

mybrickell
by *katm*

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

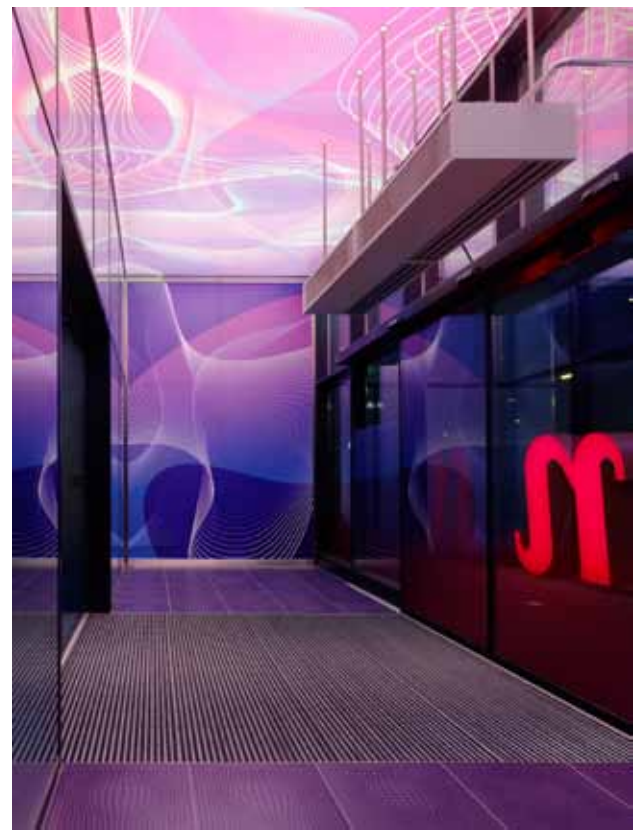
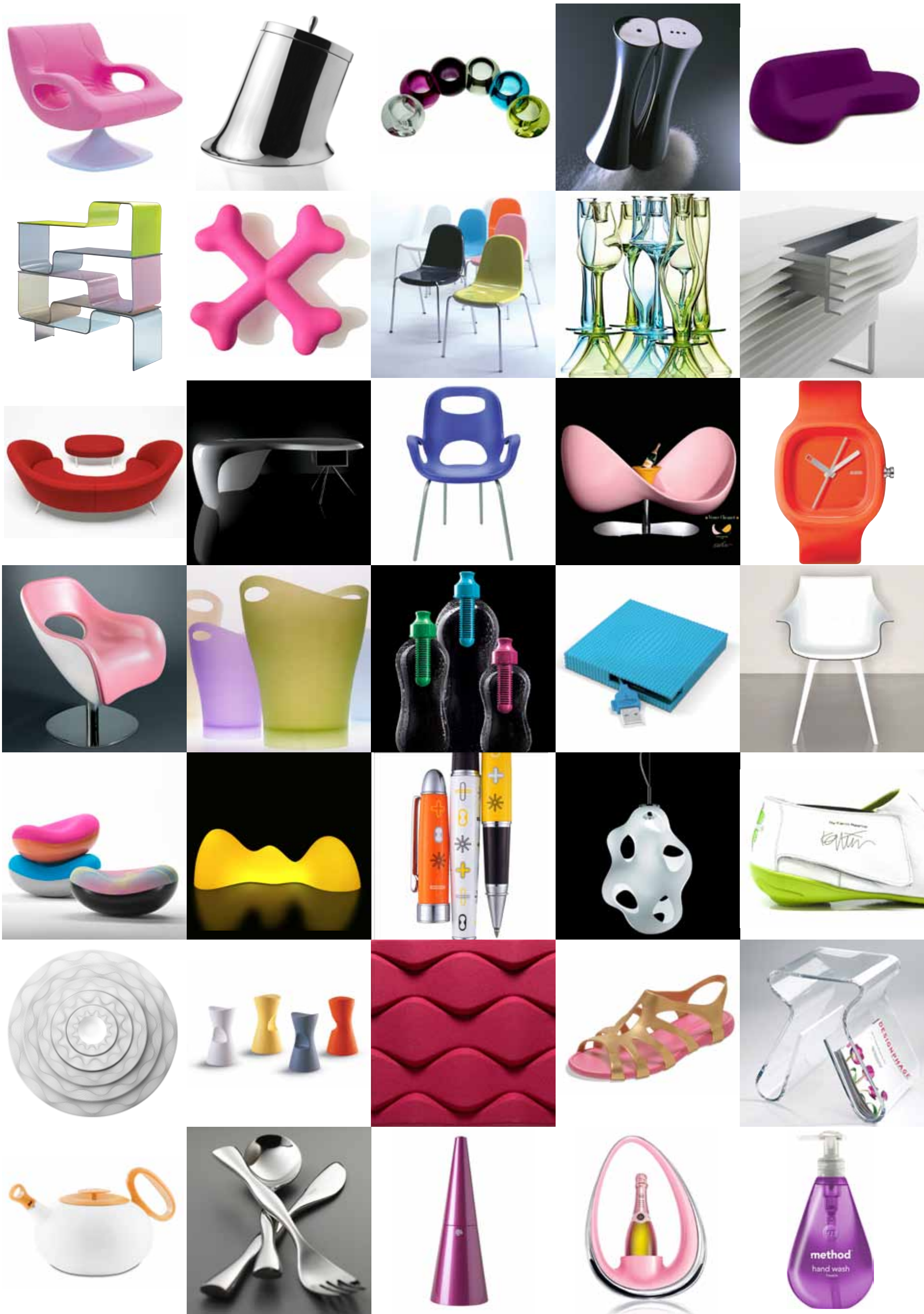
“Positive energy, heightened experiences, contemporary design, comfort, and spiritual well being - a place for new contemporary experiences - to enjoy, relax, socialize, work, and engage in new experiences that are memorable.”



