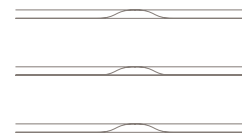


FAENA VERSAILLES

CONTEMPORARY

BY BRANDON HAW



"The design of the new Contemporary Versailles condominium tower, sited next to the soon to be restored Classic Versailles —Roy F. France's 1941 architectural gem—is a project that works on many levels.

At the urban level, the new tower harmonizes with its neighbors to create a perfect synthesis between the gently undulating forms of the historic building, and the sculpted horizontal lines of the new Faena House, itself a contemporary response to its own historic neighbor the Saxony Hotel, also designed by Roy F. France and opened in 1948.

Allowing the historic Versailles to breathe once more, allowing light and air to permeate the site, the new Versailles condominium is an elegant and poised neighbor, symmetrically balanced and scaled to respect both France's Versailles to the north and Faena House to the south. As with the pieces of a chess set, each has its place, form and purpose, yet whilst different, they work together to create the whole."

BRANDON HAW

LOCATION

The 41 residences designed by Brandon Haw are located in Miami's most highly anticipated destination, the Faena District, which features a perfect balance of exquisite residences, the uniquely luxurious Faena Hotel, innovative and immersive entertainment, destination shopping, as well as the remarkable Faena Forum—all by award-winning architects and designers: Foster + Partners, Rem Koolhaas/OMA, Bazmark, Studio Sofield and Raymond Jungles. Owners at Faena Versailles will enjoy exclusive neighborhood privileges.



On the Ocean and 35th Street



THE INSPIRATION

The Versailles tower has been designed to maximize views both to the ocean and to the city, articulated by large sweeping terraces east and west that modulate down to a combination of large bay windows with window seats and smaller curved terraces that create a scale change and sensuous articulation—an abstraction of Roy F. France's curved corners and rippling facades.

As with a beautiful historic automobile or the human form, the building reveals itself both from afar and at the detail level. The curved corner windows give an elegance and softness to the experience of living with expansive views to the ocean and city, whilst the curving sinuous balcony edges that wind around the building, rising and falling at strategic points, add a rhythmic modulation and richness to the form. Very much designed with proportion and scale in mind, the planning of the interior spaces dictated the rhythm of the expression found when looking at the building from the outside—an almost jazz like composition results.





The Contemporary Versailles features 41 unique residences, ranging from 1,111 square foot one-bedroom apartments to 5,469 square foot five-bedroom apartments. The two grand full-floor penthouses feature breathtaking 360 panoramic views with over 8,000 interior square feet.



