[cassabrickell.com](http://cassabrickell.com)

**cassa wall**

201 SW 17 Rd Miami, FL 33129



Artists:  
Douglas Hoekzema  
Johnny Robles  
Jeffrey Noble

“The difficulty lies not so much in developing new ideas  
as in escaping from old ones.”

John Maynard Keynes



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**cassa brickell**



## Contents

- 9 The living side of Brickell
- 10 By Ponce de León
- 16 A real boutique experience in Miami
- 20 From workshop to blueprints
- 22 The Sundeck
- 30 Nature at cassa
- 32 Events at cassa
- 34 cassa fit
- 38 Living in action
- 50 Miami's Future
- 58 Miami, a public art collection
- 64 Welcome to cassa brickell
- 88 The development team
- 92 Social

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### Ana M. Sanchez

With a fitness routine of 15 hours of training per week, Ana knows how to balance performing well at work as well as with family. She is the perfect ambassador for a healthy and full lifestyle based on her experience, "the key for everything is organization."



### Simone Stark

Born in the US with a French background, Simone will create a full edible garden tailored to cassa brickell residents' needs. For her, "the integration of plants into our homes, work spaces and daily life has the ability to reconnect us and bring us one of the most simple pleasures."



### Arianna Grijalba

Arianna is an expert in culinary arts, food service management, five-star hospitality, social and official protocol, corporate event planning and has a vast knowledge of corporate branding. She will be at the service of cassa brickell residents to create a memorable experience for every budget.

## Special Thanks to:

Cape Florida Park, Miami Rowing Club, Miami Kite Boarding, Zuma, Cipriani, La Cantina No. 20, Lippi, Truluck's, Oyster Bar, Edge Restaurant Miami (Four Seasons Hotel), La Mar (Mandarin Oriental Hotel), Azul (Mandarin Oriental Hotel), Morton's, Seasalt & Pepper, Novecento, Segafredo, The Pérez Art Museum, The Marquies Collection, The de la Cruz art collection, The Rubell Family art collection & Alex Saa'.



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**cassa brickell**

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# BOUTIQUE BY DESIGN

# BIG IN IDEA

We are passionate about living – from a morning run to trying a new recipe at home with friends – we want to be in the moment, 24 hours a day. We don't want to waste time waiting for slow elevators, parking valets or, in bumper-to-bumper traffic. Our time should be spent outdoors with family, and enjoying more sun from a unique rooftop.

Life is simple when you keep it that way; it is not about having more, it's about doing more. It's not about a building; it's about how that space can push your life in the right direction.

What started as a vision of ModernLiving, inspired an award-winning architect to create a one-of-a-kind 10-story building with 21 different layouts and 81 residences. Spacious air houses, huge terraces that overlap creating more privacy, and a place to share with others or just by yourself.

This is a personal project where you are a name and not another number. A place that sounds incredible when you find it on the quietest corner of Brickell.

This is the blend of architecture, art, quality materials, technology and the hard work of innovative thinking in real estate.

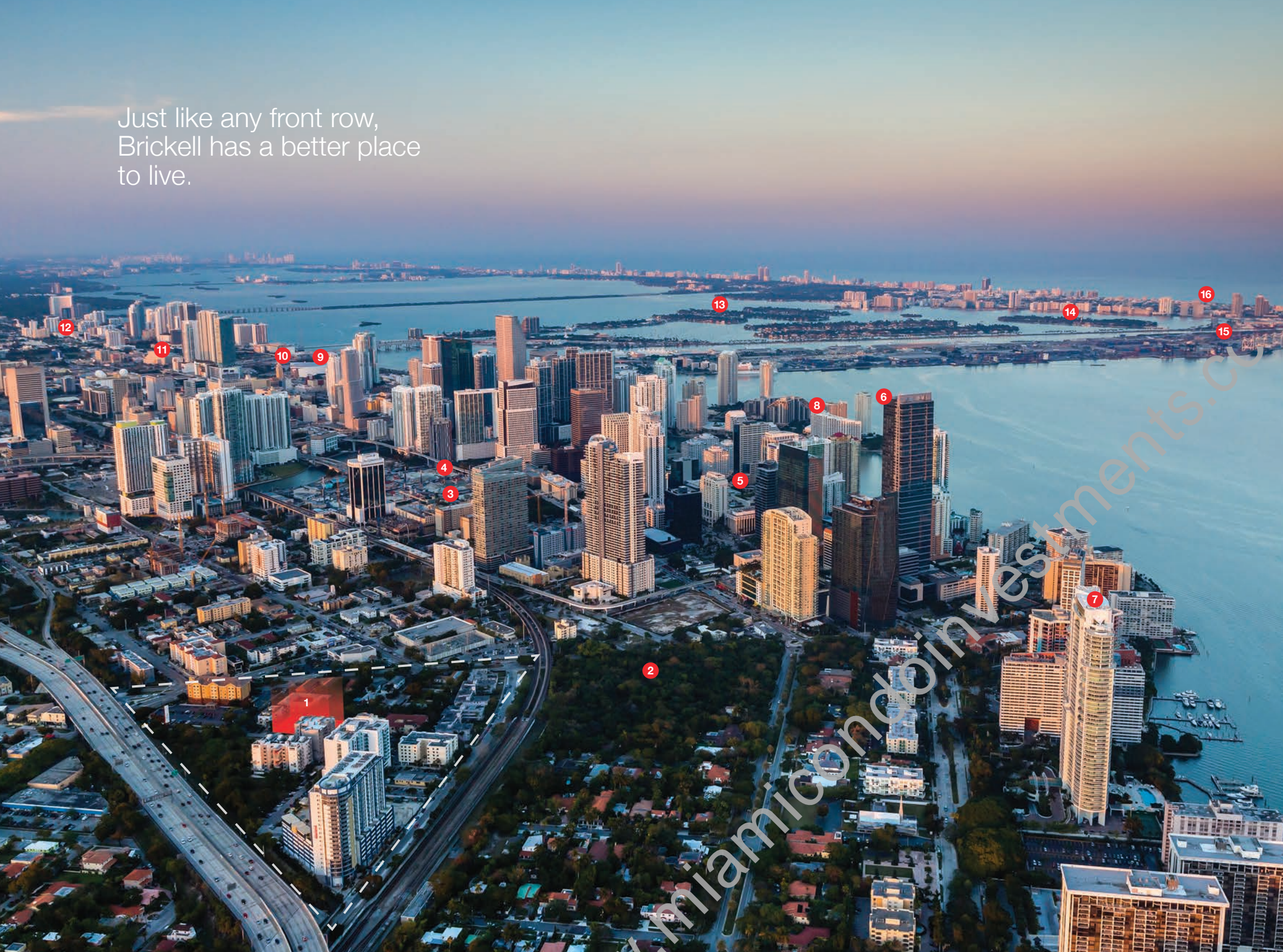
welcome to cassa brickell  
boutique by design, big in idea



Camilo A. López  
TSG Paragon Development



Just like any front row,  
Brickell has a better place  
to live.



## THE NEIGHBORHOOD

# The living side of Brickell

Miami is a city in transformation and Brickell is symbolic of this change. The gateway to Latin America has changed over the last 10 years and has become a real city, and Brickell is at the center of the action – from hotels like The Viceroy, The Mandarin Oriental to the financial district and luxury residences.

Miami has gained momentum. We have even seen large corporations like SABMiller move its headquarters from Latam to Brickell. The Miami of today doesn't need much selling. It's still a great vacation destination, but now, more than ever, the local industry is growing. The Magic City is a great place to live and catch a glimpse of a melting pot of different cultures. Whether you come from the south or east, Miami is the perfect destination for you. With the mix of countries in Miami expanding, you can see more Europeans, mainly Spaniards, Russians and Brazilians. You can get a view of the world right from your window.

With this revolutionary development and a solid financial structure, we are looking at new projects coming up, including towers with apartments starting at \$1 million to others with more than 500 units. Just like any other iconic neighborhood, the center of Brickell is getting busier every day.

The positive thing is that there's still an opportunity to be near the action, but still be in a residential area where there is absolutely no traffic. Brickell expands to the southeast where small buildings are becoming the place to be if what you're looking for is big living.

Less traffic, faster access and a quiet atmosphere which invites kids to ride bikes, afternoon walks, jogging... It's simple. The difference is having hundreds of apartments in a block instead of thousands.

cassa is located in what is known as Brickell Triangle, just 5 minutes and a few steps away from the action. cassa brickell is in the quietest corner, with more privacy and more living.

- |   |                       |   |                         |    |                         |    |                 |
|---|-----------------------|---|-------------------------|----|-------------------------|----|-----------------|
| 1 | cassa brickell        | 5 | Financial District      | 9  | American Airlines Arena | 13 | Venetian Island |
| 2 | Simpson Park          | 6 | Four Seasons Hotel      | 10 | Pérez Art Museum        | 14 | Star Island     |
| 3 | Mary Brickell Village | 7 | Santa Maria Brickell    | 11 | Adrienne Arsht Center   | 15 | PortMiami       |
| 4 | Brickell City Center  | 8 | Mandarin Oriental Hotel | 12 | Design District         | 16 | South Beach     |

CONCEPT DESIGN ARCHITECT

# By Ponce De León



Carlos Ponce de León,  
the man behind the architectural vision.

Ponce de Leon Architects was established by Arch. Carlos Ponce de León in February 2004.

Arch. Carlos Ponce de León graduated from the School of Architecture, University of the Republic, Uruguay in 1985. Since the start of his career, he has dealt with a wide range of scales and programs such as Urban Planning, Architectural and Interior Design for different areas such as Recreational, Retail, Office, Health, Housing, Administration, Education, Industry, Laboratories, and Multifamily and Family Residences. The latter is an area in which Arch. Ponce de León has been involved in since the beginning of his career, both in his former and current practices.

Since 2004, the firm has worked in India, Sri Lanka, UAE and many countries in South America, along with an ongoing flow of projects mainly in Uruguay and Argentina. The association between Ponce de León's firm and world-renowned fellow Uruguayan architect Carlos Ott allowed the creation of a new practice specialized in large-scale Master Planning, Cultural, Office and Residential projects. The Celebra Office Building was awarded the International Commercial Property Award in association with Bloomberg Television, in the International Architecture Award (Office) category in 2010. Another one of their projects, Siruseri Technology Park for TATA Consultancy Services (in Chennai, India), has won the International Property Awards in association with Bloomberg Television for Best Office Architecture both in India and Asia Pacific, and also the International Architecture Award (Office) in 2011.

Carlos Ponce de Leon Architects' practices are among the most committed in the area of sustainable designs. The architectural designs of Ponce de Leon Architects and Carlos Ott in association with Carlos Ponce de Leon Architects promote the incorporation of "green" in every design stage.

Architecture and sustainability are inseparable in an integrated design. Architecture presents a unique challenge in the field of sustainability. While sustainable construction is defined as "the creation and responsible management of a healthy built environment based on resource efficiency and ecological principles".

Sustainably designed buildings intend to lessen their impact on our environment through energy and resource efficiency, including the following principles:

Minimizing non-renewable resource consumption and enhancing the natural environment.

Eliminating or minimizing toxic emissions.



Forum Puerto del Buceo



Forum Puerto del Buceo



Siruseri Technology Park



Celebra Office Building

**PONCEdeLEON/ARCHITECTS**  
NERFAM TECHNOLOGIES



In this way, Carlos Ponce de Leon Architects achieve an environmentally friendly architecture, while avoiding the use of artificial energy. Constructing sustainable buildings involve considering their entire life cycle, taking environmental and functional quality, and future values into account.

Carlos Ponce de Leon Architects identify five objectives in its practices and building designs:

Resource Efficiency

Energy Efficiency

Pollution Prevention

Harmonization with the Environment

Integrated and Systemic Approaches



## Q & A with the Architect

### What spurred your wanting to be an architect?

“Since I was a young boy, I was particularly curious about architecture and it was just natural to study at Montevideo’s Facultad de Arquitectura. Overall, these two quotes from very famous architects are what help drive me:

Frank Lloyd Wright said, “Architecture is that great living creative spirit which from generation to generation from age to age, proceeds, persists and creates, according to the nature of man, and his circumstances as they change. That is real Architecture.”

Louis Kahn stated, “Architecture is the reaching out for truth. Art is the expression of the soul. It is the only language of the soul.”

### Who inspires you? Were there any particular influences early in your career?

“My work displays a rare concern for those timeless aspects of architecture that transcend fashion. I always want to produce architecture responding to the local culture as it relates to regional variations in climate and landscape. Perhaps I try to be in the tradition of Frank Lloyd Wright, Alvar Aalto, Louis Kahn, Carlos Ott, Norman Foster, and some other “master” Architects.

Architecture is both an interior and an exterior experience. The best architecture comes from a synthesis of all the elements that separately comprise a building: from its relationship to the street or skyline to the structure that holds it up. Also, the different services that allow it to

work, the ecology of the building, the materials used, the character of the spaces, the use of light and shade, the symbolism of the form and the way it signals its presence in the city or the countryside. Successful sustainable architecture addresses all these things and many more.”

### What have you seen on recent travels that inspires you?

“For me it is a great experience to travel all around the world and to have the opportunity to make designs in so many different countries. “Listening” is intrinsic to the creative act, and it must be finely tuned to my conceptual process. The pictures and sketches of my journeys are about the spirit of a place or of a building. Drawing or shooting a picture is a way of taking in a place, immersing myself in it, and absorbing whatever I can from the magical aura of that particular place. I always try to get the pulse of a place, and I usually do it running or walking around the cities. It is the best way to catch the spontaneous culture of the city or place. My last trips to Germany, United Kingdom and the US have allowed me to see new construction technologies, plus urban and building designs.”