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



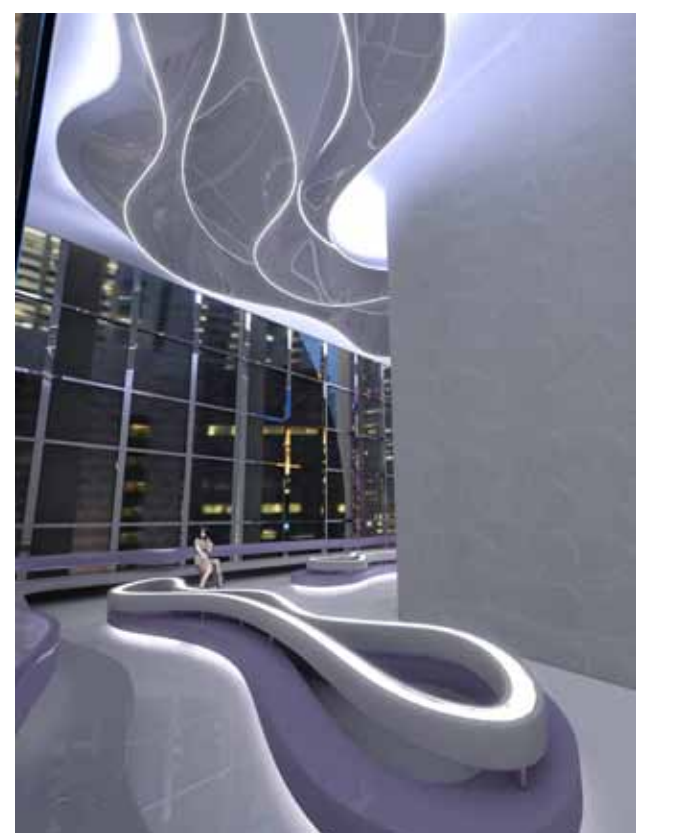
Karim



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

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

Karim Rashid



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

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



MIAMI RIVER



MIAMI RIVER WALK



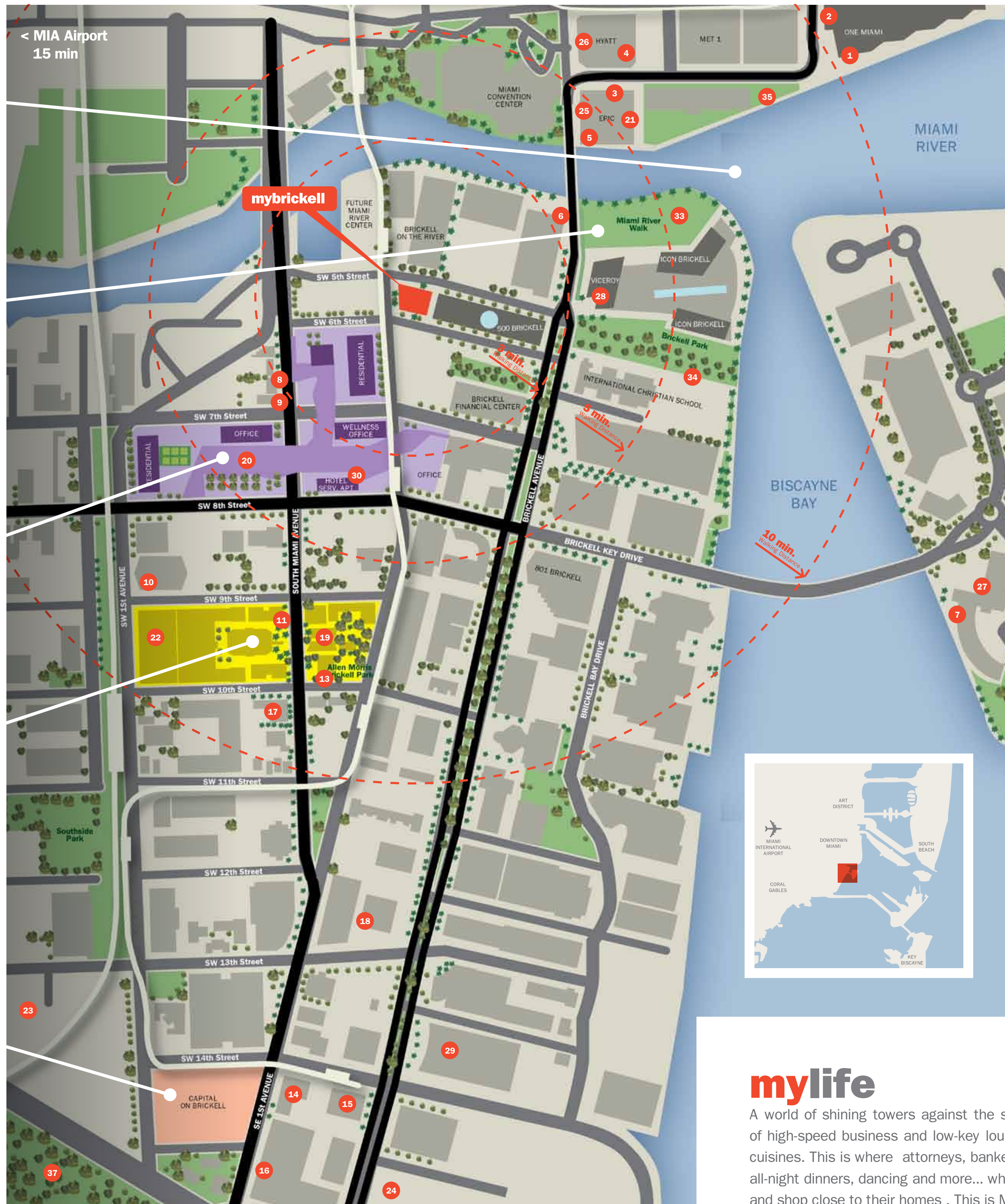
BRICKELL CITICENTRE (Swire/Arquitectonica)



ROSA MEXICANO AT MARY BRICKELL SHOPS



PROPOSED CAPITAL ON BRICKELL



myrestaurants

1. Il Gabbiano
2. Scalina
3. Zuma
4. Daniel Boloud Bistro
5. Area 31
6. Capital Grille
7. Azul
8. Tobacco Road
9. Oysterbar
10. Oceanaire
11. Mr Chows
12. Rosa Mexicano
13. Perricone's
14. Segrafeddo
15. Novecento
16. Puerto Madero
17. Dolores Lolita
18. Morton's

myshopping

19. MaryBrickell Village
20. Brickell Citi Center (Planned)
21. Whole Foods Supermarket (planning)
22. Publix
23. Publix south

myhotels

24. Four Seasons Hotel
25. Epic Hotel
26. JW Marriot Marquis Hotel
27. Mandarin Hotel
28. Viceroy Hotel
29. Conrad Hotel
30. East Hotel (Planned)

myparks

31. Miami Bicentennial Park
32. Miami Bayfront Park
33. Icon Brickell Park
34. Brickell Park
35. Miami River Broadwalk
36. Brickell South Board
37. Simpson Park

WALKING DISTANCE



mylife

A world of shining towers against the shores of Biscayne Bay and the Miami River... of high-speed business and low-key lounges... of international corporations and world cuisines. This is where attorneys, bankers and others turn busy days at the office into all-night dinners, dancing and more... where families stroll along the water open spaces and shop close to their homes. This is Miami at its best. This is mybrickell.



