

9fi5th

LUXURY REAL ESTATE



EDUARDO F. COSTANTINI,

Founder, President and Senior Partner of Consultatio tells us just how he picks perfection in location, architecture, and art.

THE RELATED SKINNY

With another crop of highly sought-after properties in line for completion, Related is keeping buyers on their well-heeled toes.

1 SANDY FOOTPRINT TO FOLLOW

New York real estate mogul Richard LeFrak brings ecologically sound development to Miami with 1 Hotel & Homes South Beach.

DESIGNER MIX

Design District developer Craig Robins talks vision, implementation, and favorite breakfast pastry.

MIAMI

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Design District developer Craig Robins talks vision, implementation, and favorite breakfast pastry.

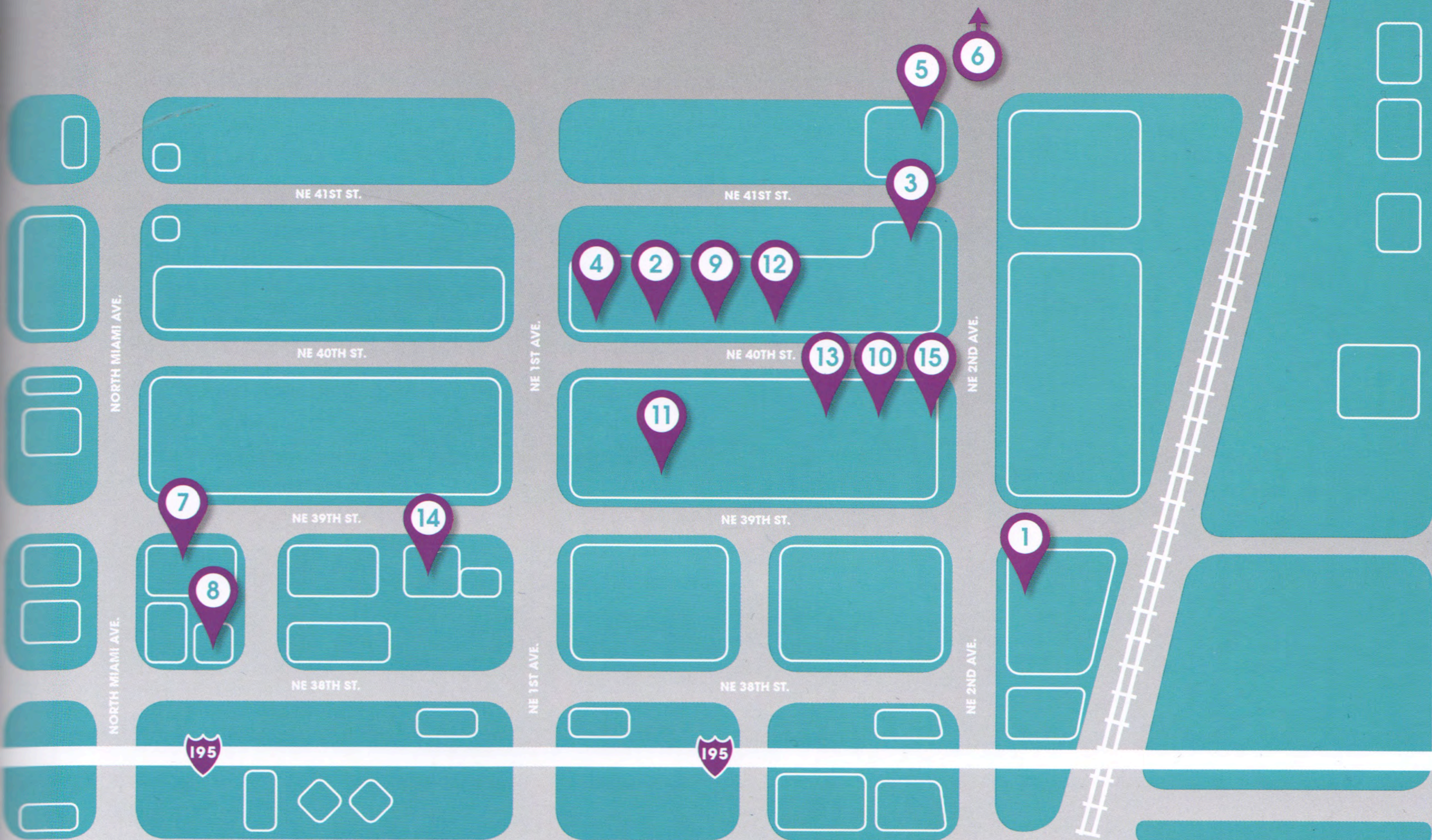
80 ZELMAN STYLE INTERIORS

Steven Zelman creates livable spaces that will stand the test of time.

82 ROCHE BOBOIS

With an impressive roster that hints at a lot of customization, Roche Bobois is the address for European furniture flair.