### What is your ultimate goal when it comes to your work? What do you want to be remembered for?

“My ultimate goal is always my next work to be done. Every project is very important to my practice in the search of authentic architecture. Architecture is by nature a complex endeavor, involving countless numbers of people, both in the foreground and behind the scenes. My colleagues in the practice – both past and present – have all helped to design the building and masterplans we do.

Our work always has been driven by a belief that the quality of our surroundings directly influences the quality of our lives. Whether in the workplace, at home or in the public spaces that make up our cities. The emphasis in our work on the social dimension is an acknowledgment that architecture is generated by people’s needs, both spiritual and material.”

### What do you find the most satisfying within the whole process of completing a project and building a space for people?

“As architects we are rarely given the opportunity to influence the urban environment on a large scale by planning an entire city or neighborhood, but we can improve the environment at a local level by insisting on the need for multi-use developments, such as living and working in one location. Creating more green space is extremely important for us, as well as adaptability in all our designs. That is one of the most important tools in sustainable architecture.”

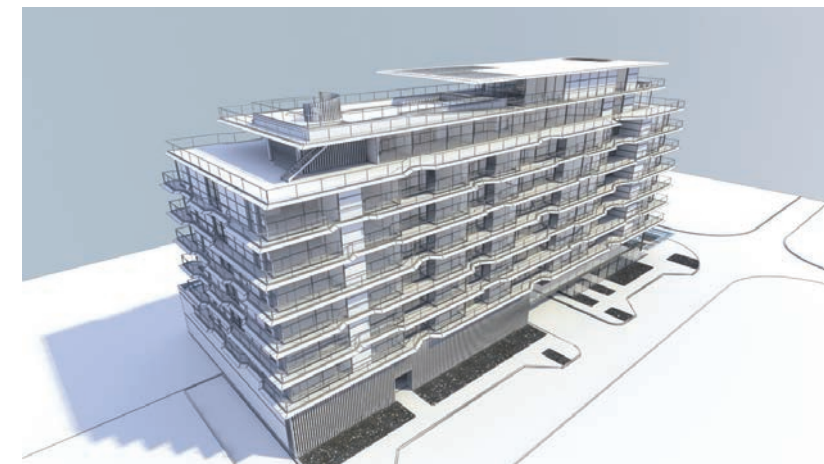
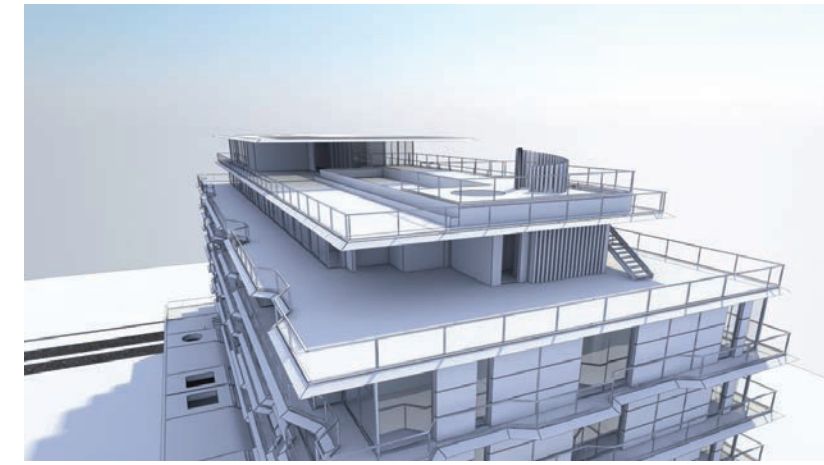
### How did you approach CASSA BRICKELL?

“The Director of TSG Paragon Development invited my practice to present some sketches for this new development, very close to Brickell Avenue. After the first round of approaches, we had preliminary sketches

that satisfied our clients. Immediately we started with the design development.

The building and massing has been designed to respect the heights allowed by law and neighboring buildings and to frame the view of the Miami skyline. The façades are principally made of glass, used in a range of translucencies to create elevations, which vary in appearance and sparkle according to prevailing light conditions and changing viewpoints. All facades with clear glass balustrades are accessed through full height sliding glazed panels, which allow the apartments to open out onto the surrounding areas. The strong horizontal lines of the balconies reinforce a sense of visual order, allowing perfect views from each unit.

The building itself responds to the specific demands of the small site and local regulations. Maximizing space and daylight penetration at all levels. The building’s environmental strategy focuses on a series of sky gardens and sky balconies. The gardens form part of the building shape, and the rooftop is where most of the amenities are located to assure the best views for owners and their visitors.”





A personal approach is needed if you want it to be “boutique”

## THE BUILDING

# A real boutique experience in Miami

“Boutique” is something related to small, but not any kind of small. “Boutique” is also exclusivity: all those features, which differentiate an object from those of the same nature has a defined style or personality.

The challenge was to come up with today’s best “living” experience in Brickell. We started with an idea: to merge the convenience of urban living with the atmosphere of a personal home.

We conceived cassa brickell as a 81-unit boutique building, so every person who would live there, from neighbors to staff could know each other’s names. As human beings, we need to be emotionally linked and the only way of creating this bond is through personalized attention. The close proximity of everything in cassa brickell allows this to happen naturally and for its residents to feel unique and special. A personal approach is needed if you want it to be “boutique”.

The 81 units of cassa brickell are arranged in just 10 floors. This means you don’t have to waste time on an elevator, or going through an endless parking structure. It’s a place to live, to be entertained, to share with friends and family, and to feel at “home”.

cassa brickell, a boutique building like no other in Miami

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THE BUILDING

# From workshop to blueprints

As cities continue to get more crowded, the space for parks and “sun” become scarce. As a result, developers have started a trend of using rooftops to create a new space.

What used to be a dirty area with AC units, fans or elevator engines, now is becoming the high point in real estate value.

Rooftops are almost magical. You can get endless views of the sun, moon, stars and your world with no restrictions.

At TSG Paragon Development, we wanted to find more than insights to make cassa brickell a unique building. From day one, we wanted the rooftop to be the main attraction and the place to be. From the management and marketing, to the architect team, we did research that helped define each square foot of a rooftop. We went from New York to Bali to find inspirations.

COOLEST ROOFTOPS AROUND THE GLOBE:

- Mykonos Grand, Greece
- Aenaon Villas, Greece
- Soho House, NY, USA
- W, Santiago de Chile
- Condesa, Mexico D.F.



Inspiration comes from the four corners of the globe.



A sunset deck  
for non-stop sun & entertainment



## THE ROOFTOP

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# Sundeck

The place where we live should be much more than a place to sleep. It should be a place where entertaining should be a priority. That is why our entertainment goes to the TOP, our rooftop.

While most buildings have their entertainment in the lower floors, we've housed ours upstairs. For one simple reason: more space, more sun, more living.

Just 10 floors above the ground you're on cassà's Sundeck: one of Miami's best rooftops. On this rooftop you'll find:

Interior and exterior dining with a summer kitchen.

A sunset deck to enjoy the sun anytime of the day if the clouds allow, or see the moon, no matter what side she's on.

Vegetable and herb garden where you can grow your secret ingredients, just as the most famous Peruvian restaurants do.

Infinity-edge pool

Jacuzzi to relax

Steam room

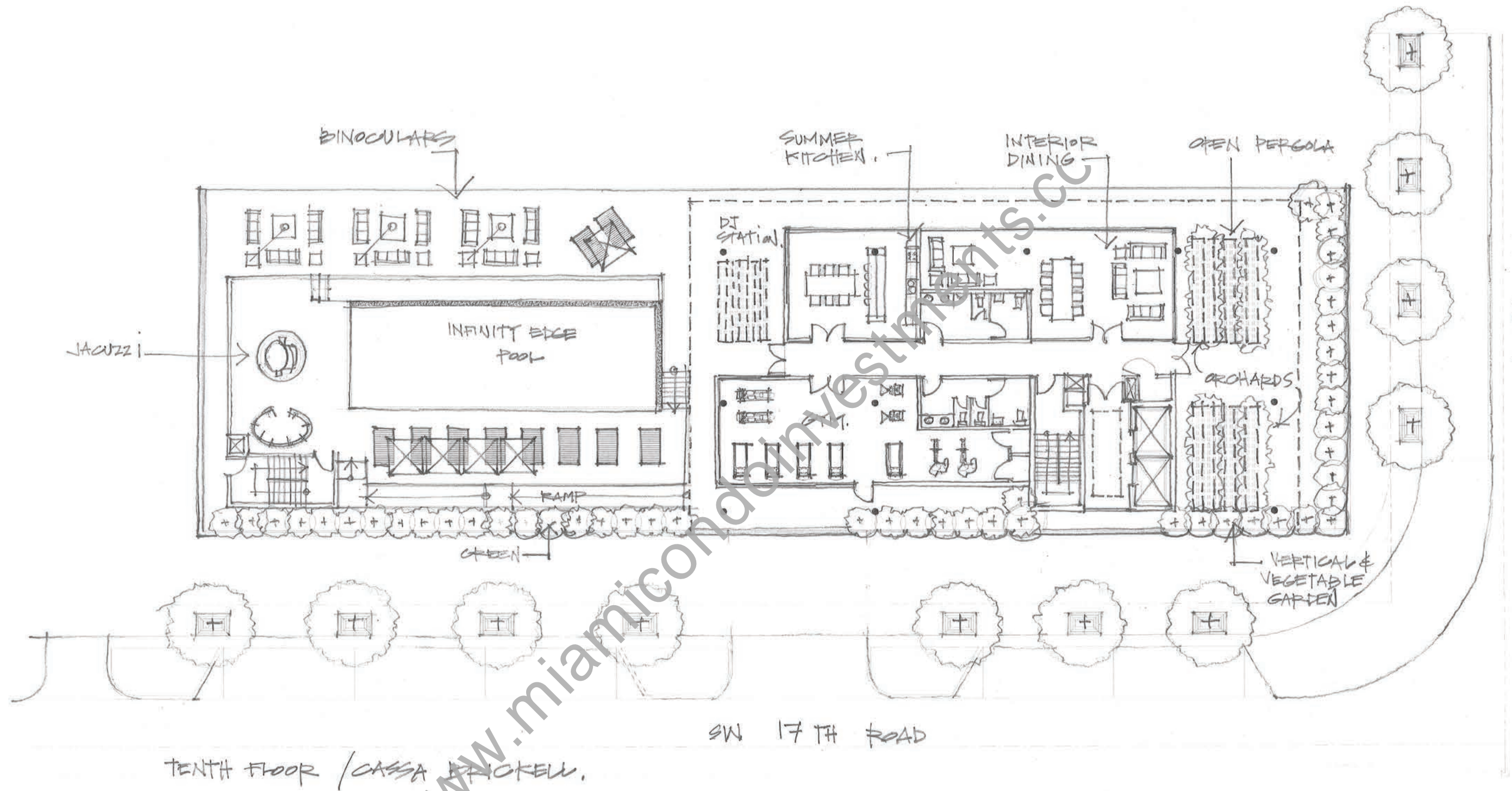
Fitness center to get in shape

Multipurpose room

DJ Station

Binoculars

Air shower



\*\*\*Conceptual Drawing. Designs are not final and are subject to change without notice from the developer.\*\*\*



cassa brickell rooftop

# ModernLiving

ModernLiving is a way of life where people enjoy real moments with things they can touch –like a plant, water or fresh air. Or they can be things you taste, like a new dish at home, or some juice made in a local shop. It's all a part of being active, playing sports and staying in shape. It's art, it's creative and most of all, it's real.

To delve deeper on this idea, we interviewed 3 very special people, who will be featuring their talents and expertise at cassa brickell:

Simone Stark (Landscape Advisor),  
Arianna Grijalba (Event Planner) and  
Ana M. Sanchez (Fitness Expert).



brickell

cassa brickell

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SIMONE STARK

## Nature at cassa

### Nature at home by Simone Stark

La Petite Fleur is a full scale floral and interior/exterior landscape design company owned by Simone Stark. Born in the US with a French background, Simone has a comprehensive knowledge of plants, arboriculture and maintenance strategies. She is the perfect landscaping advisor for cassa brickell residents to know: when and what to plant, how to grow, how to fertilize, when to prune.

The right garden accessories and plant species can set the tone for an incredible outdoor atmosphere, an invigorating place of retreat that residents can have right on their terraces.



### Interview to the Landscape Designer

#### When and how did you start landscaping?

"I've always had a love of nature and the outdoors. Then I began designing landscapes 6+ years and began working with plants in a more concrete way via my artistic background in painting and sculpture. Working with plants was another medium for me that I could learn to mold and manipulate to the desired aesthetic design."

#### What is landscaping to you? How important would you say it is to have a garden at home?

"For me, working with nature and integrating it into daily life is of the utmost importance. It has a grounding effect for me, and working with something living, that I can watch thrive, is satisfying on many levels. Especially for those of us living in metropolitan areas, the integration of plants into our homes, workspaces and daily life has the ability to reconnect us and bring us one of the most simple pleasures."

#### What type(s) of plants grow in Miami's weather conditions?

"Miami has such an amazing year-round climate, conducive to so many plant species. I am a huge fan of self-sustaining and self-sufficient plants such as varietal succulents and agave, and larger, hearty plants like Clusia. As a designer, I look to incorporate plants with rich textures, shapes and varying hues such as Silver Buttonwoods, Foxtail Ferns, local varietal grasses, and Papyrus. These elements are essential when creating a design that is appealing to the senses – visually and through touch."