ICON BRICKELL



RESORTS WORLD MIAMI (Genting/Arquitectonica)



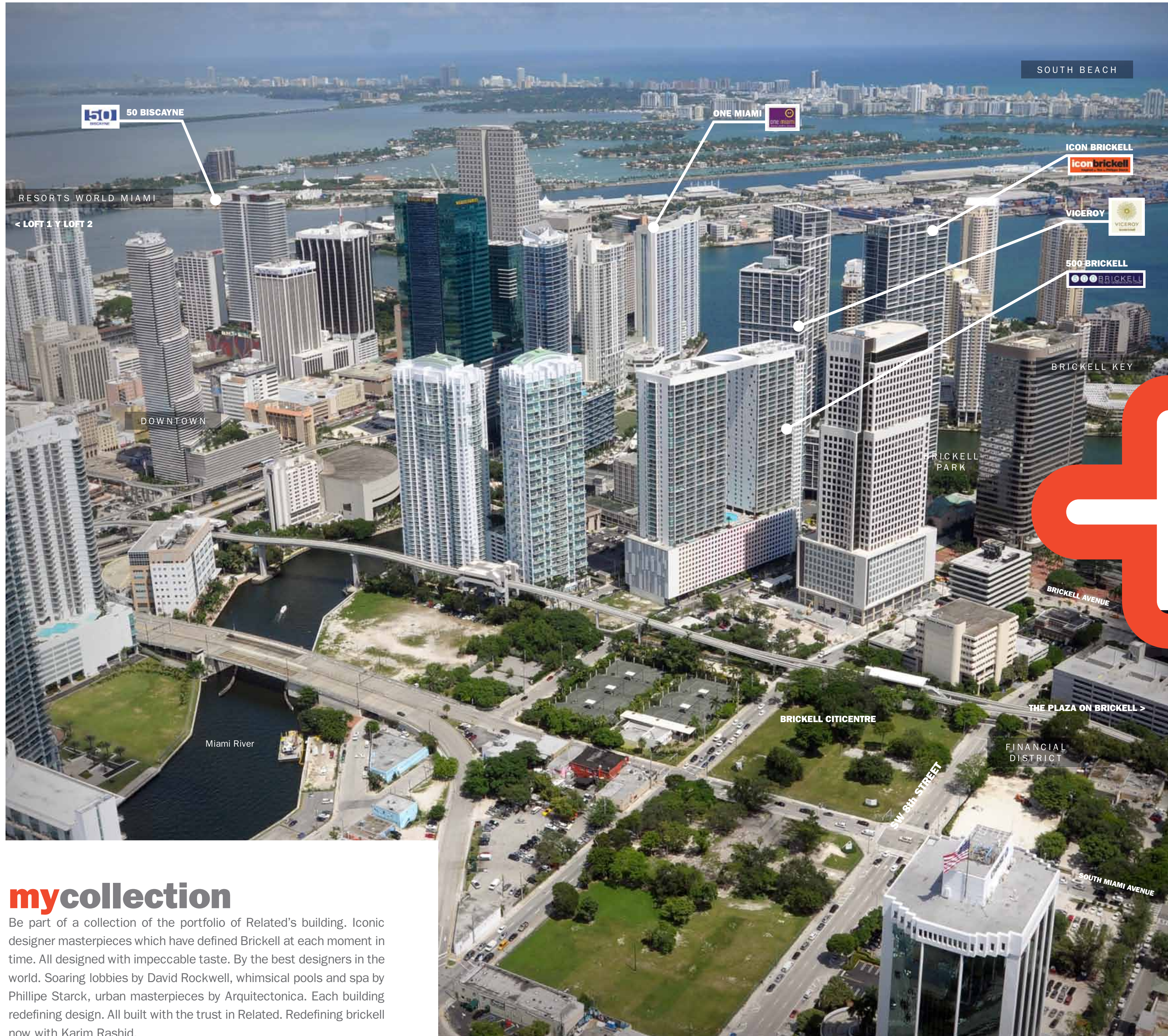
MIAMI RIVER



SOUTH MIAMI AVENUE



CAPITAL ON BRICKELL



50 BISCAYNE

ONE MIAMI

SOUTH BEACH

RESORTS WORLD MIAMI

< LOFT 1 Y LOFT 2

ICON BRICKELL

VICEROY

500 BRICKELL

DOWNTOWN

BRICKELL KEY

BRICKELL PARK

BRICKELL AVENUE

BRICKELL CITICENTRE

THE PLAZA ON BRICKELL >

Miami River

FINANCIAL DISTRICT

SW 8th STREET

SOUTH MIAMI AVENUE

mycollection

Be part of a collection of the portfolio of Related's building. Iconic designer masterpieces which have defined Brickell at each moment in time. All designed with impeccable taste. By the best designers in the world. Soaring lobbies by David Rockwell, whimsical pools and spa by Phillippe Starck, urban masterpieces by Arquitectonica. Each building redefining design. All built with the trust in Related. Redefining brickell now with Karim Rashid.

ALL REFERENCES TO AND/OR RENDERINGS OF, BRICKELL CITICENTRE, CAPITAL ON BRICKELL, RESORTS WORLD MIAMI MUST BE NOTED AS PROPOSED ONLY WITH A DISCLAIMER THAT THOSE DEVELOPMENTS ARE PROPOSED ONLY, ARE NOT CONSTRUCTED, AND ARE NOT BEING DEVELOPED BY THE DEVELOPER OF MYBRICKELL. AS SUCH, THE DEVELOPER HAS NO CONTROL OVER THOSE PROJECTS AND THERE IS NO GUARANTEE THAT THEY WILL BE DEVELOPED, OR IF SO, WHAT THEY WILL CONSIST OF. ALSO, ANY INFORMATION INCLUDED ABOUT THOSE PROJECTS SHOULD TIE TO A SPECIFIC PRESS RELEASE, OR OTHER PIECE OF PUBLIC INFORMATION, AND SHOULD STATE SO IN THE BROCHURE



BRICKELL CITICENTRE (Swire/Arquitectonica)



RESORTS WORLD MIAMI (Genting/Arquitectonica)



BRICKELL CITICENTRE (Swire/Arquitectonica)



BRICKELL CITICENTRE (Swire/Arquitectonica)



RESORTS WORLD MIAMI (Genting/Arquitectonica)



RESORTS WORLD MIAMI (Genting/Arquitectonica)



myfuture

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

Brickell CitiCentre*

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

* IN DESIGN STAGE

Resorts World Miami*

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

* IN DESIGN STAGE

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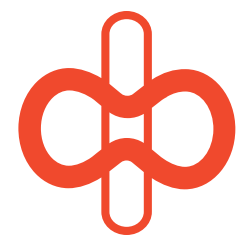
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 **myneighborhood**