DESIGN DISTRICT



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Right in the heart of Midtown, Miami's Design District is the vibrant driver of urban regeneration. It overflows with high-end furniture showrooms, art galleries, antiques dealers, architecture firms, and places to nosh on fine food and drink. We toured the most sensuously satisfying interior and furniture designers in the District, to bring you design tips, notes on current and future trends, insight into what goes into making truly luxurious sofas, tables, wardrobes and chairs, and insider accounts of the intimate and collaborative process of decorating and furnishing a home.

We learned about Christian Liaigre's exquisite attention to perfect cushioning, Adriana

Hoyos's intuitive relationship with texture and color, the novel Italian designs available at Anima Domus, and the elegant interior solutions offered by Ornare and UZCA. We got the details behind the upscale sophistication of Armani/Casa and deconstructed the truly distinctive, unmistakably Italian chic of Poltrona Frau's leather chairs and sofas.

Tying it all together is our exclusive Q&A with the developer mastermind behind the Design District, Craig Robins of DACRA. Robins shared with us the history of the few blocks of real estate that have transformed Miami's Downtown and established it as a global destination for unique and exclusive furniture

and world-class art and interior design. But the Design District isn't just one of the very best places in America to go to outfit your home. It is a pulsating urban hub of art and culture, and Robins explained to us how a developer goes about not just erecting buildings and leasing space, but bringing culture, caché, and liveliness to what was not so long ago a struggling urban center.

We'd suggest you find a comfortable place to sit, because the following pages will bring you face to face with the dynamic world of one of the most influential and innovative neighborhoods in Miami, one which also happens to be home to Miami's most comfortable couches.



LOUIS VUITTON STORE FRONT IN THE DESIGN DISTRICT

DINING DESIGN



Design District developer Craig Robins talks vision, implementation, and favorite breakfast pastry.

Having started out in the late 80s focusing primarily on South Beach historic and art deco restorations, Craig Robins has become synonymous with Miami hip and chic as the frontman of the wildly popular Design District. We sat down with him to get a glimpse of what goes on in the mind of this master planner.

9f5th: Art deco has really been brought back to life in Miami's Design District. What was your vision?

Craig Robins: When I came in, I felt that the South Beach scene really needed a place to grow and Miami needed a more sophisticated and creative laboratory. In the mid 90s I started to buy up properties in the Design District. I worked with Art Basel to collaborate on a lot of cultural events and eventually founded Design Miami in partnership with Art Basel. That was born in the Design District and we made it internationally recognized for creative content. In about 2007, I realized that we had succeeded in a really big way with furniture, design, art, culture and we were starting some restaurants. I thought that if we could also have fashion it would be a really powerful combination, so I brought in some fashion brands. It is a growing art, furniture, food and fashion scene.

9fi5th: With the influx of all this fashion and lifestyle, do you see a lot of shoppers from Bal Harbour coming here?

Craig Robins: Yes, I do. When Christian Louboutin opened, a lot of Bal Harbour shoppers started to frequent the Design District. Then Louis Vuitton, Cartier, Hermès, Céline, and a few others closed in Bal Harbour and that started to bring in shoppers as well. We have a lot of great brands like Prada and Maison Martin Margiela that were already here. Rolex just opened up. By the end of the year there will be about 60 stores open in the neighborhood, and that is up from 15 right now. Impressive jump. We have 15 buildings under construction.

9fi5th: Can you name a few that are making their debut?

Craig Robins: Tom Ford, Tiffany's, Miu Miu, Van Cleef & Arpels, Valentino, Tod's and several others. The luxury fashion category is helmed mainly by European brands more than American names.

9fi5th: Who comes to these shops and where are they from?

Craig Robins: They are from all over the world; it is a very popular place for both people who live in Miami as well as tourists. We see a lot of Brazilian and Russian clients but really anyone who is in town might stop by.

9fi5th: How do they find out about it?

Craig Robins: In addition to fashion, it has great restaurants and the most important furniture offerings in the state of Florida. These restaurants are destinations in and of themselves, and the buzz is growing organically as is the neighborhood.

9fi5th: What about residential, do you intend on bringing more of that in?

Craig Robins: We want to start to build some residential offerings as well as a hotel. We aim to provide

some very exclusive residential units that will be in the tallest structure at the heart of the Design District.

9fi5th: Sounds great, can you give us a little more on that?

Craig Robins: There will be an incredible restaurant that we cannot announce yet, but it will be really important and "cool." We are going to brand the hotel ourselves, it will not be the DACRA hotel but we (with our partners) will create a special brand specifically for that hotel.

9fi5th: Are you also offering residential units?

Craig Robins: There will be 80 units with price points that are affordable for the luxury fashion clientele that we have, in line with what we are doing in art, design, and fashion. We expect to deliver at the end of 2015 or the first quarter of 2016.

9fi5th: Let's talk a little art. You co-founded Design Miami. Why was that an important step for the Miami art scene? And what was the impetus for Art Basel choosing Miami?