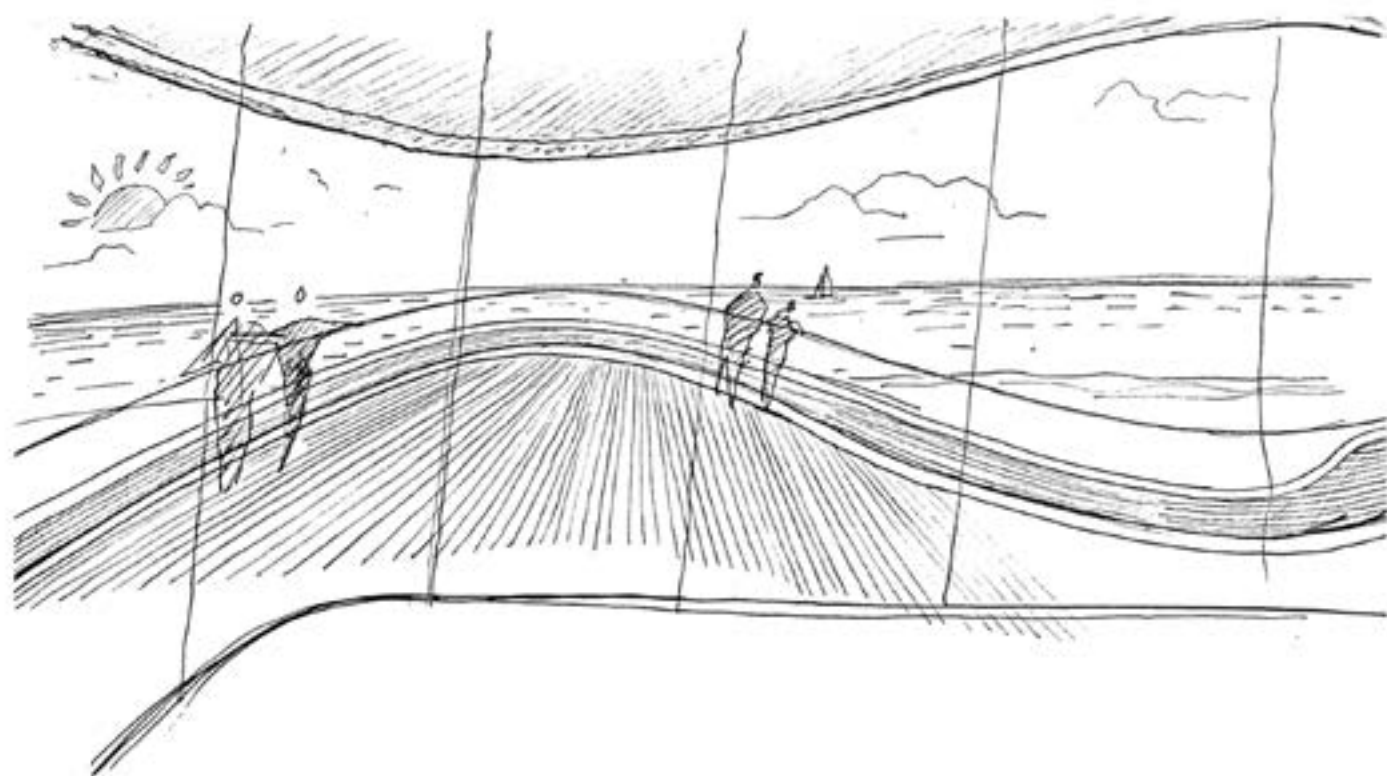
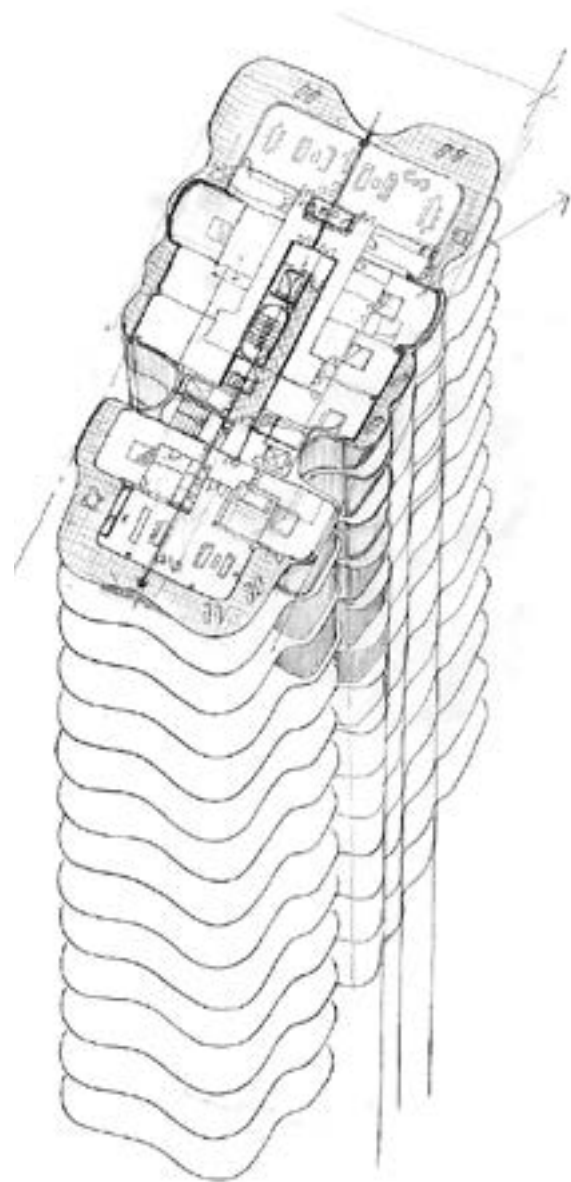
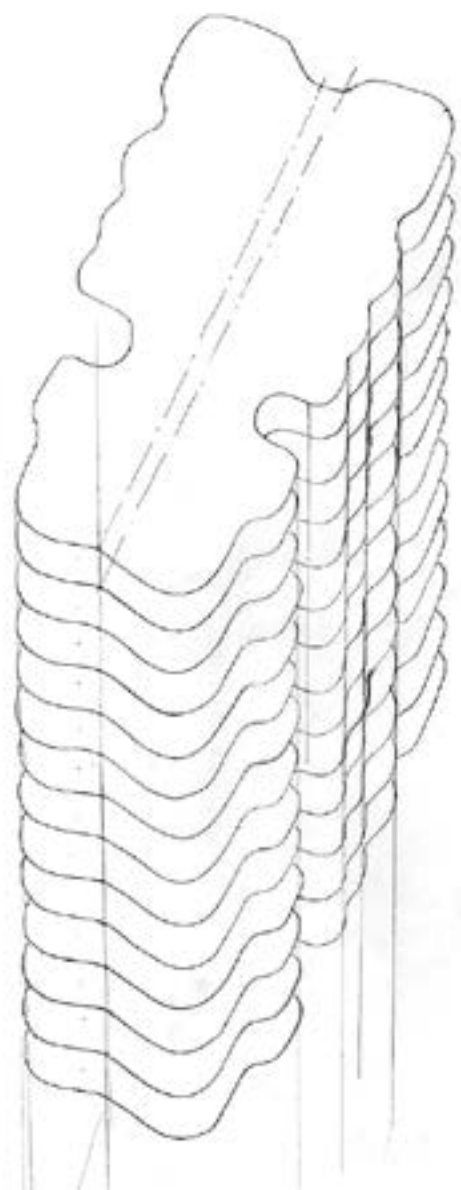
The upper penthouse level enjoys its own elevator and private stair access to a spectacular rooftop pool with three terraces and an infinity edge pool overlooking the ocean.