#### Who/what inspired you the most towards landscaping?

"I am always interested in looking at the artistic vision behind other designers' work, but what I think what inspires us the most, is nature on its own terms and untouched. How the elements naturally interact with one another, colors and textures playing off of each other. There always needs to be some sense of cohesion in any design in order to make you want to "be there," to spend time in that environment. I love fecund, and rich landscapes, ones you want to explore."

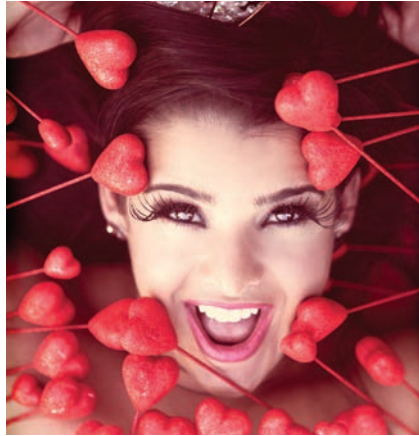
#### What is your major challenge as a landscape designer?

"I embrace the challenges of my work, whether it is the requests of my clients or finding the means to manipulate plants or an environment for a particular project. I once had a client early on who absolutely loved Provence, France and wanted to recreate it here in Miami. That was a challenge, on many levels, not the least of which is our humid, tropical environment. But, excited by the challenge, and with some patience, I was able to create the beautiful Lavender lined walkways and trellised walls my client hoped for."

#### Do you have any suggestions for beginning gardeners?

"Patience and time is key for anyone beginning to work with plants. After all, these are living things. We have to be patient with them and ourselves, as we grow a sort of organic relationship with this new environment we are creating. I would always suggest lower maintenance plants for beginners, but I really believe we all have a "green thumb" somewhere yet to be discovered!"





Arianna Grijalba

## Events at cassa

EventsbyArianna works with a clear mission: You dream it, we make it happen. They keep you happy and relieve your stress, so you can focus on being the perfect host. The company is owned by Arianna Grijalba. She was born in 1982 and is a citizen of the world. Raised in Venezuela, Arianna received her college education in the U.S. majoring in Culinary Arts. Then she spent a year in Madrid getting her masters in Event Planning and Protocol, and then she finally settled down in Miami.

She has the taste to always create a memorable experience for every budget, and her ability to adapt to change is flawless. She is very humble and graceful to her team and colleagues because planning an event is NOT a one-person show.

She is the perfect match for the cassa brickell rooftop, where residents will enjoy all types of events planned by this strong and disciplined professional.

### How has your education prepared you for a career as an event planner?

"I started studying culinary arts at Johnson and Wales, and gained much experience during my internship at the Mandarin Hotel. I was able to experiment a lot of with guest interactions. And while I was interning I became curious about public catering. I also decided to study food and

service management in order to get all the knowledge needed to be able to do the managing aspect of the business. This moment of my education was crucial because it was then I realized, after being formally introduced to event planning that this is where all the pieces of the puzzle come together. My hunger grew to receive more knowledge and experience within the field. And since there is no set "event planning" degree in Miami, I ended up completing my masters at the Complutense University of Madrid, for Event Planning and Protocol. I am blessed to say it has been one of the best decisions I have ever made."

### How do you assess the success of each of your events?

"I believe that every event is truly unique, whether it be social, corporate, or as personal as a wedding. My secret is that I truly understand what my clients want from their guests to experience. To have that understanding is golden for me. It allows events to become a success. Since whatever the outcome is goes hand-in-hand with the expectations that were given. I'm not afraid of going that extra mile, that costs so little, but that means so much, and makes a huge difference. To learn the personality of my clients and create a bond that allows us to share the dream or outcome desired is crucial for me. If I'm able to do that, and to be able to provide that unique and personalized service makes people feel great – in my book, I call that outcome a success."

### What are some of your favorite ways to enhance an event on a budget?

"Having a budget is always a challenge. It is one of the most difficult parts in where truly the strength, knowledge, and creativity as a planner is proven. For me, budget is sometimes a limit, but there is always a way to overcome that limit, and still add endless possibilities to the outcome. I tend to challenge myself as much and best as I can. This results in ideas that enhance my knowledge and presentation skills. It's also important to be sincere with my clients. They understand and work with me so we can meet half way, but that doesn't affect the execution of the event, it just challenges me to create something special within the parameters I'm given."

### What is the largest event (based on budget or number of attendees) you have ever planned or assisted with planning?

"I had the privilege of organizing an Arab wedding. Due to Muslim law, the wedding was planned for 2,500 women. The budget was about 8 million Euros, and by far has set the bar for the biggest event I have ever planned. Although, this was my biggest event to date, I've been blessed to be exposed to other big opportunities, such as a dinner that I planned last year for the current King and Queen of Spain."

### Tell us about a time when you had to deal with a difficult client. What was the result?

"Are clients difficult? (Arianna laughs) I don't believe in difficult clients. I do believe a lot of my clients are very particular, and some are eccentric, but very demanding. To me when a client is demanding, it just means they truly know what they want. As a planner, my responsibility is to let them know that what they want comes with a price, and the logistics behind it. That can be a challenge, but also an inspiration, because those clients that are more challenging are the ones that have pushed me to places that I didn't know I could conquer."

### Why did you choose to work with cassa brickell?

"I truly believe in the concept of an urban lifestyle, and with cassa brickell you are able to enjoy this. I don't see them as one more apartment building on the map. They are truly unique when it comes to the knowledge and understanding they put in to their projects. Providing customers with not just a home, but a lifestyle as a whole. Their clients are truly able to experience exactly that, a lifestyle. I personally identify myself to be edgy, modern, urban, and healthy. To go home, after a hectic day to a place like the ones cassa brickell creates, is comforting to my body, mind and soul."

### What kind of events would you be able to plan for cassa brickell residents?

"I'm very boutique-oriented to all my clients, and find myself in sync with the unique style cassa brickell has to offer. The social events that can be organized and considered a success at cassa brickell are amazing and limitless. I'm excited to say we are preparing amazing packages to cater specifically to its residents, including birthday parties, down-to-earth romantic rooftop dinners, summer white linen parties overseeing the sunset, winter-sun roof parties with drums and a little bit of Havana nostalgia, and so much more. I can only see endless opportunities that are organic or modern with a simple feel to them. I won't say more though, it is something that is just going to have to be experienced!"

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ANA M. SANCHEZ

## cassa fit

### An athlete Mom

ModernLiving is also about having a healthy lifestyle; it is about a balance between performing great at work and with family, being more active and less stationary. cassa brickell's fitness advisor, Ana M. Sanchez, shared with us her fitness experience.

### Tell us a little bit about you:

"I was born in Venezuela 32 years ago. Since I was little, I have always been passionate about nature, animals, music and exercise.

My first years of school were at a music school. So, I studied throughout my childhood and early years to complete the piano, but in one way or another I was always involved in sports. One year, I practiced gymnastics, swimming, ballet, basketball, kickball and hiking. Later on, I played 4 years on the women's rugby team. After my first child, I started to get involved in more challenging physical activities and I started to train for my first triathlon, "She Rox", a short distance triathlon only for women. I continued to train, but not as often since I had a baby at home and I was a little disorganized. When I was expecting my second child, I decided to continue training since I was already in good physical condition. I swam, ran, rode and did strength exercises until my 8th month of pregnancy. And then 40 days after to giving birth to my second baby, I started to seriously train. Nowadays, I work out an average of about 15 hours per week. I also work as a real estate associate, a full time mom and a wife! The key is organization."



### What aspect of exercise gets you out of bed in the morning?

"I wake up every day at 5:00 AM and train until 7:15 AM. Then I go back home to get the kids ready for school. After I drop them off, I try to work on the rest of my training I could not do in the morning. It is not that I love waking up at 5:00 AM, but it is really the only time when I can train with more efficiency and tranquility.

This is also the time I usually do my hardest and longest training of the day, so I can do my things after I finish. Those mornings that I struggle with the alarm clock, I just try to visualize ending a race with a personal best time. Another motivator I use is remembering that waking up and getting on the road is what's going to make me faster."

### How would you advise someone to start building a fitness routine?

"In my opinion, exercise is a habit that you have to acquire. It is not easy for everyone to motivate themselves by talking. It's better if you set a goal before you start. And every day visualize your goal and give yourself positive thoughts. It is said that if you do an activity for 21 days straight, it will become a habit. I try to start the training in the morning, so you have the whole day for your work and daily activities. Plus, if you exercise at the end of the day that's when you are most tired physically and mentally. Try to complement your workout routine with a healthy foods and drink lots of water."

### Do you have any mental tricks to keep you going?

"My mental tricks are always try to visualize my goals and talk a lot to myself during a hard training session, telling myself that "I CAN DO IT"."

### What food makes your routine most efficient? Do you have any eating tips for sport beginners?

"Since I train for on an endurance sport my nutrition is very important. I think nutrition is about 80% of what keeps you healthy and in shape.

I've been trying to teach my body to burn fats instead of carbs because fats last longer as an energy source. So, I eat a lot of good fats like avocados, almond butter, coconut oil, etc. I eat an average of 5 to 6 meals a day, 3 big ones and the others are just snacks. During my long training sessions, I make sure I have the necessary nutrition to last more than one hour of exercising. I ingest a lot of seeds. One of my favorites is the Hemp seed because it has the complete chain of amino acids the body needs and is one of the only foods, apart from meat, that contains all of the amino acid chain. So, as a vegetarian athlete, I am always researching about food that provides me great benefits – and the less processed, the better.

If you are trying to start a change in your diet, I will say try to do it little by little. Introduce new foods and take away the ones that do not benefit you at all. Try to get help from someone who can guide you through the process, and help keep your body in balance."

### What's the best way to relax after a long training session?

"After a long session, the best way to relax your muscles is to wear compression apparel; drink tons of water and electrolytes. Stretching is also key. Your muscles get tired and wear out. This is probably the hardest part of the workout. You are usually tired at the end, but stretching helps prevent injuries and makes the recovery phase much shorter. If you have the opportunity to get a good sports massage that will definitely work, too."

### Is there any down sides to the sport?

"Yes, unfortunately injuries are a part of sports and working out. That is why you always have to train smart and give your body a chance to recover from time to time, and most importantly, you should listen to your body to avoid most injuries. There is also a lot of sacrifice, but at the end of the day, I definitely believe it's worth it. There is something special about waking up every morning and knowing that you are doing everything you can to be a better athlete, competitor and feel great about yourself."



**With so much to do,  
an active lifestyle  
comes naturally at  
cassa brickell.**

# LIVING IN ACTION

Living actively is no longer an option, but a part of the modern lifestyle, and Brickell gives you all the possibilities to “live in action”. Thanks to its beautiful geography, perfect climate and a young mentality, new and exciting activities are a part of the landscape.

It’s a great place that combines city life with the adventure of outdoor recreation. The convenient location and easy accessibility comes with many possibilities just minutes away from home.

Relax and enjoy fishing on Key Biscayne or experiment with new extreme activities such as kite surfing, sailing or mountain biking. You can add variety to your daily workout with the multiple jogging routes that Brickell and its surroundings offer. Take cycling routes that accommodate every level of expertise and intensity. Engage in water sports such as rowing, kayaking and paddle boarding, all of which provide a great and complete muscle workout.

There is no doubt about it, technology has made our lives better in too many ways to count. Children today are part of a digital generation that has grown up in a world surrounded by this technology and the Internet. Yet, this dependency can lead them to experience the majority of their lives in pixels.

However, beyond the screens there is a world filled with possibilities for them and for you. Brickell is a place where you and your family can lead an active lifestyle that is better than anything experienced on a smartphone.

## 1. beach day

### CRANDON PARK

Come and experience one of Miami’s greatest treasures: Crandon Park. A beautiful, sprawling campus of beaches and amenities, it’s more than a beach. Located on Key Biscayne, you can find a Family Amusement Center, Nature Center and even a place to rent cabanas.

A beach like this allows you to do plenty of activities, like hanging a hammock on the palm trees, reading a book, relaxing, having a picnic or a barbecue, playing volleyball, badminton, frisbee, or if you prefer, just laying out under the sun, getting tan and enjoying the ocean.

[www.miamiandbeaches.com/beach/crandon-park-beach/102555](http://www.miamiandbeaches.com/beach/crandon-park-beach/102555).

## 2. fishing

### CAPE FLORIDA PARK

Cape Florida Park is known for its old lighthouse and expansive spaces to enjoy with the family. Fishing in the park is a popular pastime, it’s safe and there is easy and comfortable access to the fishing areas, ideal for those who want to have a new and different experience.

It’s great to introduce children to fishing at a young age. Neither the parent nor the child has to actually fish their first time out. Going for a walk along the shore is a good first step. Just being outside and watching people enjoy fishing can trigger even more curiosity from an already curious toddler.



### 3. rowing

## MIAMI ROWING CLUB

The Miami Rowing Club offers a full range of rowing programs to meet the needs and interests of the community.

Located on beautiful Virginia Key next to the famous Marine Stadium, this boathouse waterfront is on a protected basin right off Biscayne Bay. The basin provides two parallel, 1500-meter seven lane courses for training workouts or leisurely rows. Rowers who come can enjoy excellent water conditions almost year round.

