

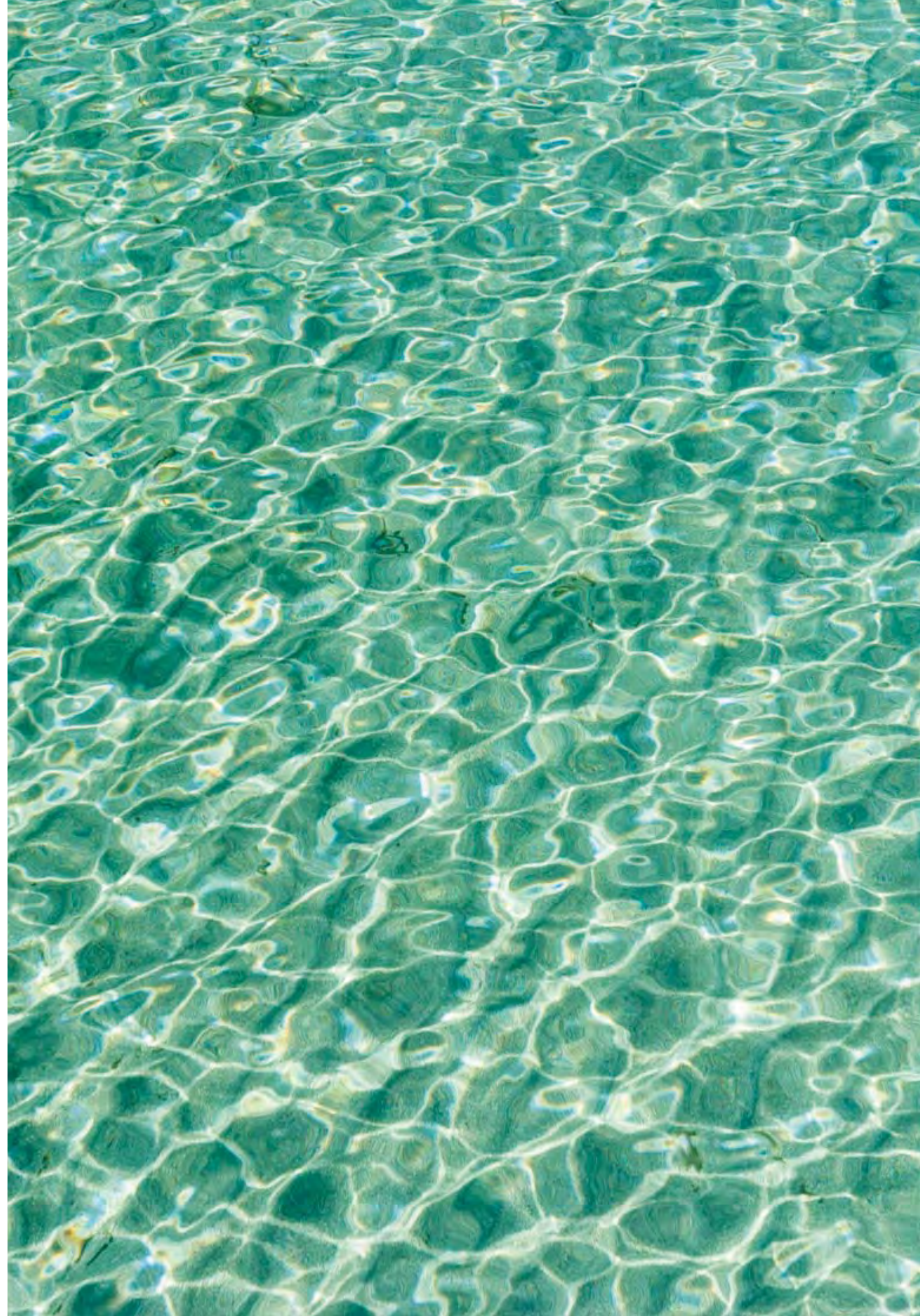


**HOTEL & HOMES**  
*South beach*



# A STARTING POINT

“  
*Nature isn't just beautiful.  
Even in small doses,  
it changes  
the way we feel.*  
”





We started from  
a simple premise:

The world is beautiful  
and we want to  
keep it that way.