The narrow, two-inch-wide external decking to the terraces shall be of recycled wood composite material in a warm smoke-grey color, soft to the touch and cool in the heat of the sun





The Versailles tower will have a palette of warm soft greys and whites with a lightly bronzed tint to the glazing. The balustrades shall be a smooth warm white cementitious material with clear laminated glass topped with a small custom designed capping.





BRANDON HAW

Brandon Haw is highly regarded internationally as an architect of exceptional ability, integrity and professionalism. Trained at the prestigious Bartlett School of Architecture in London and later at Princeton University where he received his Master's degree, Brandon spent 26 years in the studio of Foster + Partners becoming a Senior Partner and board director responsible for many notable projects from the Commerzbank in Germany, the Hearst Tower in New York to the Faena House in Miami.

With a firm belief that good design can change lives for the better and that every designer has a responsibility to ensure their work not only lifts the spirit but also functions well for its purpose, Brandon co-founded Leitersdorf Haw Architecture (LHA) in July 2014, as President and CEO with his Partner Jonathan Leitersdorf. Based in New York, the practice undertakes high added value projects in the residential and commercial sectors as well as socially conscious urban, cultural and educational projects internationally.


FAENA

Founded by Alan Faena, Faena Group specializes in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects that integrate residences and hotels with art and cultural spaces.

Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. All of its projects are destination landmarks that inspire original thinking and cultural interaction.

Since 2000, Alan Faena has partnered with Len Blavatnik, a business leader with global interests in natural resources, media, entertainment, telecommunications, and real estate; together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Latin America.

The Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of the Faena Group's global expansion.





FAENA DISTRICT

1

Faena Versailles Classic
Studio Sofield
William Sofield

2

Faena Versailles Contemporary
Leitersdorf Haw Architecture
Brandon Haw

3

Faena House
Foster + Partners
Brandon Haw

4

Faena Hotel Miami Beach
Bazmark
Baz Luhrmann
& *Catherine Martin*

5

Faena Forum
Rem Koolhaas/OMA
Shohei Shigematsu/OMA

6-7-8

Marina - Bazaar - Park
Rem Koolhaas/OMA
Shohei Shigematsu/OMA

9

Casa Claridge



THE COLLABORATORY

We have commissioned a group of standout talents to create an urban installation without equal.

Foster + Partners, Brandon Haw, Rem Koolhaas/OMA, Shohei Shigematsu/OMA, William Sofield, Baz Luhrmann & Catherine Martin, Raymond Jungles, Juan Gatti, Studio Job and Francis Mallmann among many others, are part of the chosen team to transform our dreams for Faena District Miami Beach into reality.



Sir Norman Foster



Rem Koolhaas



Shohei Shigematsu



Brandon Haw



William Sofield



Baz Luhrmann and
Catherine Martin



Studio Job



Juan Gatti



Francis Mallmann



Raymond Jungles

FAENA VERSAILLES

MIAMI BEACH RESIDENCES

On the Ocean and 35th Street

SALES & DESIGN COLLABORATORY

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