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



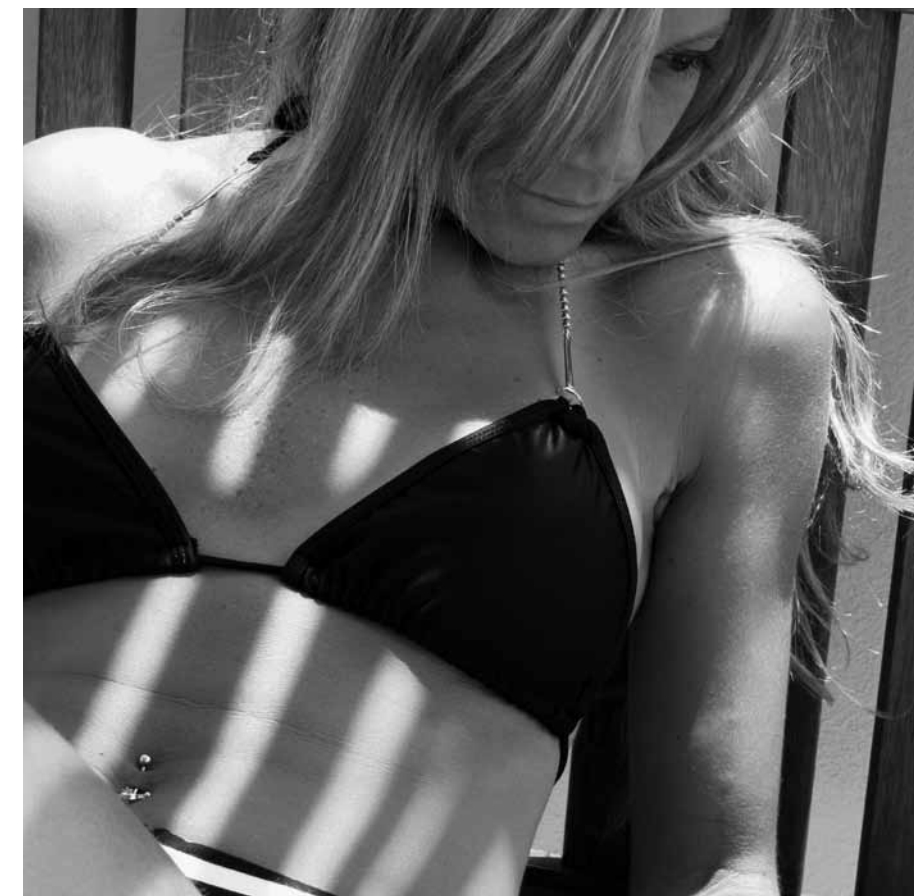


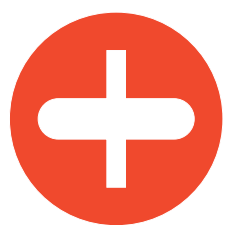
From the 25th floor pool and observation deck, it's easy to see how The Magic City got its name.

myscape

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

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





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

myscene

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





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

mybalance

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

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





A true statement in
refined urban living

myentrance

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



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

mylife

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

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

- Spacious walk-in closets
- Open-concept floor plans
- Energy-efficient, impact-resistant windows
- High-efficiency central AC and heating in each unit

- Sprinkler fire-protection system
- High-speed internet access in all common areas
- Prewired for smartbuilding technology, high-speed internet, multiple jacks, homerun-configured CAT5 cable for data/voice communications and high-definition programming for all television outlets.



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

myplace

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



Kitchen Features:

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

Bathroom Features:

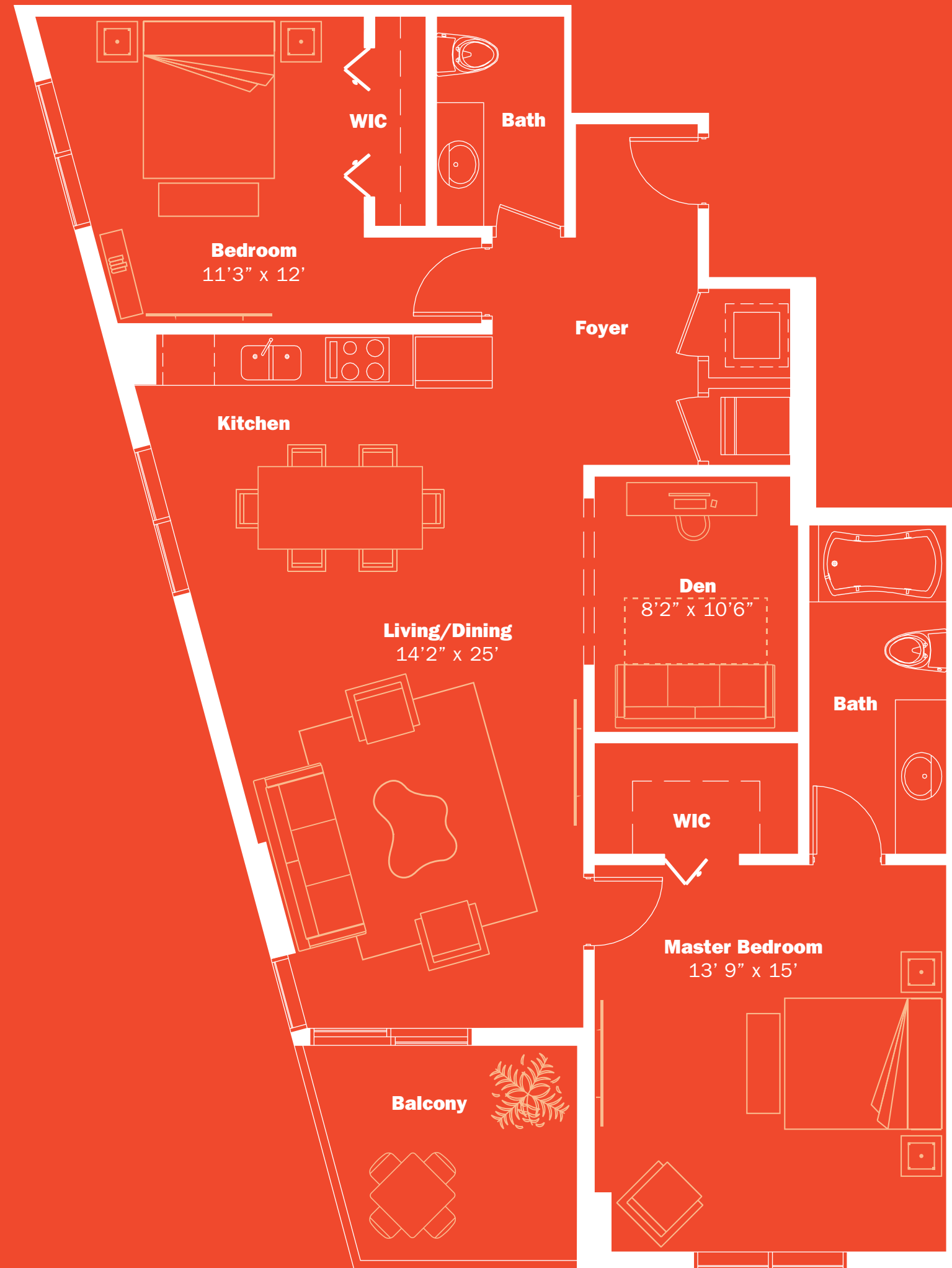
- Italian vanity cabinets
- Imported stone countertops
- Full-width vanity mirror with designer lighting
- Frosted glass shower enclosures
- Designer faucets and fixtures
- Spacious soaking tub