This premise drives  
everything we do and  
all you'll experience at  
1 Hotels & Homes.

1 Hotel & Homes South Beach  
is 156 residences inspired  
by the incredible beachfront  
they're built upon.  
But, the ocean's influence doesn't  
end with the view.

Each home has been designed  
to capture more natural light and  
bring the sounds and textures of  
the beach and water's edge  
into the spaces we live.







# A SIMPLE TRUTH

For me, 1 Hotel & Homes is more than a place to live. It's the realization of a dream. Nature has always been central to my life. I'm proud to say it's now central to my business. 1 South Beach is created around a simple truth — to recognize our impact on nature and nature's impact on us.

This truth determines the way we develop, design and do business. At a glance, it's a graceful twist of driftwood in the furnishings and the sound of the ocean in your living room. Looking deeper, it's a holistic approach to making everything more natural. It's a focus on simple changes that make life better.

1 South Beach encourages residents to stop and recalibrate. Live here and feel a drop in your blood pressure and a smile in your step. It's a place to relax and enjoy real time with your family and friends.

Welcome to 1 Hotel & Homes South Beach.

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**BARRY STERNLICHT**  
*Founder*







# DESIGNED BY NATURE

Talking about South Beach is like composing a movie: with several stories, plots, rhythms and harmonies, melodies, colors and backgrounds. The exuberance of the sea framing the landscape, the warm climate and the diversity of people make it very special.

My design sensibility and I are from Brazil. This is where I developed my obsession: the energy nature brings to a space. In South Beach, my focus was to remove the dividing lines between indoors and outdoors. It's an incredibly lush, textured place; all we have to do is open the doors and invite it in.

Large windows bring the sunlight into the room. Spacious and airy interiors let in the ocean breeze. We accented each environment with fixtures and fabrics that feel alive, stitching nature into the things we touch every day. When brought together, these elements create a comfortable and relaxing environment which asks to be lived in.

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DEBORA AGUIAR  
*Residence Designer*



Residence Lobby



Residence Lobby



Penthouse: Balcony



Penthouse: Living Room



Living Area: Ocean view



Three-Bedroom: Living Room



Three-Bedroom: Master Bedroom





# LIVING AT 1

Great investors are judged by their ability to identify great ideas. Before 1 South Beach was an incredible property, it was an idea that's time had come. Today, we have so many disposable experiences. They leave us with a longing to connect to things that are timeless. Nothing brings that into our lives like a living space that feels cared for.

I'm thrilled about the lifestyle 1 Hotel & Homes is bringing to South Beach. It's a natural way of life with all the energy, comfort and cool of Miami. These spacious, oceanfront homes range from large one-bedroom residences to spectacular penthouses—all designed to use less and mean more. Each home was created to emphasize the qualities of living in South Beach's best location, while celebrating nature through eco-friendly design.

Residences are graced with oversized windows and sliding glass doors that lead to expansive private balconies where the rising and setting sun can be enjoyed. The hotel's spectacular rooftop bar and sand-filled cabana lounges offer still more settings to relax and spend an afternoon—or linger through the evening. It's a totally new approach to living in South Beach.

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RICHARD LEFRAK  
*Developer*

## RESIDENCE DESIGN FEATURES

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- Expansive floor plan layouts
- Sliding glass balcony doors and energy-efficient casement windows
- Spacious private balconies with spectacular views of the Atlantic Ocean or the Miami skyline
- Custom kitchens with built-in lighting designed by Debora Aguiar and created by Italkraft feature stainless steel appliances by Sub-Zero and Bosch, Grohe fixtures and Kohler sink basins
- White quartz kitchen counters and Yakarta blanco porcelain backsplashes sit atop white, deep-grained wood veneer lower cabinets with frameless, white glass upper cabinets
- Bathrooms finished in natural, floor-to-ceiling Travertine with LEED® compliant fixtures by Waterworks and dual-flush toilets
- Entry door hardware with advanced electronic locking system
- In-unit heating and air conditioning system with integrated Inncom energy management technology
- Laundry equipment by Bosch
- Brazilian porcelain flooring by Portobello
- Custom bathroom vanities by Italkraft
- LEED® certified project (pending approval)

All features and specifications are subject to change.