[www.miamirowing.org/about\\_us.html](http://www.miamirowing.org/about_us.html)



### 4. biking

## ROADS AND TRAILS

In Miami, bicycling is growing every year, becoming safer and attracting a large number of followers. Brickell is a great spot for cycling, where groups of cyclists can meet to ride or tackle one of the many routes around the area on their own. Here are a few suggestions of some of Miami's best trails:

#### Key Biscayne:

- The Rickenbacker Trail
- Virginia Key (Mountain Bike)
- Crandon Park

#### Coconut Grove:

- Commodore Trail
- Old Cutler Trail



## 5. sailing

### JUST SAIL MIAMI

As Miami's top sailing school, JustSail Miami is located in the US Olympic Sailing Center where adults and children can learn alongside world champion sailors. JustSail Miami has a full staff of bilingual English/ Spanish instructors, who are certified by the US Sailing and the Canadian Yachting Association.

Their sailing programs offer an affordable, fun and educational atmosphere where a passion for sailing is developed. JustSail Miami aims to instill a lifetime love of sailing for sailors of all types.

[www.justsailmiami.com/our-venue/](http://www.justsailmiami.com/our-venue/)



## 6. wake boarding

### GATOR BAIT

The Gator Bait Wakeboard School, LLC first opened in 2006 by Marcos Moran. With a lifetime of experience on the open water, Marcos is a Certified Tournament Boat Driver through USA Wakeboard, The WWA, and The IWWF. He also has a USCG Captain's License and is trained in Lifeguarding, First Aid, and CPR. Marcos grew up riding in Biscayne Bay in Miami, but has also spent lots of time in almost every body of water in South Florida. He started water skiing and kneeboarding at a very young age and picked up his first wakeboard in 1994. Coaching is another passion of his and he has been teaching others since 1997. He's developed a reputation amongst his students for being prompt, knowledgeable, and most of all, patient. With such a renowned background, Marcos is the perfect coach for your wakeboarding needs.

[www.gatorbaitwakeboard.com](http://www.gatorbaitwakeboard.com)



## 7. kite boarding

### MIAMI KITEBOARDING

Established in 2001, Miami Kiteboarding is the most professional and experienced kiteboarding center in the Miami area. They strive to make their lessons fun, safe and easy.

Located in one of the top 10 beaches in the US, the picturesque Crandon Park, which is world-renowned for its beautiful shallow water lagoon. They exclusively operate the first kiteboarding concession officially recognized by Dade County.

As an IKO affiliated Center, they are committed to the highest teaching and safety standards in all their services including: lessons, rentals, gear sales and instructor training courses.

With Miami Kiteboarding, you will learn much faster, easier and safer thanks to Crandon Park's ideal shallow & flat warm water, their IKO certified instructors, and the latest teaching methods with Radio-Helmets coaching. They're taking kiteboarding to new heights.

[www.miamikiteboarding.com](http://www.miamikiteboarding.com)



## 8. jogging

Brickell is a great neighborhood for jogging and staying fit; it is safe and active all hours of the day. Its central and prime location allows you to easily design the best and most convenient routes to jog on. You can start mapping your run at:

[www.mapmyrun.com/us/miami-fl/](http://www.mapmyrun.com/us/miami-fl/)



## 9. yoga

### BRICKELL YOGA

Fred Busch Hot Power Yoga is suited for all levels and consists of a comprehensive series of postures that build stamina, flexibility, strength and balance. Their sequence is an intelligent and scientific vinyasa series based on hard work and sensitively. Each class is suited for all levels and designed to systematically stimulate the organs, glands, and nervous system, plus move freshly oxygenated blood to 100% of the body. The postures performed work the entire body – inside and out. You will test and grow your skills of concentration, patience, determination and self-control to increase mental clarity and reduce stress. In just one class, you will sweat, smile, de-stress and do more for your overall health, spirit and self-image than you could imagine. Fred Busch's Hot Power Yoga includes spiritual components of yoga and meditation, ending with a proper final relaxation time, Shavasana.

[www.brickellyoga.com](http://www.brickellyoga.com)

# CASSA RUNS

## Historic Run

35 min MILES: 4.0

This route takes you from the Brickell Financial District to South Miami Avenue, where you can enjoy the scenery of the Vizcaya Museum and Gardens, recognized internationally for its cultural and historic significance, exemplary preservation and dynamic visitor experience.

## Beach Run

50 min MILES: 6.1

Get away from the noise of the city. Run over the Rickenbacker Causeway to the sunny beaches of Key Biscayne. With its terrific beaches and the added appeal of being sandwiched between two major parks – Crandon Park to the north and Bill Baggs Cape Florida State Park to the south.

## Urban Run

36 min MILES: 4.1

Run from the Brickell Financial District to Brickell Key. Enjoy the beautiful view of one of the most unique paradise island communities in the world.

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*The Real Purpose  
of running  
Isn't to Win a Race  
It's to test  
the limits of  
The Human Heart*  
-Bill Bowman

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For other runs visit  
[www.mapmyrun.com/us/miami-fl/](http://www.mapmyrun.com/us/miami-fl/)



## 10. dining

For years, Miami Beach was the center of the foodie universe. Brickell once only had Capital Grille, Morton's and local favorites like Perricone's Marketplace & Café, but that's where the choices ended.

Now, with the growth of the residential population in Downtown Miami and Brickell Avenue, Brickell is quickly becoming a new hot spot for dining, with more high-profile restaurants on the way. The influx of restaurants and nightlife opening have turned Brickell Avenue, Southeast First Avenue and the surrounding area into a food lover's paradise.

One restaurant that is emblematic of this transformation is PM, the Mexican steak and seafood restaurant chain. They spared no expense in building an ornate restaurant designed to look like an Argentine warehouse in the Buenos Aires' Puerto Madero district.

Other fine dining restaurants that have found success on this side of the Causeway are Zuma, Il Gabbiano and db Bistro Moderne, just to name a few.

Here's a list of near by restaurants you shouldn't miss:

- Zuma
- Cipriani
- La Cantina No. 20
- Lippi
- Truluck's
- Oyster Bar
- Edge Restaurant Miami (Four Seasons Hotel)
- La Mar (Mandarin Oriental Hotel)
- Azul (Mandarin Oriental Hotel)
- Morton's
- Seasalt & Pepper
- Novecento
- Segafredo
- Havana 1957





## THE CITY

# Miami's future

**Tomorrow for the Magic City is looking brighter than ever.**

Real estate is surging, unemployment is down and tourism is rising. Miami's role as a national and international banking, commerce and tourism gateway is supported by the area's three airports, executive airports, three seaports, industrial parks, foreign trade zones, as well as other critical infrastructure.

Precise improvements in transportation and infrastructure will be critical to Miami's economic growth. The main impact factors currently are:

1. PortMiami readiness for a post-Panamax era
2. PortMiami Tunnel
3. All Aboard Florida Passenger Train Construction
4. Highway Expansions
5. FLL International Airport Improvements
6. Cultural Explosion

(Source: [www.miamiherald.com/2014/05/16/4120889/jobs-growing-in-south-florida.html](http://www.miamiherald.com/2014/05/16/4120889/jobs-growing-in-south-florida.html))

### PortMiami readiness for a post-Panamax era

Miami is known as one of the main commercial centers of America. Located on the southeast coast of Florida, PortMiami is one of the top 10 cargo container ports in the United States. The Port carries the dual distinction of "Cruise Capital of the World" and "Cargo Gateway of the Americas."

As part of its 2012 We Can't Wait initiative, the White House Administration announced that seven nationally and regionally significant infrastructure projects would be expedited to help modernize and expand five major ports in the United States, including PortMiami for a post-Panamax era of shipping commerce.

PortMiami has partnered with the U.S. Army Corps of Engineers to dredge its harbors and channels to a depth of 50 feet allowing the super-sized Panamax vessels to travel in the Port. More than twice the size of the current ships, these Panamax vessels will make overseas commerce more economical and efficient. PortMiami is one of four eastern seaboard ports which will be deepened to accommodate these larger vessels.

In addition, more than \$2 billion is being invested to improve the infrastructure of the Port and its surroundings.



### PortMiami Tunnel

PortMiami provides about 176,000 jobs, \$6.4 billion in wages and \$17 billion in economic output, according to the 2007 PortMiami Economic Impact Study. Now, they're looking to improve those numbers with the PortMiami Tunnel. This highly complex project was built through a public-private partnership (PPP or P3) that includes the design, build, finance, operation and maintenance of said project.

Nearly 16,000 vehicles travel to and from PortMiami (POM) through downtown streets each weekday. Truck traffic makes up 28% (or 4,480 vehicles) of this number, according to 2009 PB Americas Traffic Study. Existing truck and bus routes restrict the Port's ability to grow, drive up costs for Port users and present safety hazards. They also congest and limit redevelopment of the northern portion of Miami's Central Business District.

The benefits of the PortMiami Tunnel include:

- Providing a direct connection from the PortMiami to highways via Watson Island to I-395. Keeping the PortMiami, the county's second largest economic generator competitive.

- Will improve safety of downtown streets by reducing congestion.

#### Sources:

Port of Miami Deepening  
[www.saj.usace.army.mil/Missions/CivilWorks/Navigation/NavigationProjects/MiamiHaborDeepeningStudy.aspx](http://www.saj.usace.army.mil/Missions/CivilWorks/Navigation/NavigationProjects/MiamiHaborDeepeningStudy.aspx)  
Port of Miami Tunnel construction  
[www.portofmiamitunnel.com/project-overview/project-overview-1/](http://www.portofmiamitunnel.com/project-overview/project-overview-1/)

### All Aboard Florida Passenger Train Construction

As traffic congestion worsens in South Florida, there are several plans to restore passenger service to the Florida East Coast Railway corridor.

All Aboard Florida — an entity privately controlled by the owner of the Florida East Coast tracks— aims to launch a high-speed passenger rail service from downtown Miami to Orlando with stops in the city centers of Fort Lauderdale and West Palm Beach. This service is scheduled to begin by 2016.

Complementing the All Aboard Florida private-sector initiative is the South Florida Regional Transportation Authority — a public entity that oversees the Tri-Rail passenger service on tracks west of Interstate 95— which plans to introduce a new commuter line that is to travel on the Florida East Coast line on the east side of Interstate 95 with stops in various downtowns from Miami to West Palm Beach. The railway is scheduled to launch on or before 2020.

Source: <http://www.miamiherald.com/2014/06/22/4191931/investors-assess-development-potential.html>

### Highway Expansions

Work has begun on the reconstruction of I-395, an Interstate Principal Arterial and major east-west connector serving Miami Beach and the ports. Proposed improvements include: (1) Building new elevated ramps (one eastbound and one westbound) that will provide a direct link between I-95 and I-395; (2) Improving roadway design including updating the alignment and upgrading the roadway surface; (3) Creating a visually appealing bridge; (4) Building higher structures to improve the visual quality of the bridge. Construction costs range from \$500-600 million.

On November 30, 2009, the Florida Department of Transportation (FDOT) District Six in partnership with the Miami-Dade Expressway Authority (MDX) begun a reconstruction project of SR-826 (Palmetto Expressway) and SR-836 (Dolphin Expressway) Interchange. The renovation plan will improve the commute for the approximate 430,000 daily motorists.

#### Sources:

[www.fdotmiamidade.com/i395designproject](http://www.fdotmiamidade.com/i395designproject)  
[www.826-836.com/](http://www.826-836.com/)

# PortMiami tunnel

Expanding 4,200 feet long with two lanes in each direction, the tunnel features the latest in technology and safety:

91 roadway CCTV, 50 ft hurricane flood gates, 8 air quality sensors, 44 powerful ventilation fans, live lane control, dynamic messaging systems & improved guardrail systems among others.

### Cultural Explosion

In addition to the transportation and infrastructure expansion, Miami is experiencing a cultural explosion. From the Adrienne Arsht to the New Patricia and Phillip Frost Museum of Science, Miami's growth in the arts has just begun.

New ideas, new technology and the application of new business models will play critical roles in advancing South Florida's future. As the region's premier multi-purpose science and technology institution, MiaSci will support the innovation-oriented creative industries of the 21st century. As a "next generation" science museum, MiaSci will also create new vital links between the South Florida region and the global education, science, tourism and business communities.

Slated to open in 2015, the Patricia and Phillip Frost Museum of Science is on its way to becoming the world's most innovative and sustainable science museum with the structural foundation now complete and the vertical construction currently in progress. Designed by Grimshaw Architects, the 250,000 square-foot complex will harness energy from the water, sun, wind and even museum visitors to power exhibits and conserve resources.

Structured around a lushly landscaped indoor and outdoor "Living Core" of terrestrial and aquatic environments, the museum will feature an 500,000-gallon aquarium, a full dome planetarium, interactive exhibits, innovative technology and two additional wings of exhibiting space, a learning center and several cafes.

The Pérez Art Museum Miami (PAMM) is now open to the public in Museum Park. Designed by this century's Frank

Lloyd Wrights, Herzog & De Meuron, PAMM is a modern and contemporary art museum dedicated to collecting and exhibiting international art from the 20th and 21st centuries.

Now, that PAMM is open, the most important step has been taken. And with more than 2000 apartments selling above \$3 million being built in Miami, there will be plenty of resources to purchase better works of art for everybody to enjoy.

Situated at the cultural crossroads of the Americas and in the heart of one of the world's fastest growing urban centers, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County is one of the largest performing arts centers anywhere. Strategically located in downtown Miami, the Arsht Center occupies 570,000 square feet along historic Biscayne Boulevard between N.E. 13th and 14th Streets.

Principal Components are the following:

- Opera House
- Concert Hall
- Carnival Studio Theater
- Plaza for the Arts
- Carnival Tower
- Education Center
- Magnificent public art installations



### FLL Airport Improvements & Renovations

The Fort Lauderdale-Hollywood International Airport (FLL) and North Perry Airport (HWO), a general aviation airport, form a diverse and dynamic aviation system. This airport system serves the needs of over 23 million annual passengers and the general aviation community throughout South Florida.