2 Bedrooms + 2 Bathrooms + 1 Den

AC 1,220 SQ F | Balcony: 85 SQ F

TOTAL SQ F*: 1,305 | TOTAL M²*: 121.23

* TERRACE INCLUDED



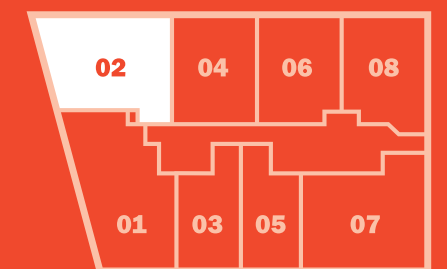
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2 Bedrooms + 2 Bathrooms

AC 1,090 SQ F | Balcony: 60 SQ F

TOTAL SQ F*: 1,150 | TOTAL M²*: 106.83

* TERRACE INCLUDED



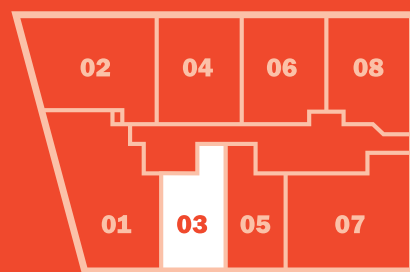
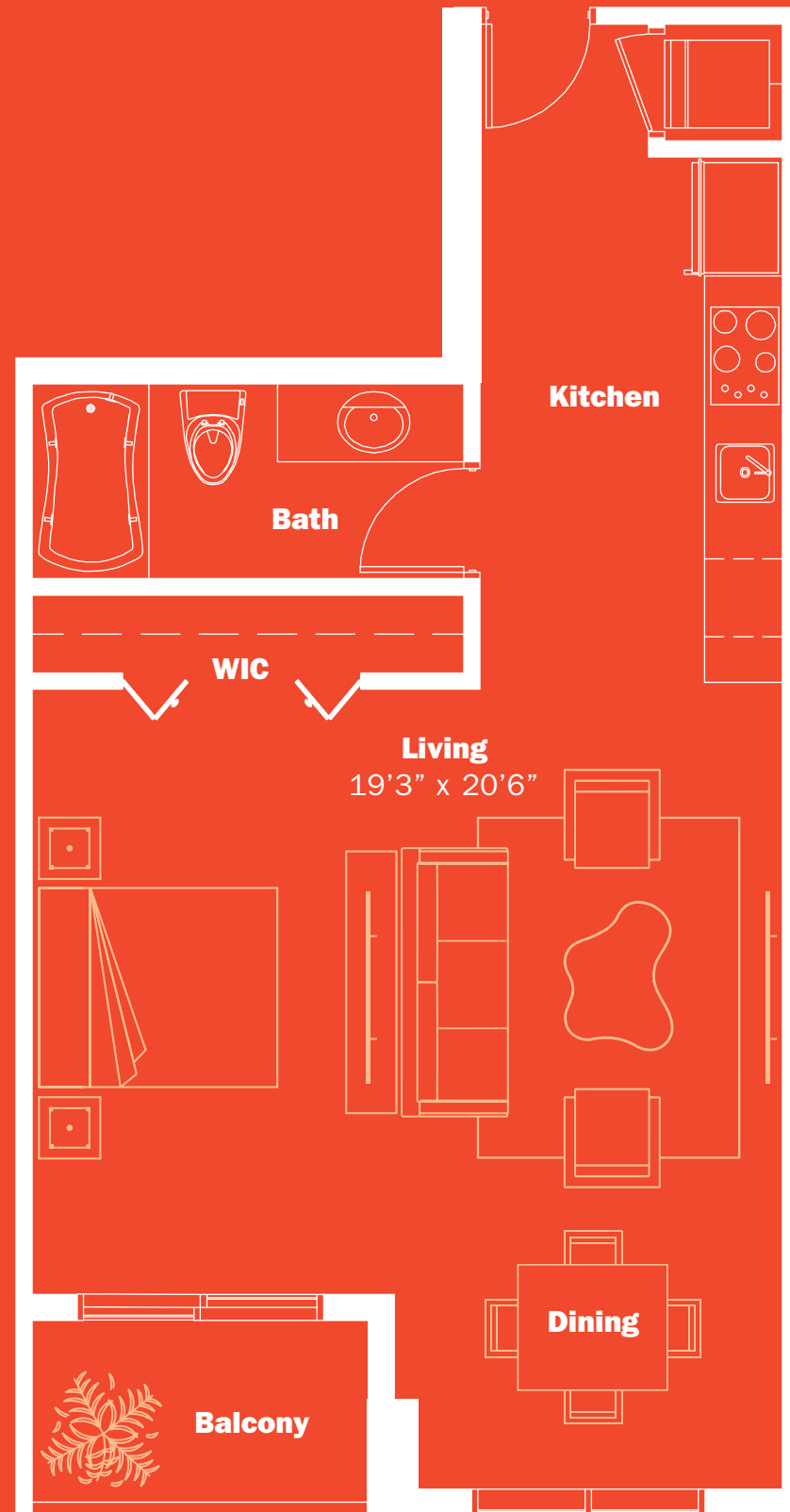
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Studio + 1 Bathroom

AC 600 SQ F | Balcony: 44 SQ F

TOTAL SQ F*: 644 | TOTAL M2*: 59.82

* TERRACE INCLUDED



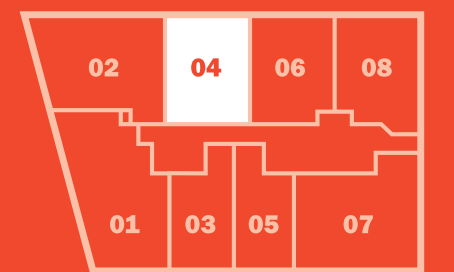
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1 Bedroom + 1 Bathroom + 1 Den