# RESIDENCE SERVICES AND AMENITIES

- Owner privileges at 1 Hotel South Beach and other locations
- Four swimming pools, including the hotel's stunning rooftop pool and restaurant
- Dedicated owner area and priority seating at the rooftop pool and on the beach
- Access to full-service 14,000 square foot fitness center and spa
- 24-hour concierge, valet parking, access control and bellman services
- Tom Colicchio restaurant, bar, and pool side dining
- Residential signing privileges and direct billing services
- Priority status for hotel room reservations at special resident rates
- Pre-arrival kitchen and pantry stocking with local organic options
- Personal shopping and delivery services
- Eco-conscious housekeeping and linen service
- On-demand maintenance services
- Technical support for computers, entertainment centers and telecommunications
- In-residence massage, spa and fitness services including personal training
- In-home natural care botanical service
- Catering services and event planning for private meetings and events
- Access to other hotel facilities including meeting rooms and business center

Certain services listed above are provided a la carte by the Hotel or Third Parties for additional fees. Certain hotel facilities and amenities listed above are provided at the discretion of the hotel. Services offered by the hotel or third parties may be changed or modified.



Rooftop Pool



# IN THE BALANCE

As New Yorkers, we were surprised when we first came to South Beach. The city is as dynamic as nature itself. Here, different energies coexist and collide. Some people see it as a private escape, others as a high-energy social scene. This contrast of opposites is in the balance that defines the city; the relationship between nature and architecture.

This is why 1 South Beach is home to thoughtful and carefully crafted outdoor living environments. From our breeze swept lobby to our open air lounges and four distinct swimming pools, each space at 1 South Beach offers a different take on relaxing in South Beach. Whether you're seeking a secluded space to read a book or a lively rooftop pool with a bar and kitchen and panoramic views of downtown Miami, 1 South Beach's unique outdoor spaces offer it all.

Nature spills inside with architectural details inspired by the beach and ocean. A seamless link from indoors to out makes 1 South Beach a special place to unwind on our own, or in the company of friends. With this in mind, we designed the hotel grounds and interiors to compliment human nature.

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WILL MEYER & GRAY DAVIS (Meyer Davis Studio)  
*Hotel Designer*



Hotel Entrance



Hotel Lobby



Central Pool Deck



Pool Restaurant







Rooftop Lounge



# FARM FRESH FOOD

When I opened Craft in 2001, the traditional thinking was the greatest chefs are supposed to make complex food. Our access to some of the best ingredients gave us the confidence to go against that. I wanted to cook simply and let the flavor of a fresh piece of fish or locally sourced steak stand on its own. I didn't know then, but this combination of quality and technique is what would make the farm-to-table movement so successful.

When you eat at 1 South Beach, you'll find fresh, seasonal dishes simply prepared and served in a comfortable atmosphere. But, what makes this project especially exciting is the focus on the best ingredients extends well beyond the kitchen. Everyone here is dedicated to discovering incredible raw materials and allowing them to tell their own stories. Throughout my career I've had deep admiration for the right ingredients. I'm glad to finally be able to bring this concept to South Beach.

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**TOM COLICCHIO**  
*Executive Chef*





# THE CULTURE OF A PLACE

Living in South Beach for nearly 20 years, I've learned that there are many ways to see this city. 1 South Beach is in the center of everything that makes Miami famous, steps away from Lincoln Road, The New World Symphony and Miami Beach Boardwalk.

After all those years, joining the 1 South Beach team encouraged me to see Miami in a new way. I'd never realized the way nature affects the city's culture. It's the force that brings us outside and makes us want to stay there. Opportunities to enjoy the city's often overlooked natural spaces are also all around us.