FLL is ranked 21st in the U.S. in total passenger traffic and 13th in domestic origin and destination passengers. FLL offers nonstop service to more than 100 U.S. cities and international service to Canada, Bahamas, the Caribbean, Mexico, Latin America, and Europe.

The Fort Lauderdale-Hollywood International Airport has these major capital projects in the works:

- South Runway Expansion: Expand and elevate the South Runway to 8,000 feet long and 150 feet wide with associated taxiways and infrastructure
- Terminal 4 Redevelopment and Expansion
- In-Line Baggage System
- Noise Mitigation Program

Sources  
[www.broward.org/airport/about/pages/default.aspx](http://www.broward.org/airport/about/pages/default.aspx)

**Patricia and Phillip Frost Museum of Science**  
[www.archdaily.com/343719/patricia-and-phillip-frost-museum-of-science-grimshaw-architects-2/](http://www.archdaily.com/343719/patricia-and-phillip-frost-museum-of-science-grimshaw-architects-2/)

**PAMM**  
[www.pamm.org/](http://www.pamm.org/)  
[www.wmagazine.com/culture/art-and-design/2013/12/perez-art-museum/photos/](http://www.wmagazine.com/culture/art-and-design/2013/12/perez-art-museum/photos/)

**Arsht Center**  
[www.arshtcenter.org/About-Us/Facts--History/](http://www.arshtcenter.org/About-Us/Facts--History/)



The Pérez Art Museum Miami



**Vespa**<sup>®</sup>

**Vespa Miami**

1700 Alton Road, Miami Beach . 305 535-3060

[www.vespamiami.com](http://www.vespamiami.com)

# Miami, a public art collection

Miami is a multicultural hot spot. It's no wonder why it has become a city that attracts artists, collectors and fairs. Today, it's one of the most important art cities in the US. Besides the hundreds of feet of walls filled with art, Miami hosts the most important modern and contemporary art fair in the world: Art Basel Miami Beach.

Since 2002, this event has been the pulse of art development in the city. Attracting around 50,000 visitors every year, from wealthy art collectors to bohemian folk intellectuals from all around the world.

The Design District in Wynwood, just 15 minutes from Brickell, is one clear example of how art has "built the new Miami". This neighborhood has had a surprisingly positive transformation in the past 5 years. From being a warehouse district in decay to becoming one of the hottest and most entertaining spots in the city. Back in 2003, real estate visionary Tony Goldman realized the potential of this area and started a project to open restaurants, bars and galleries. The facade of this neighborhood is an outdoor museum. The big walls are the perfect canvas for many of the most renowned graffiti artists in the world.

With Art Basel, The Wynwood Walls, the Pérez Art Museum and even the opening of important private art collections, it's safe to say that Art is part of Miami's DNA nowadays. If you want to experience a special artistic moment in Miami, just drive through Wynwood, visit the PAMM (see page 53) or visit one of these private collections:

## THE MARGULIES COLLECTION

The Margulies Collection at the Warehouse is a non-profit institution located in a 45,000 square foot retro-fit warehouse in the Wynwood Arts District of Miami. Managed by longtime curator, Katherine Hinds, the Warehouse presents seasonal exhibitions from the collection of renowned collector Martin Z. Margulies as well as educational programs, special exhibitions and an international loan program.

Consistently mentioned in reviews such as the ARTnews Top 200 Collectors, the Margulies collection is considered by curators, critics, artists, dealers and collectors as one of the most important collections of its kind. With a stated mission of education in the arts, the Warehouse has welcomed thousands of students and visitors from all over the world. The Warehouse is operated and funded by the Martin Z. Margulies Foundation, a thirty-year resource for the study and enjoyment of the visual arts.

Permanent Exhibitions:

Doug Aitken, Cory Arcangel, John Chamberlain, Willem de Kooning, Leandro Erlich, Michael Heizer, Donald Judd, Sol LeWitt, Richard Long, Isamu Noguchi, George Segal, Richard Serra, Tony Smith, Franz West

[www.margulieswarehouse.com/index.ht](http://www.margulieswarehouse.com/index.ht)

## THE DE LA CRUZ COLLECTION

In December 2009, Rosa and Carlos de la Cruz opened a space in Miami's Design District. The three-story 30,000 square foot structure designed by John Marquette, serves as an extension to their home, which has been available for public viewing for the past twenty-five years. The de la Cruz Collection Contemporary Art Space is privately funded by Rosa and Carlos de la Cruz. The primary purpose of this museum is to provide education in the visual arts by showcasing their collection of contemporary art. Since its inception, the de la Cruz Collection has organized multiple exhibitions, provided artists with lodging and collaborated with other institutions. Their educational programs include lectures, artist-led workshops and daily docent-led tours. In 2009, the de la Cruz Collection initiated scholarship and travel programs dedicated to enrich the education of our local art students. The purpose of these programs is to create awareness and academic discipline through travel. The de la Cruz Collection is open throughout the year, Tuesday to Saturday from 10am to 4pm. Viewing the collection, programs, lectures and access to the library is open to the public at no cost.

## RUBELL FAMILY ART COLLECTION

Inside an undescrpt 40,000 square-foot Miami warehouse that once served as a Drug Enforcement Administration storage facility for cocaine and cash seized from drug dealers is one of the city's most acclaimed treasures, and best-kept secrets, the Rubell Family Art Collection. Although the collection, which features some of the edgiest and most important contemporary work of the last 30 years, it's not on any tourist maps of Miami's finest attractions, the Northwest 29th Street building with the caged entrance attracts an average of 200 visitors per week. And what they see, usually on leisurely individual tours conducted by the curator or one of the Rubells themselves, is an astonishingly original manifestation of the power of art to provoke debate and prompt social dialog.

For example, pieces in the collection address a vast spectrum of vital issues, from theories of sculpture that date back to the Renaissance, to fascinating questions

about the nature of creativity and originality. Even more important, are perhaps a pair of paintings from the Rubell collection that can single-handedly inject a credible mediation in art-related political disputes as timely as ex-New York Mayor Rudolph Giuliani's philosophical altercation several years ago with the Brooklyn Museum of Art over elephant dung as a decorative motif.

More significantly, the Rubell collection contains 1,500 pieces by celebrated artists including Keith Haring, Peter Halley, Damien Hirst, David Salle and Cindy Sherman, as well as important local talents such as 62-year old African-American folk artist, Purvis Young, is a representation of every major influence in contemporary art over the last three decades. It includes paintings, sculptures, drawings, photographs, installations and videos. Fifteen exhibition spaces have concrete floors and corrugated metal ceilings that evoke the aesthetic and ambiance of an artist's studio. Quite simply, the Rubell collection is a monument to contemporary art.

The Rubell art collection is located at 95 Northwest 29th Street in Miami. The exhibit, which is changed twice a year, it's open Wednesday through Sunday from 10 a.m. to 6 p.m. Admission is \$5 for adults and \$2.50 for students, seniors and anyone under 18.

Rubell Family Art Collection Photo Credits: Chi Lam



The Rubell Family Art Collection



The de la Cruz Collection



The Rubell Family Art Collection



The de la Cruz Collection



The Rubell Family Art Collection

ART

## cassa wall

How do you improve a simple space?  
You bring art to it!

Before any real estate project is built, there's a timeframe where the outside fence and landscape is only attractive in the eyes of architects and engineers. So, we decided to do something as unique as the project: an art wall.

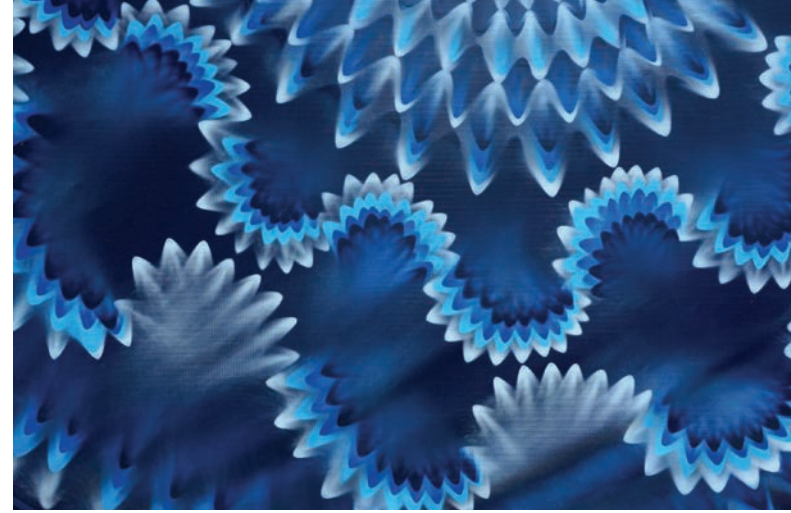
Instead of covering the fence with a typical conventional piece of advertising, we came up with the idea of bringing a piece of the art that you see in Wynwood to Brickell.

We selected 3 talented artists and asked them to make a very special piece where they merge their art. This piece, if it makes it through the rain and construction, will be cut in pieces and given to each of the proud owners at cassa brickell.

**Artists:**

Douglas Hoekzema - elhoxoh.com  
Johnny Robles - johnnyrobles.com  
Jeffrey Noble - noblejeffrey.com

Curated by:  
Ale Saa'





See Legal Disclaimers on Page 98



## One glass of milk can make a real difference.

Evolved from a childhood dream, Ace4milk is a foundation that provides basic nutrition to impoverished children in Colombia – one glass of milk at a time.

In tennis, an ace is a ball that is served with such force or strategic precision that is not returned by the opposing player resulting in winning a point. Growing up playing tennis in Bogota, I was trained to aim for aces every day. I took this mentality and used it in everyday life – striving for the best in everybody.

It was the summer in 1989 when I first realized my love for tennis. Most kids were sent to summer camp, but I attended tennis camp in the mountains north of Bogota. I remember watching the ball boys play with homemade racquets built from various pieces of scrap wood – broken bed legs, branches, anything they could use to build a makeshift racquet. After they finished playing, each of them would carefully store their racquets in plastic bags. I was moved by the passion I saw in their eyes; this was more than just a sport to them. I shared many years with them, who not only instilled in me a love for the game, but invited me into their homes. They all lived in the same neighborhood, Casa Blanca, near the tennis courts. The neighborhood was dilapidated, but their hopeful, collective energy outshined the reality of their poverty. Their unity inspired me to help, but I was only able to offer my used clothing and racquets at the time. The joy I received from providing these families with what little I could far outweighed my charitable action of giving. This motivated me to establish Ace4milk.

My two sons were born in 2008 and 2012. I quickly learned the importance of good nutrition, and, like all parents, wanted the best for my children.

Although milk is accessible to most families in the US, it is very difficult for impoverished Colombian families to provide this vitamin-rich nutrient to their children. Milk provides calcium, phosphorous, magnesium and protein, which are all essential for healthy bone growth and development. I am fortunate to be able to provide the nutritional needs my children's growing bodies crave. Now Ace4milk allows for less fortunate parents to provide for their children too.

Merging my 4 passions: family, real estate, tennis and arts, I created the concept of ModernLiving4all – affordable, modern housing for median-income families. Ace4milk is its charitable organization. Please join me in providing basic nutrition to these underprivileged children.

Camilo A. López  
FOUNDER

## Become an Ace!

cassa brickell in collaboration with Ace4milk

Visit the cassa brickell site and take a look at the new art mural. Take a selfie in front of the mural, post it on Instagram with the hashtag #iamace4milk and cassa brickell will donate a glass of milk for every selfie.

### cassa brickell site:

201 SW 17 Rd Miami, FL 33129



Better nutrition. Better Future.

ace4milk.org [in](#) [twitter](#) [f](#) [instagram](#) [YouTube](#)



THE PROJECT

# welcome to cassa brickell



**81 UNITS**  
**21 LAYOUTS**  
**10 FLOORS**  
**1 BUILDING**

Here are some of the building features:

Beautifully appointed lobby

2 elevators for 81 units

Balconies in all residences

Energy-efficient AC/heating systems

3-panel sliding glass doors

Hurricane / Impact resistant windows

Walk-in-closets

Italian cabinetry

Granite countertops

Stainless steel Bosch® appliances

In-unit washer and dryer

Bathrooms finished with porcelain tile

Designer fixtures and faucets

Wi-Fi in all common areas

Pre-wired for telephone, cable TV, security system and high-speed internet

**cassa brickell**

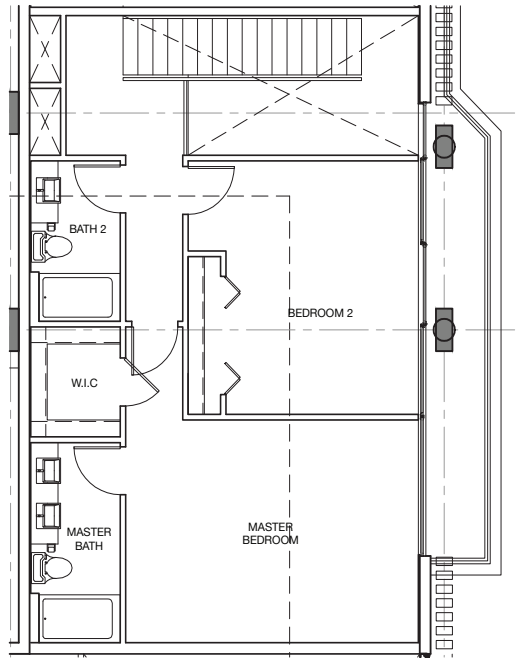
201 SW 17 RD Miami, FL 33129



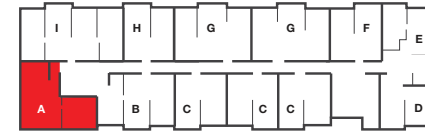
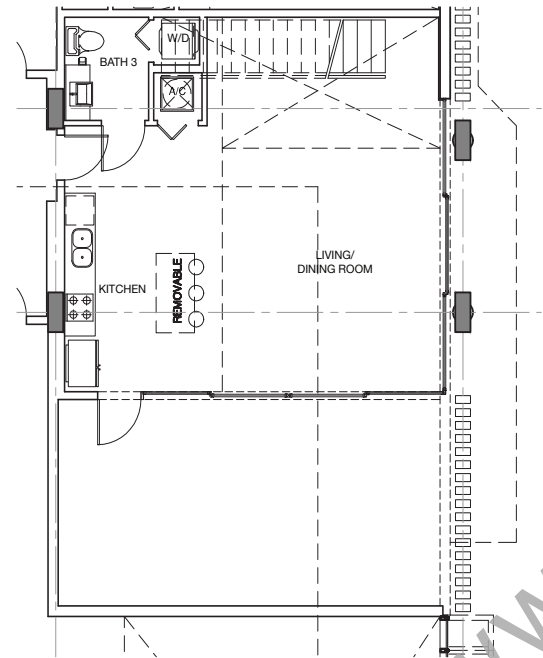
**Townhouse 1**

Ground Floor & 2nd Floor  
 2 Bed / 2.5 Bath  
 Living Area: 1,472 Sq. Ft.  
 Balcony Area: 490 Sq. Ft.