AC 790 SQ F | Balcony: 62 SQ F

TOTAL SQ F*: 852 | TOTAL M2*: 79.15

* TERRACE INCLUDED



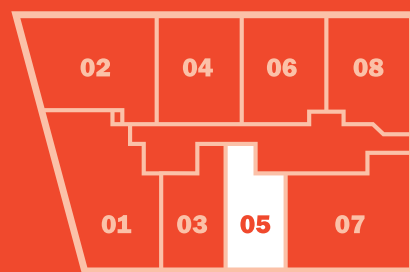
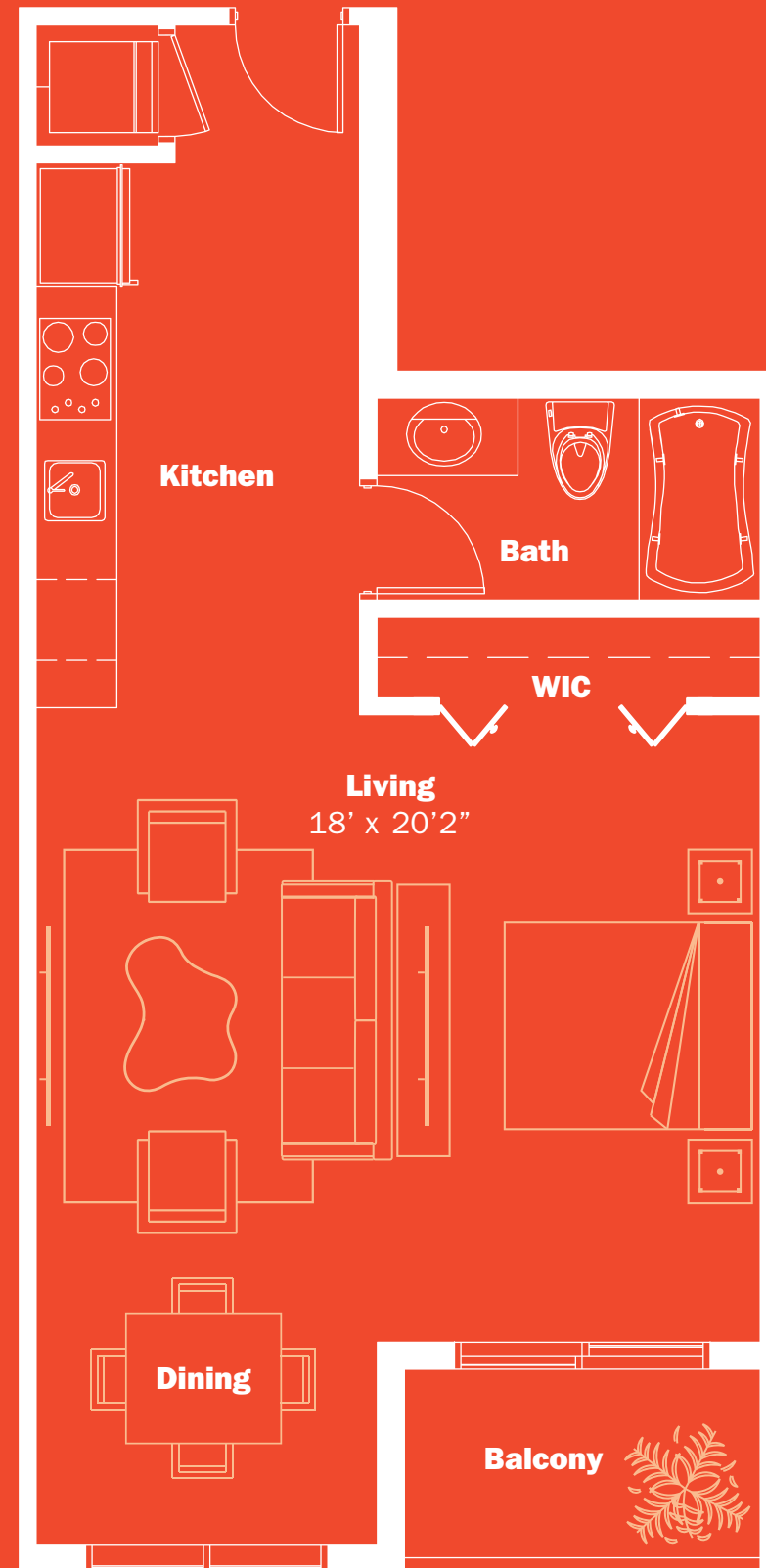
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Studio + 1 Bathroom

AC 570 SQ F | Balcony: 44 SQ F

TOTAL SQ F*: 614 | TOTAL M2*: 57.04

* TERRACE INCLUDED



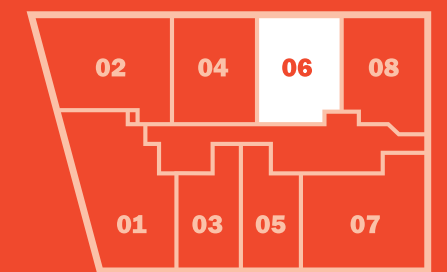
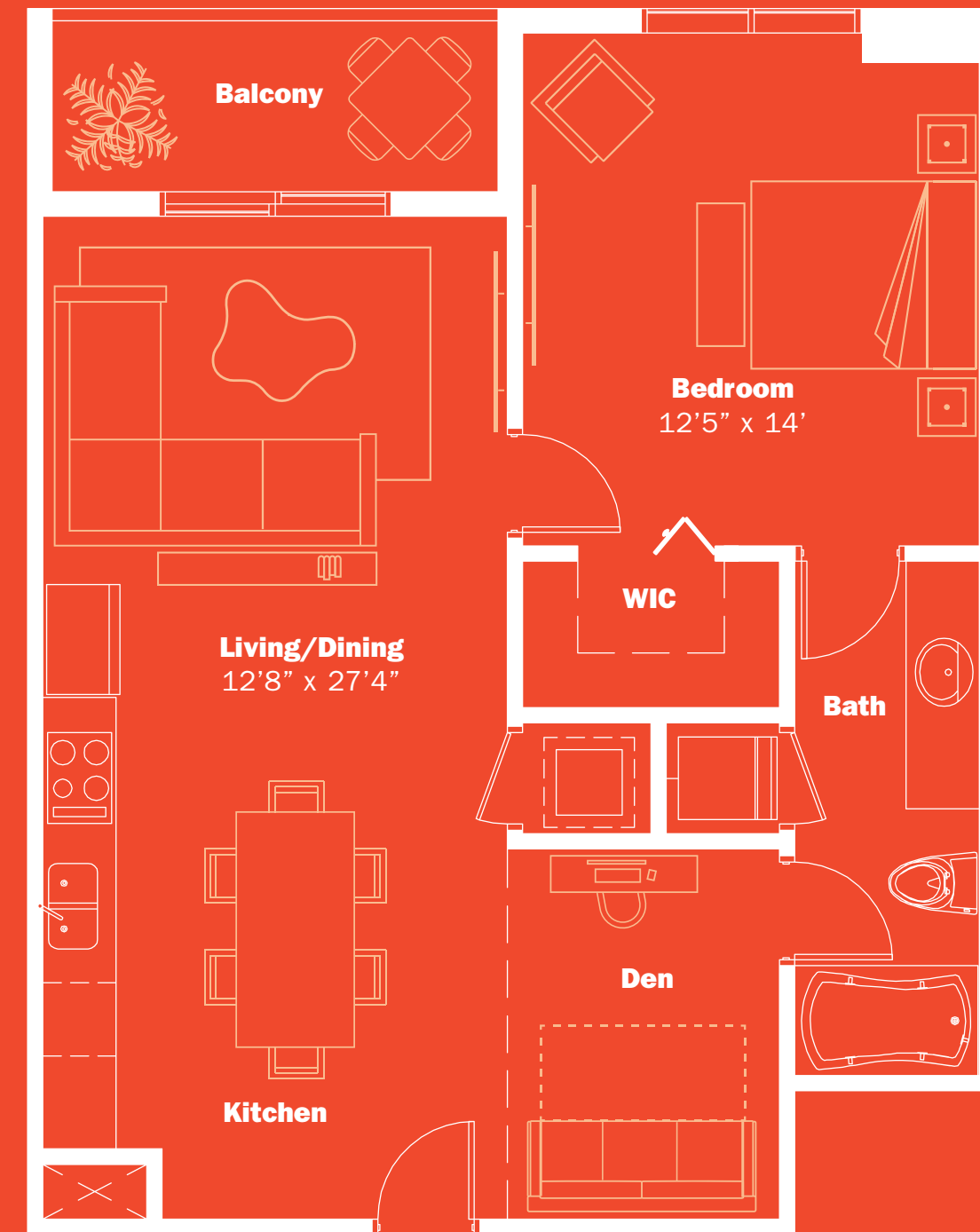
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1 Bedroom + 1 Bathroom + 1 Den

