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USA

Argus der Presse AG

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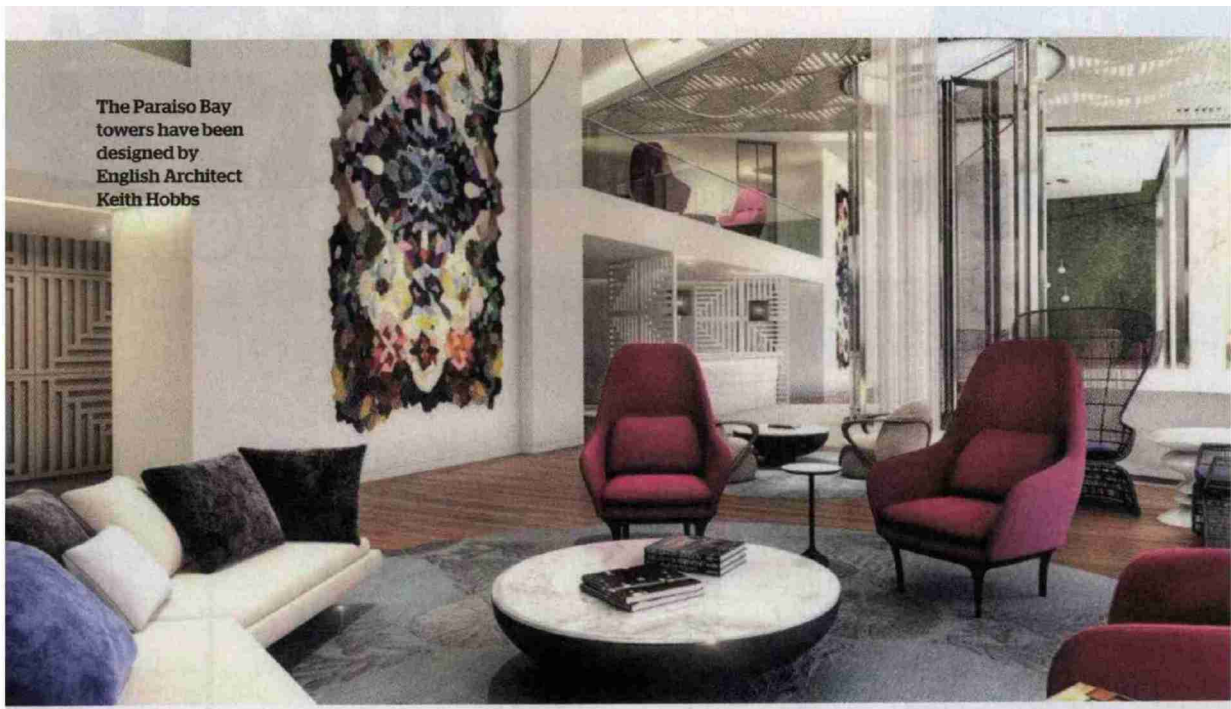
Fläche: 33'704 mm²

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us. Buying millions of dollars worth of art before the properties are even sold is taking a big risk—but we think buyers appreciate that.”

The company’s latest developments are no different and Rosso hopes the properties will reflect Miami’s growing cultural scene: “In Miami it’s not just about selling one more condominium, but rather the city needs to grow up—to do this we need better public spaces, more art and better transportation.”

Although Rosso’s focus is on bettering the entire city, the group’s developments are equally attractive to prospective new residents. Sonia Figueroa, senior VP at the Related Group, says, “It’s all about having the best site, in the best location, with a superb development team and great art to top it all off – the buyers will follow.

The Paraiso master community property (pictured) will comprise four

luxury towers, the first of which will be completed in the spring of 2016. The residential towers are a result of the collaboration between the Related Group, Arquitectonica and New York-based designer Karim Rashid, English architect Keith Hobbs, Swiss landscape architect Enzo Enea and Italian interior designer Piero Lissoni.

In addition to the Paraiso master community there are many other properties in development: Brickell’s SLS Lux, Park Grove in collaboration with the Terra Group and the Armani tower in Sunny Isles Beach. Rosso hopes these will satisfy his customer’s needs: “Miami is still affordable but buyers want that level of quality found in big cities.” Figueroa says, “We are creating a 24-hour city to live, work and play. I’m excited about our part in the coming of age of Miami as a world destination.”

Residents can enjoy the Beach Club and Waterfront restaurant