**2nd Floor**

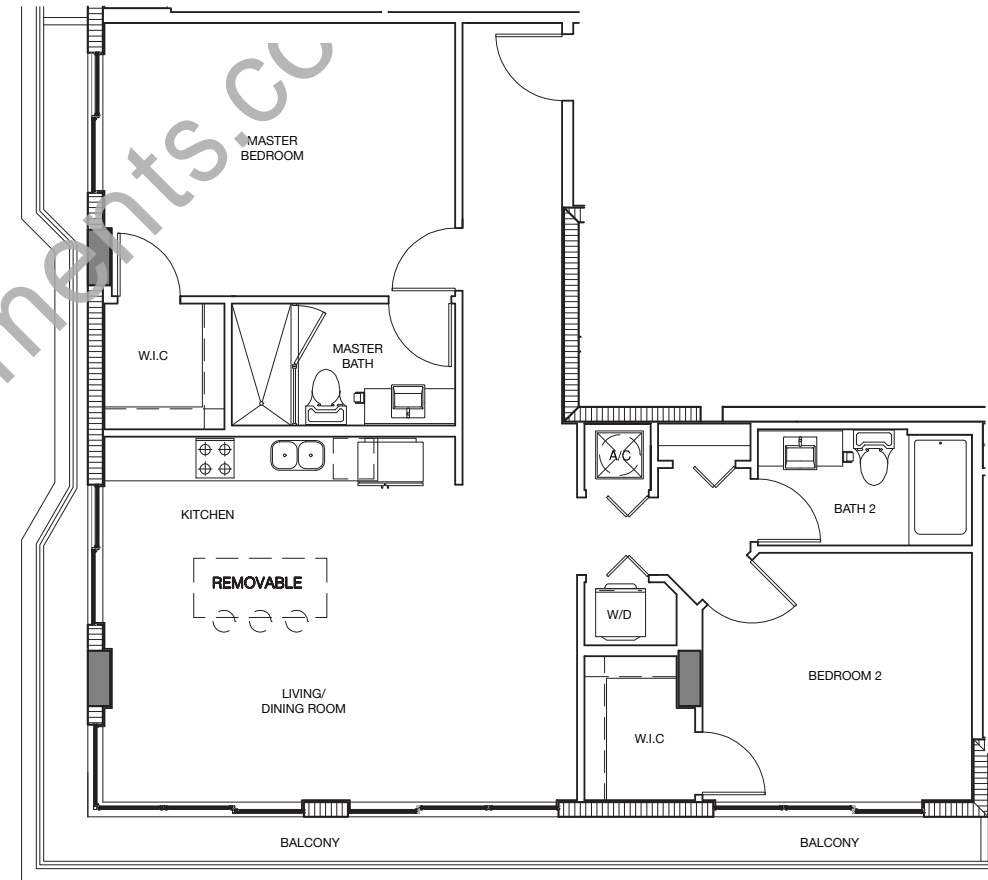


**Ground Floor**



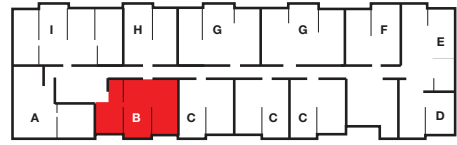
**Unit A**

3rd & 6th floor  
 2 Bed / 2 Bath  
 Living Area: 1,123 Sq. Ft.  
 Balcony Area: 219 Sq. Ft.

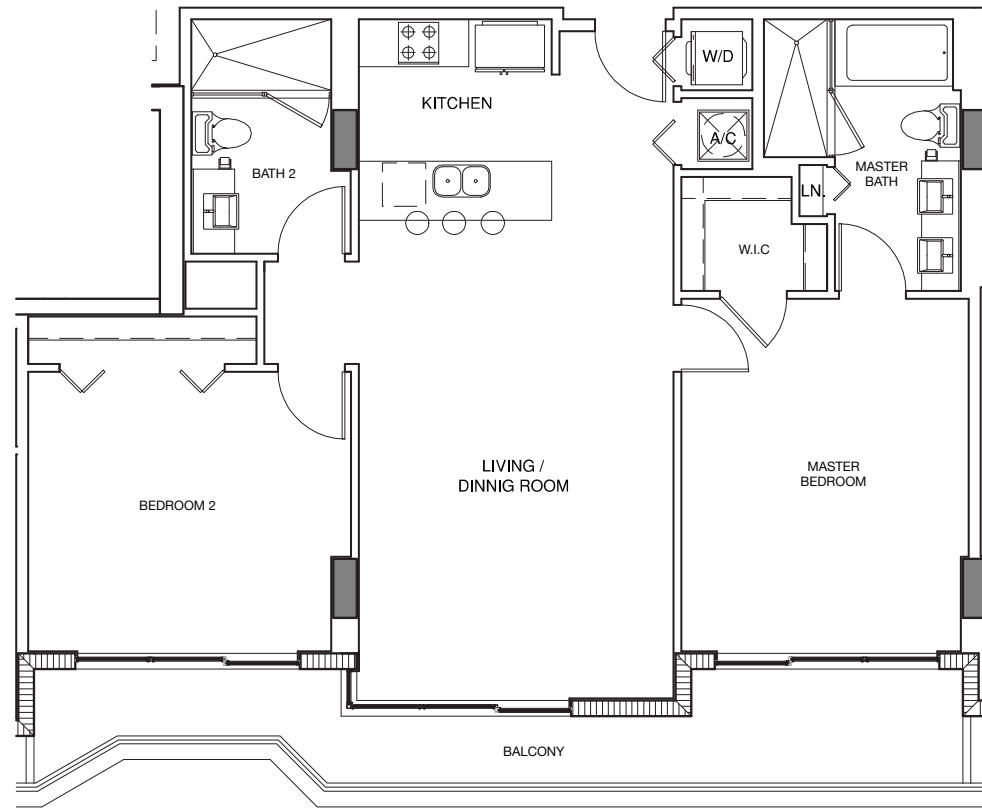


Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the "Unit" set forth in the Declaration (which generally only includes 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 1,330 Sq. Ft. 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 and ceiling heights are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

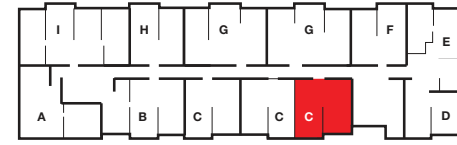
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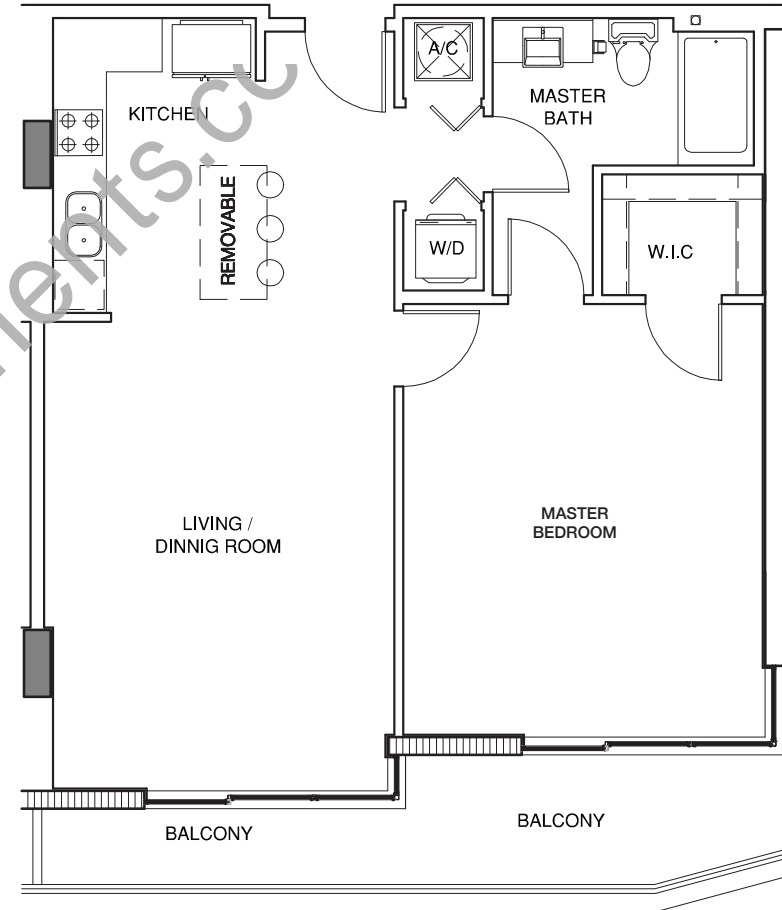
**Unit B**  
 3rd & 6th Floor  
 2 Bed / 2 Bath  
 Living Area: **1,077 Sq. Ft.**  
 Balcony Area: **183 Sq. Ft.**



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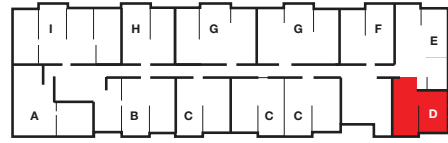
**Unit C1**  
 3rd & 6th Floor  
 1 Bed / 1 Bath  
 Living Area: **800 Sq. Ft.**  
 Balcony Area: **261 Sq. Ft.**