AC 790 SQ F | Balcony: 61 SQ F

TOTAL SQ F*: 851 | TOTAL M2*: 79.06

* TERRACE INCLUDED



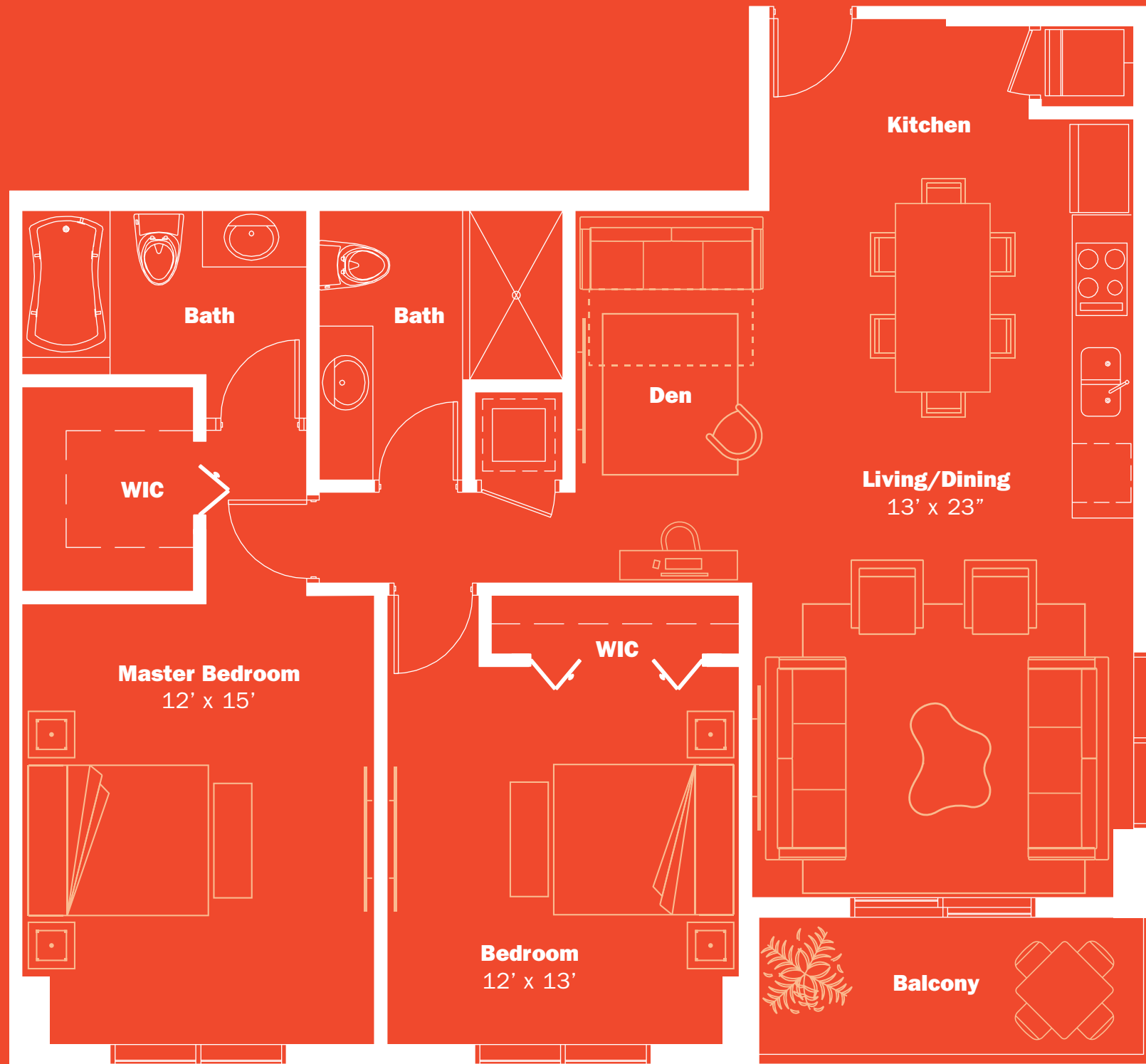
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2 Bedrooms + 2 Bathrooms + 1 Den