Craig Robins: I think that with South Beach, Miami was an American city with a lot of sex appeal. Sam Keller, who was the director of Art Basel at the time, realized that if you merge this traditional, powerful, and established art fair with the sex appeal Miami has, then you would get an explosive combination. It was. After a couple of years of collaboration, I realized that furniture was just as collectable as art but no one had really showcased important collectable furniture to that same art-collecting audience. Many of the great design dealers from around the world approached me. I thought it was a wonderful opportunity and a chance for Miami to make a statement that it was a city of substance.

9fi5th: How do you expect the art scene to evolve; is it sustainable?

Craig Robins: It is growing at an impressive pace and I think that Miami is maturing into a much more dynamic city of culture and affluence. Look at Art Basel and Design Miami along with the Perez Art Museum that has just opened up and the New World School of the Arts, the beautiful Frank Gehry building with all of the programming there. These are just a few examples of the large number of extraordinary things that are happening in our city.

9fi5th: Where did your personal passion for art begin?

Craig Robins: As a child I liked to draw, but I really became interested in Spanish art when I studied in Barcelona. I spent a lot of time at the Prado Museum in Madrid looking at the Goya and Velázquez paintings. In Barcelona, I got into early Picasso, Dalí and Miró. These artists all really built up my interest in art and inspired me to start collecting in a modest way as a college student.

9fi5th: What are some of your favorite pieces?

Craig Robins: I collect contemporary art from all over the world, with the aim of finding art that is interesting. One that I collect is Rirkrit from Thailand as well as Pavel Althamer and some great artists from New York and California like Richard Tuttle and John Baldessari. I also collect pieces from European artists from major cities. I try to find art and furniture design that I think is important and is making a contribution to our time.

9fi5th: What does your house look like?

Craig Robins: It is a blend of modern and contemporary art and design.

9fi5th: Do you travel to a lot of art fairs?

Craig Robins: Well, I go to Art Basel every year.

9fi5th: What makes Miami stand out in the art scene when it is compared to other metropolitan cities?

Craig Robins: It comes down to the great collections here along with the strengthening of the institutions. The Art Basel Design Miami week is a really important contribution that Miami is making culturally. There are also a number of really interesting artists who live in Miami and a growing gallery scene, like Maman in the Design District. Markowicz is also a nice gallery here, and then there is the De La Cruz, which is a great non-profit space and a wonderful gift from Carlos and Rosa De La Cruz to the city. I actually allow my art and design collection to be viewed by appointment. We also have a robust public art and design program; there is a beautiful installation by Zaha Hadid as well as Mark Newson. This year we will inaugurate projects by Nate Lowman, Konstantin Grcic, John Baldessari, and Buckminster Fuller.

9fi5th: Along with the hotel and condo units, do you have any other exciting things coming up?

Craig Robins: This fall, we have another half-dozen great restaurants coming in.

9fi5th: Do you see this as a place where people live and work or do you want to keep it as more of a day/night time destination?

Craig Robins: The Design District was originally about showcasing furniture design to the world and that is why it was named as such. I believe that the original names should always be kept even if the times change; it is a really cool name to have even if it is a place where people come to live and work as well. It was the only one that was originally named as the Design District; a lot of people are copying this now around the world.



40TH STREET, NORTH VIEW.
READY FOR A NIGHTTIME STROLL?

9fi5th: Was this what you envisioned?

Craig Robins: Yes and no. I *did* think that a lot of the things that are here would be coming but I never imagined that it would have so much success and it would be such a catalyst for creativity.

9fi5th: What is your favorite store to shop?

Craig Robins: I have a lot of favorites but Margiela is great. For women's selections there are stores like Céline, Gucci, and Prada. Hermès has some amazing things as does Louis Vuitton. Berluti just opened their latest lifestyle store, the first in the United States and are offering

some stunning refinement. If you want to get jewelry, there is Cartier and Rolex and many more to come.

9fi5th: Do you live nearby?

Craig Robins: Just a few minutes outside.

9fi5th: So you walk here?

Craig Robins: When I am in the area I walk, it is definitely a place to walk and you can also park your car and walk around.

9fi5th: How will the pedestrian streets evolve in the future?

Craig Robins: We are setting up a new street that will be entirely for pedestrians minus the intersections.

We are naming it after the great designer Giò Ponti, so it will be called Paseo Ponti.

9fi5th: What do you have in store for the landscaping?

Craig Robins: We hired a brilliant landscape architectural firm called Island Planning Corporation and the strategy is to plant hundreds of beautiful, mature specimen trees throughout. You can see the first specimens on 40th Street now; they are all indigenous trees like mahogany that are from this area.

9fi5th: So where is your favorite place to eat breakfast and what do you order?

Craig Robins: Crumb and Parchment because they have such great baked goods. I order something like a muffin and coffee or tea. For lunch I usually go to MC Kitchen, Michael's or Cypress Room. Cypress Room has the best rotisserie chicken I have ever had. If you go there, you will love me forever.

9fi5th: Sounds good. What about your favorite place to go for a drink?

Craig Robins: Oak Tavern is a nice place to have a drink. I usually order red wine.

9fi5th: What is next for you?

Craig Robins: A nap, a little yoga, and this neighborhood.