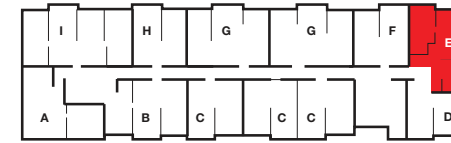
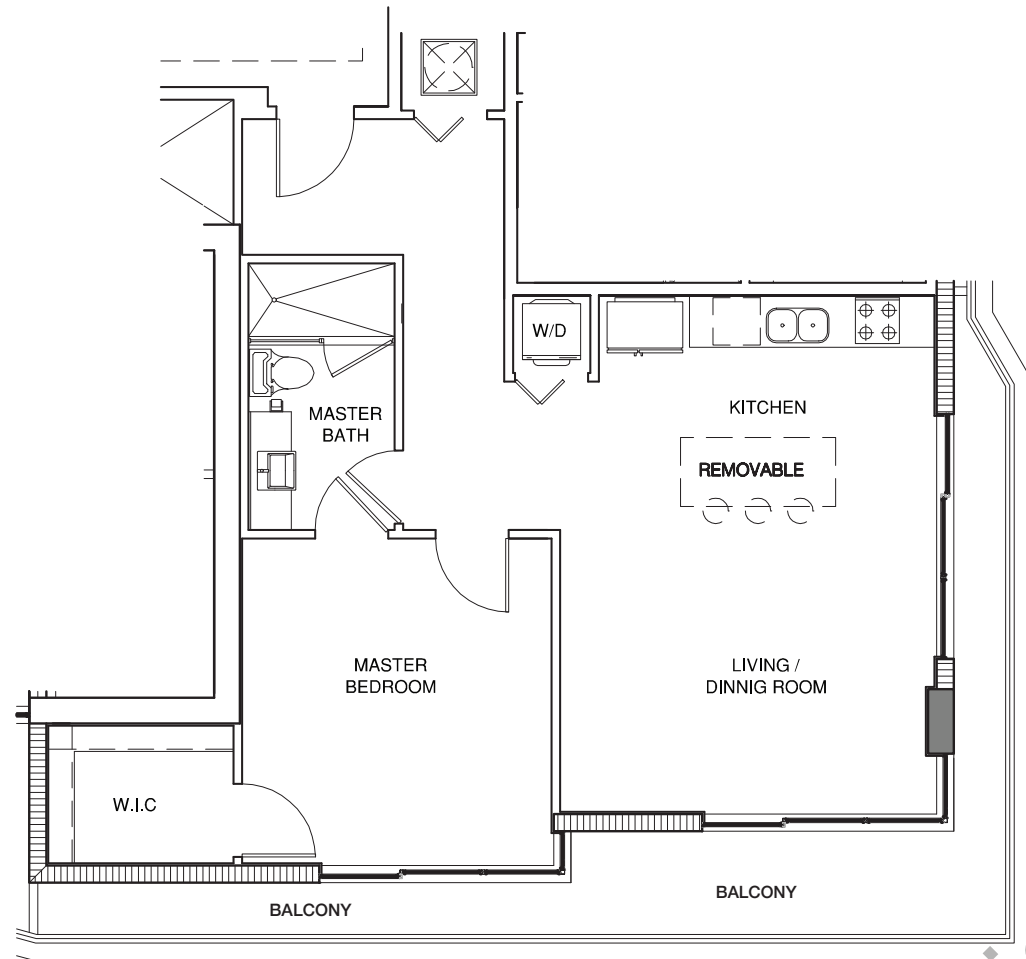
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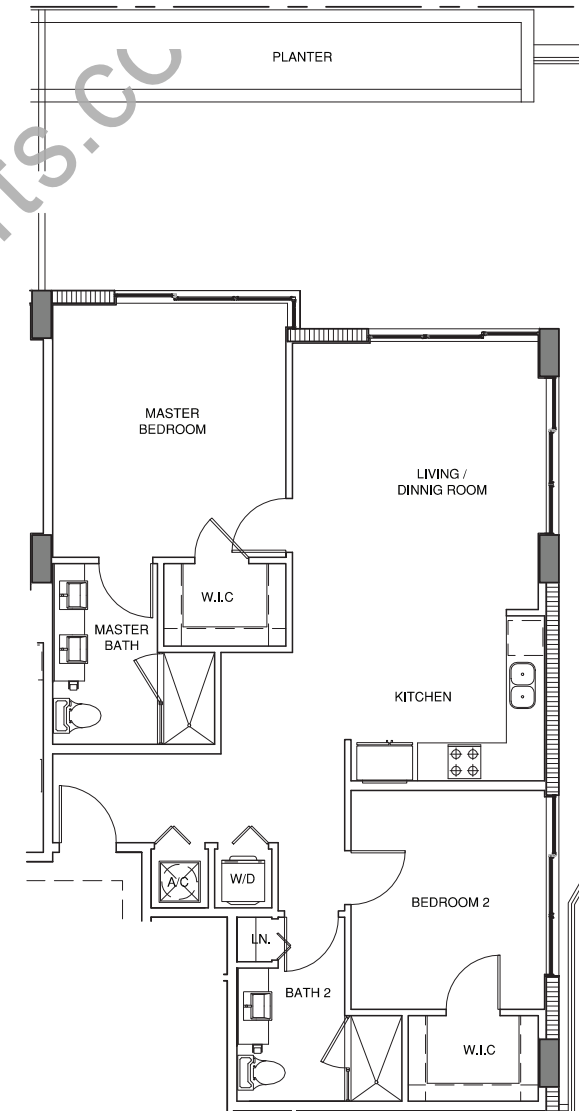
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**Unit D**  
 3rd Floor  
 1 Bed / 1 Bath  
 Living Area: **760 Sq. Ft.**  
 Balcony Area: **211 Sq. Ft.**

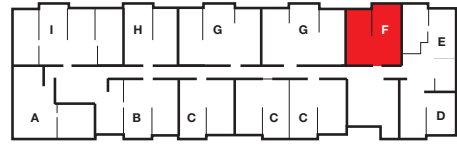


**Unit E**  
 3rd Floor  
 2 Bed / 2 Bath  
 Living Area: **1,009 Sq. Ft.**  
 Balcony Area: **854 Sq. Ft.**



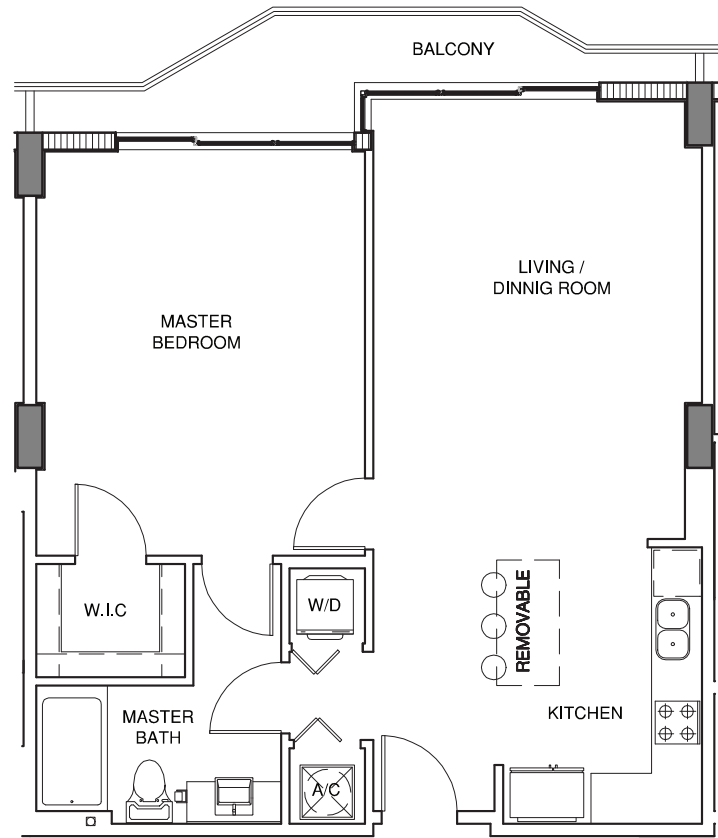
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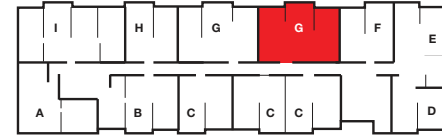


**Unit F**

6th Floor  
 1 Bed / 1 Bath  
 Living Area: **781 Sq. Ft.**  
 Balcony Area: **84 Sq. Ft.**

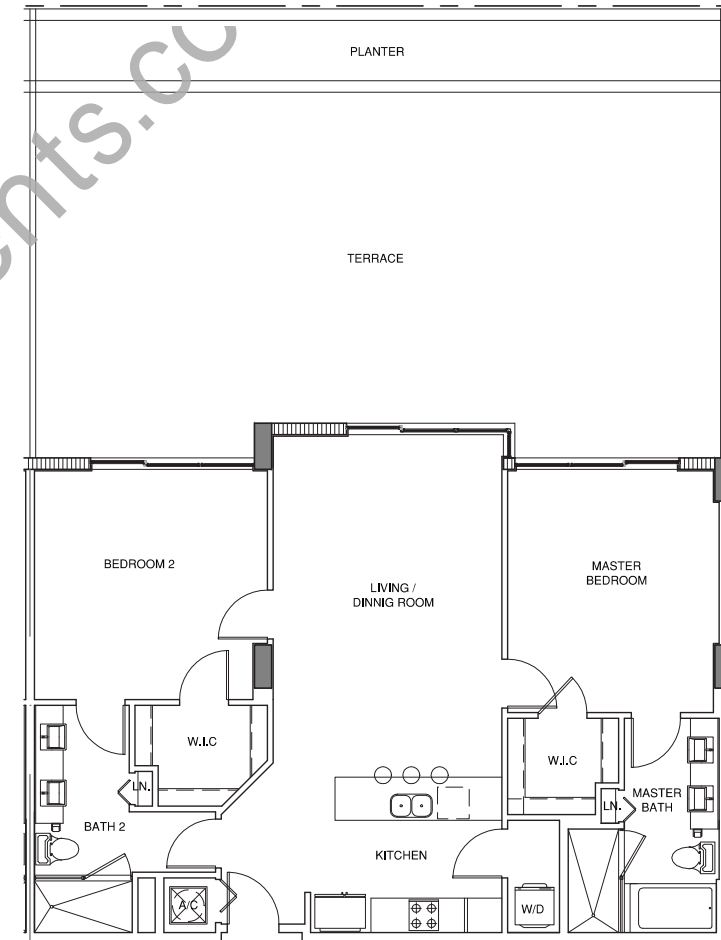


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**Unit G-R**

3rd Floor  
 2 Bed / 2 Bath  
 Living Area: **1,153 Sq. Ft.**  
 Balcony Area: **1,010 Sq. Ft.**

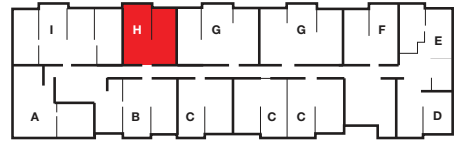


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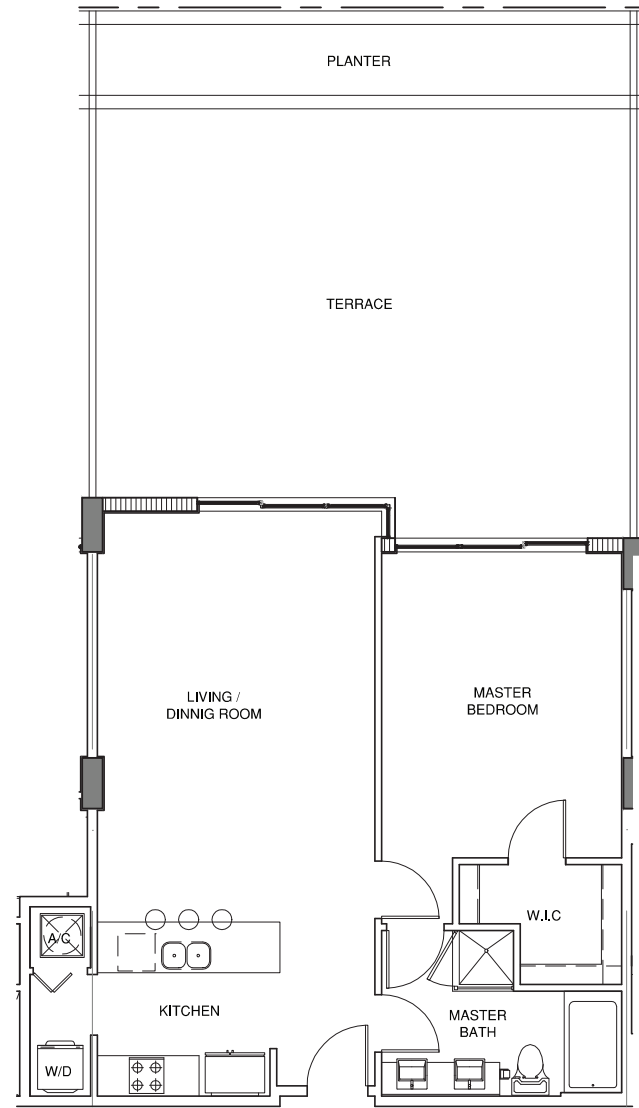




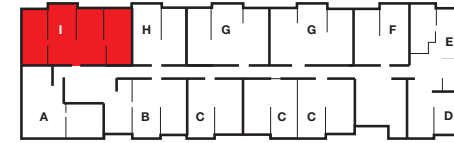
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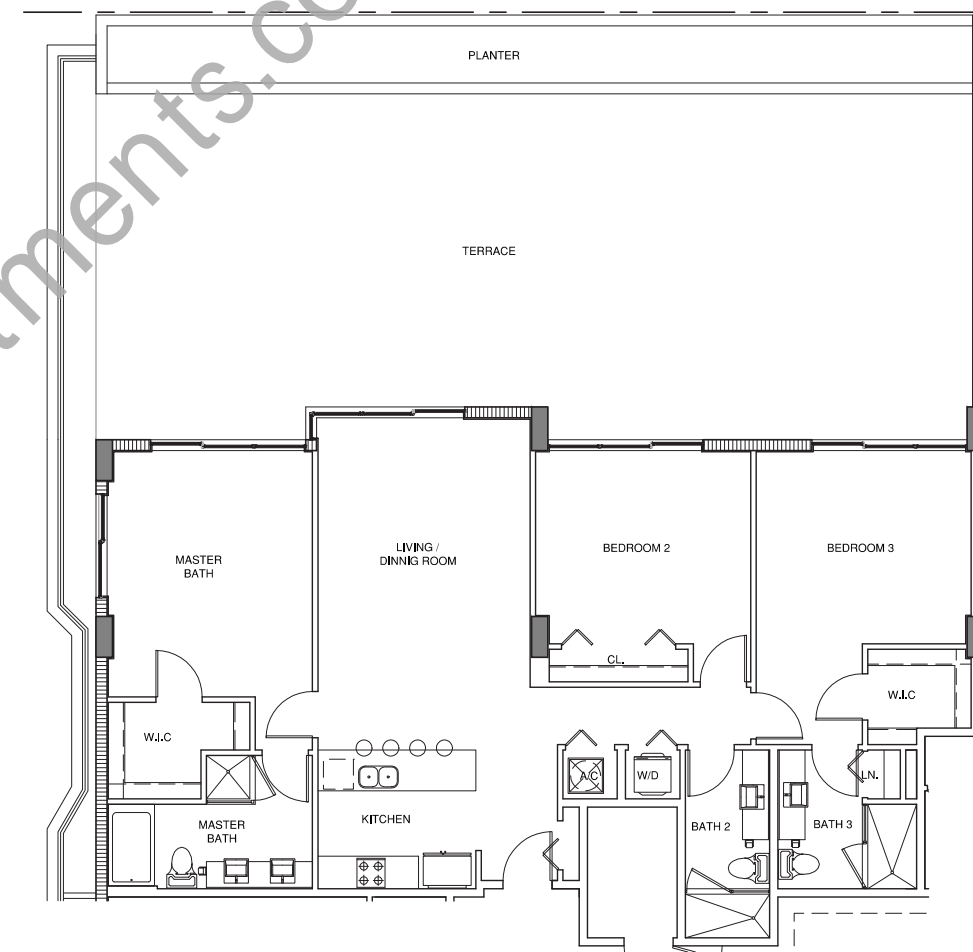
**Unit H**  
 3rd Floor  
 1 Bed / 1 Bath  
 Living Area: **798 Sq. Ft.**  
 Balcony Area: **664 Sq. Ft.**