AC 1,155 SQ F | Balcony: 59 SQ F

TOTAL SQ F*: 1,214 | TOTAL M²*: 112.78

* TERRACE INCLUDED



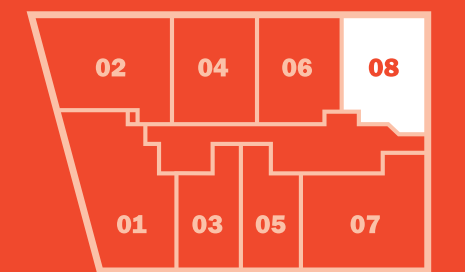
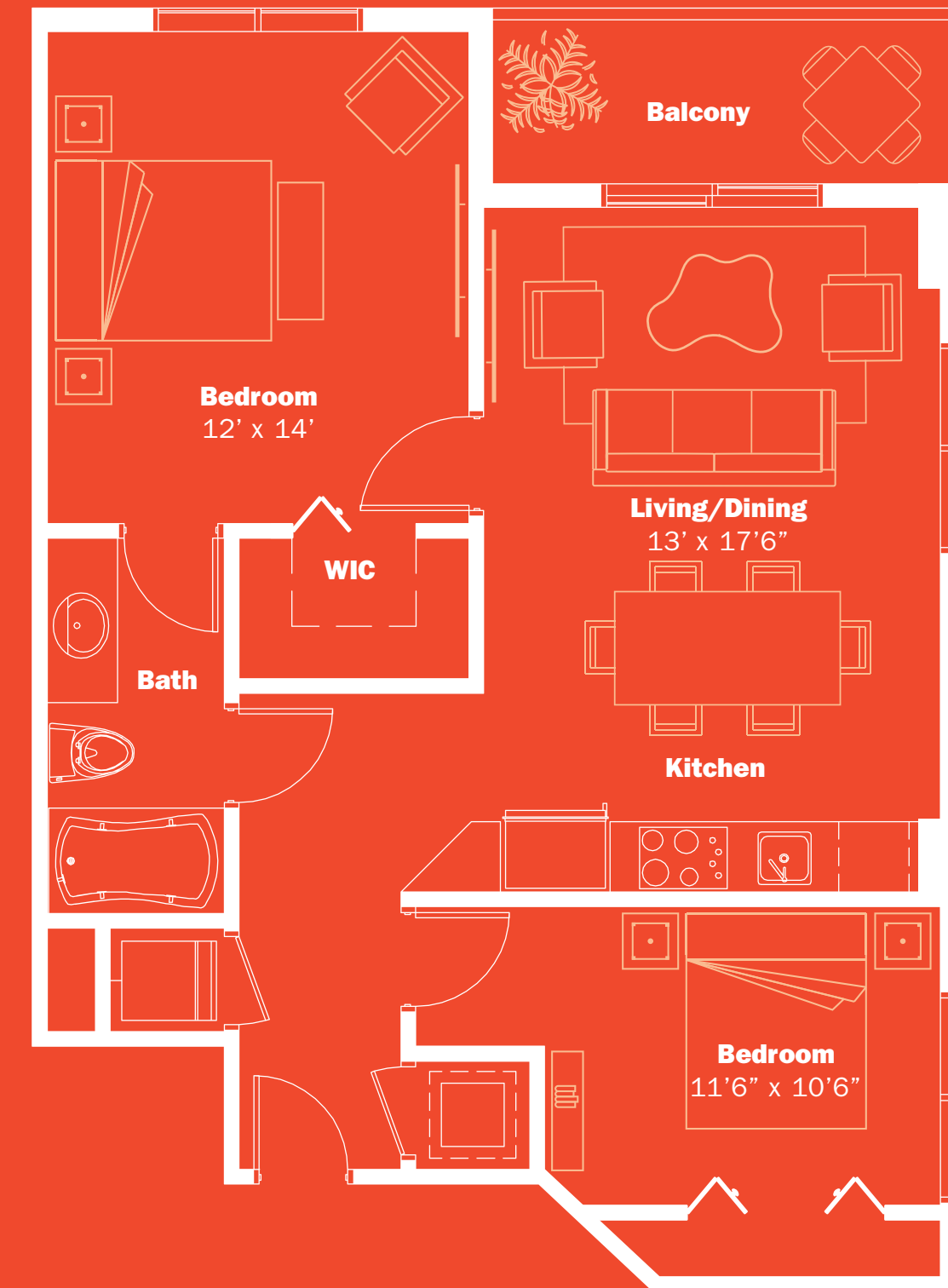
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2 Bedrooms + 1 Bathroom

AC 900 SQ F | Balcony: 67 SQ F

TOTAL SQ F*: 967 | TOTAL M²*: 89.83

* TERRACE INCLUDED



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Karim Rashid

Konduktor at Karim Rashid, Inc.

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

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

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

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

Jorge M. Pérez

Chairman and CEO of The Related Group

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

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

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

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

Raymond Jungles, FASLA

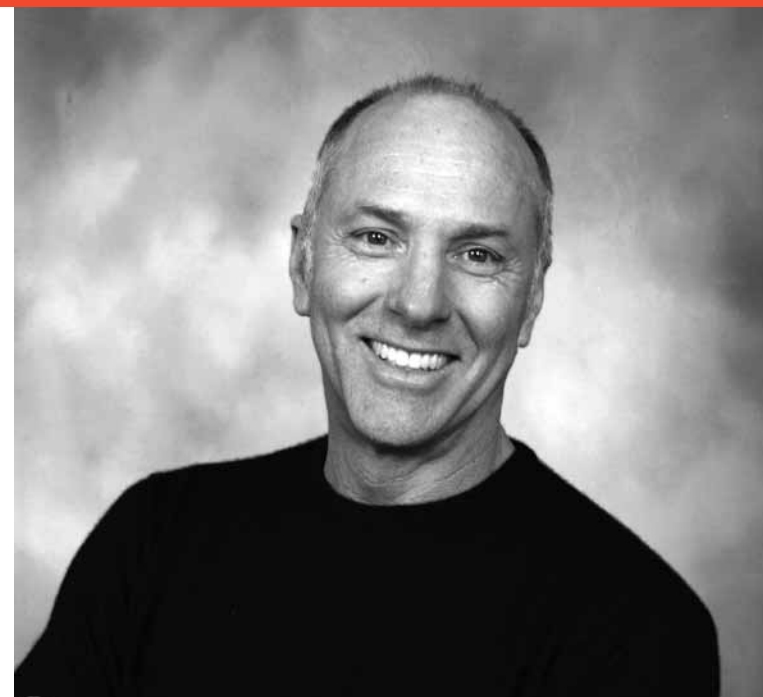
Principal & CEO, Raymond Jungles, Inc

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

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

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

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



Bernardo Fort-Brescia, FAIA

Principal of Arquitectónica



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

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

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



RELATED GROUP

1. Trump Sunny Isles Trump
2. Hollywood
3. Icon Vallarta
4. Apogee South Beach
© MATH DOUGLAS 2008
5. Icon Lobby
© ROBIN HILL
6. Icon Pool Deck
© ROBIN HILL
7. Icon Brickell
© ROBIN HILL



ARQUITECTONICA

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



RAYMOND JUNGLES INC

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

mybrickell

by *centim*

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Miami, FL 33131

Office 305.379.5055

RELATED's DESIGN COLLECTION



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

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

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