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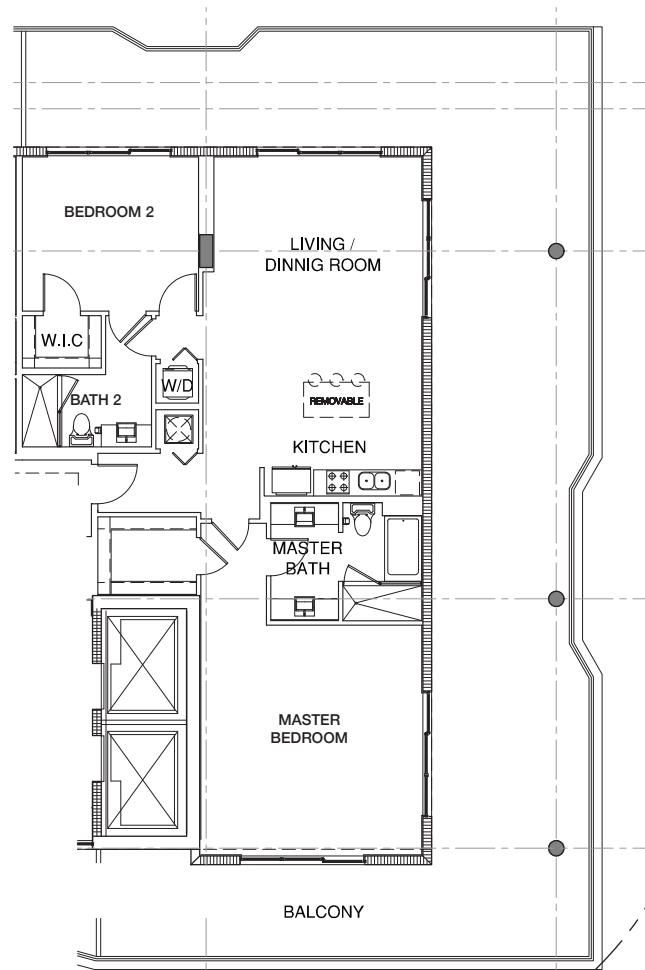
**Unit I**  
 3rd Floor  
 3 Bed / 3 Bath  
 Living Area: **1,478 Sq. Ft.**  
 Balcony Area: **1,508 Sq. Ft.**



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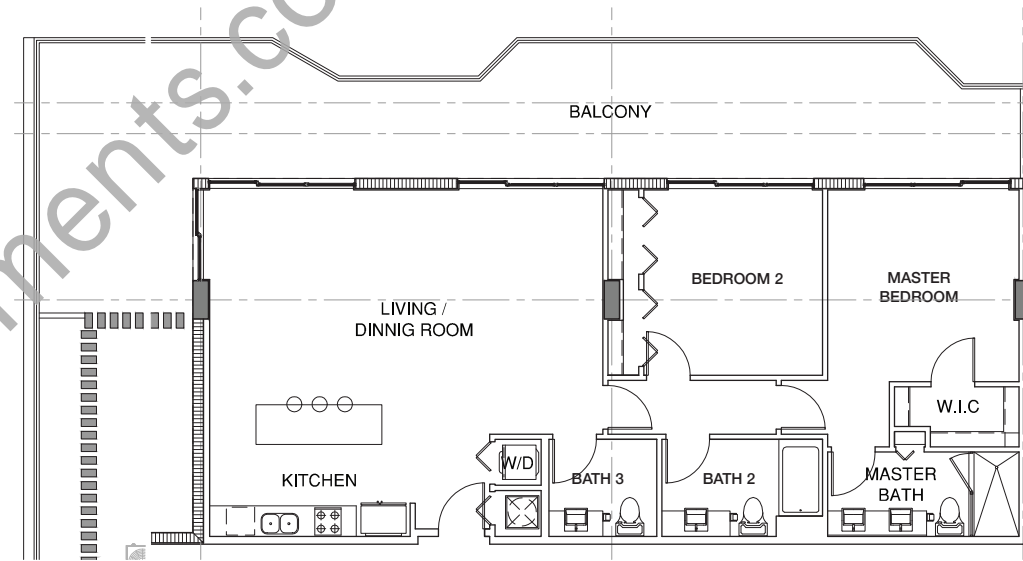
**Penthouse 4**

9th Floor  
 2 Bed / 2 Bath  
 Living Area: **1,392 Sq. Ft.**  
 Balcony Area: **1,395 Sq. Ft.**



**Penthouse 7**

9th Floor  
 2 Bed / 2.5 Bath  
 Living Area: **1,281 Sq. Ft.**  
 Balcony Area: **979 Sq. Ft.**



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 1,259 Sq. Ft. 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 and ceiling heights are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

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Rooftop vertical and vegetable garden



Camilo A. López  
President of The Solution Group



Luis Gonzalez  
President of Paragon Group  
of South Florida

THE PROJECT

# The Delevopment Team

TSG Paragon Development is a joint venture formed in 2012 between two venerable South Florida real estate firms, The Solution Group and Paragon Group of South Florida, with the vision of developing exceptional mid-range priced residential multi-family projects in the middle class and upper-middle class neighborhoods of South Florida.

Founded in 2008 by Camilo A. Lopez and RJ de Varona, The Solution Group ("TSG") is the realization of many years of hard work, dedication, dreams and realities for its shareholders, employees and other stakeholders. The TSG principals have many years of combined experience in the local, national and international real estate industry – from direct investment to development, acquisition, conversion, leasing, financing, property management, sales and marketing.

TSG's wide range of experience includes:

- Conceptualizing the premier mixed-use commercial building in Asuncion, Paraguay;
- Designing a resort in Cartagena, Colombia;
- Investing in residential and commercial distressed assets;

- Acquiring and selling more than 3,000 income producing assets;
- Implementing a USCIS approved EB5 Investor Visa program;
- Managing over 500 residential units and more than one half million square feet of space;

TSG's affiliates include TSG Realty, TSG Property Management and TSG Capital Group.

TSG's headquarters are in the Design District of Miami, Florida. Additional TSG offices are located in: Palm Beach, Florida; Bogota, Colombia; Buenos Aires, Argentina; Mexico City, Mexico; London, England; and Madrid, Spain.

Established in 2012, Paragon Group of South Florida ("Paragon Group") is a full service real estate development company committed to the creation of superior residential and mixed-use developments, which incorporate the latest in design and technology. The Paragon Group is in tune with the latest trends and actively incorporates the needs of today's mobile and connected community into the very fabric of their design.

Since the mid-1990's, Messrs. Luis Gonzalez, President and Jorge Gonzalez, Executive Vice-President, have collectively built nearly 10,000 residential units. Ranging from high-rise luxury condominiums to urban in-fill mid-rise and garden market to affordable housing. After the recent collapse and rebirth of the commercial real estate markets, both organizations felt a new vision was needed and thus decided to join forces.

The principals of Paragon Group have over 45 years of collective experience in commercial real estate acquisition, development and rehabilitation. Located in Coral Gables, Florida, the principals of Paragon Group have surrounded themselves with investors and strategic team members. All of which recognized as industry leaders, in order to ensure the delivery of a quality community.

'Paragon', as defined by Merriam Webster's dictionary, as "the model of excellence or perfection." While all developers strive for this, Paragon Group has made this its core and guiding principle. The company works with team members, municipalities and the community until a premier product can be delivered that matches both personal and economic expectations.

## Contact

### Sales Center

Design District  
4100 N Miami Ave  
(entrance through rear of building)  
Miami, FL 33127  
Tel: 305.438.1259  
Fax: 305.438.1289  
info@cassabrickell.com



The quietest corner



# Social

## cassa brickell Launch

More than 200 guests joined The Solution Group at its cutting-edge Design District headquarters in Miami to celebrate its various developments including the condominium cassa brickell. The 81-unit cassa brickell is the latest ground-up project that the joint venture TSG Paragon Development has in the works.



Ana & Jose de Armas



Camilo A. & Valentina López



Claudia Serna, Philip Spiegelman, Camilo A. López, Francesco Severi



Daniela Ceramella, Hernan Gleizer, Brianna Ortiz



Maria Jose & Jorge Escobar



Peter Zalewski, Jenny Huertas

## cassa Georgetown Groundbreaking

cassa at Georgetown is the first residential development project by the cassa family, which represents a new concept of housing where modern living, quality materials and design become accessible to all. After a 9-month period of successful sales, on September 2013, the cassa team went to the site to celebrate the groundbreaking of the project.



José María de Guzmán, Camilo A. López, Carlos Ponce de León, Florencia Meléndez, Alicia González, Fernando Alpern



Blanca López, Mark F. Cipollina, Fernando Alpern, Camilo A. López, Carlos Ponce de León, RJ de Varona, Valentina López, Alicia González, Florencia Meléndez, José María de Guzmán



Camilo A. López



Jorge González, RJ de Varona, Camilo A. López, Carlos Ponce de León

## Ace4Milk

Evolved from a childhood dream, Ace4milk is a foundation that provides basic nutrition to impoverished children in Colombia – one glass of milk at a time. During 2014, Ace4milk team has promoted the foundation through several activities. Camilo A. López visited Santa Clara Hogar Infantil in Colombia, also the team participated in the Grove Isle Club Tennis Tournament. Ace4milk received a visit from The MMI Power Team who made a generous donation and met with some members of the Juan Felipe Gómez Escobar Foundation to promote the cause.



Camilo A. López.



Carolina Murphy, Camilo A. López, Blanca López, Lorenzo López



Paula Villada Vélez, Camilo A. López, María Inés Velasco



Mark F. Cipollina, RJ de Varona, Camilo A. López, Edwin Reyes, Carolina Murphy, Javier Torres

## Mercedes-Benz Corporate Run

Every year TSG participates in the Mercedes-Benz Corporate Run in order to promote health and fitness in its workplace. We believe healthy employees make a healthy company! This year, the company was proudly promoting cassa brickell on the team members' shirts.



The TSG & cassa brickell team at the 2014 Corporate Run







www.miamicondoinvestments.com

# cassa brickell

boutique by design, big in idea

## Legal Disclaimers

(A) WE ARE PLEDGED TO THE LETTER AND SPIRIT OF THE U.S. POLICY FOR ACHIEVEMENT OF EQUAL HOUSING OPPORTUNITY THROUGHOUT THE NATION. WE ENCOURAGE AND SUPPORT AN AFFIRMATIVE ADVERTISING AND MARKETING PROGRAM IN WHICH THERE ARE NO BARRIERS TO OBTAINING HOUSING BECAUSE OF RACE, COLOR, RELIGION, SEX, HANDICAP, FAMILIAL STATUS OR NATIONAL ORIGIN.

(b) This is not intended to be an offer to sell, or solicitation to buy, condominium units to residents of any jurisdiction where prohibited by law, and your eligibility for purchase will depend upon your state of residency.

(c) This offering is made only by the prospectus for the condominium and no statement should be relied upon if not made in the prospectus.

(d) The sketches, renderings, graphic materials, plans, specifications, terms, conditions and statements contained in this brochure are proposed only, and the Developer reserves the right to modify, revise or withdraw any or all of same in its sole discretion and without prior notice. All improvements, designs and construction are subject to first obtaining the appropriate federal, state and local permits and approvals for same.

(e) These drawings and depictions are conceptual only and are for the convenience of reference and including artists renderings. They should not be relied upon as representations, express or implied, of the final detail of the residences or the Condominium. The developer expressly reserves the right to make modifications, revisions, and changes it deems desirable in its sole and absolute discretion.

(f) All depictions of appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish, furniture and/or decoration, are conceptual only and are not necessarily included in each Unit.

(g) Attractions, activities, other developments and destination sites referenced and/or identified in this publication are off-site and not controlled by the Developer of Cassa Brickell Condominium. They are accurate as of the date of this publication, however there is no guarantee that they will continue to exist or that there won't be changes and/or substitutions of same.

(h) Developments and/or services referenced or identified in The City section of this publication may be proposed only, may not be constructed, and are not being developed by the Developer of Cassa Brickell Condominium. As such, the Developer has no control over those attraction, developments and/or services and there is no guarantee that they will be developed or otherwise made available, or if so, when and what they will consist of. The information provided herein regarding these proposed attractions, developments and/or services was obtained from newspaper articles and/or other sources of public information and no representation is made regarding same.

(i) Services featured by the individuals in the ModernLiving section of this publication are fee for service, subject to availability and terms of service, provided by the specific individual and are not provided by the Condominium Association.

(j) This Condominium is being developed by the Developer, Cassa at Brickell, LLC, a Florida limited liability company, which has an affiliation with TSG Paragon Development, Paragon Group and The Solution Group (collectively, the "TSG, TPG and PG" and individually "TDG", "TPG" or "PG"). Any and all statements, disclosures and/or representations shall be deemed made by Developer and not by TDG, TPG or PG and you agree to look solely to Developer (and not to TDG, TPG or PG) with respect to any and all matters relating to the marketing and/or development of the Condominium and with respect to the sales of Units in the Condominium.

(k) The photographs contained in this brochure may be stock photography or have been taken off-site and are used to depict the spirit of the lifestyles to be achieved rather than any that may exist or that may be proposed, and are merely intended as illustrations of the activities and concepts depicted therein.

(l) Consult your Agreement and the Prospectus for the items included with the Unit.

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