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**TIM NARDI**  
*General Manager – 1 Hotel South Beach*

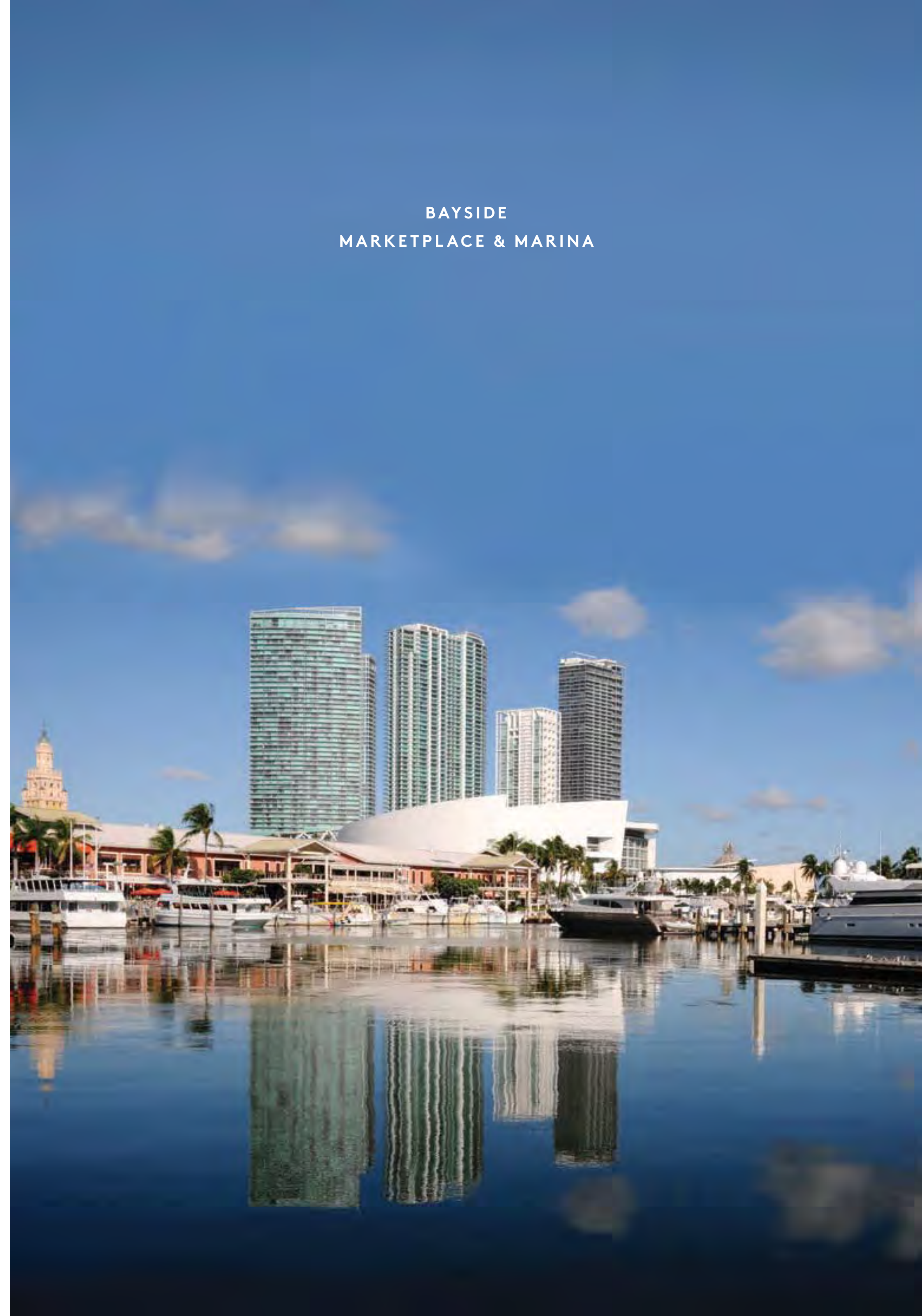
# STEPS AWAY

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The beautiful shore of the Atlantic Ocean has become the foundation for a dynamic culture that is vibrant, eclectic, and unquestionably artistic.



## BAYSIDE MARKETPLACE & MARINA





BASS MUSEUM  
OF ART



MIAMI  
METRO ZOO



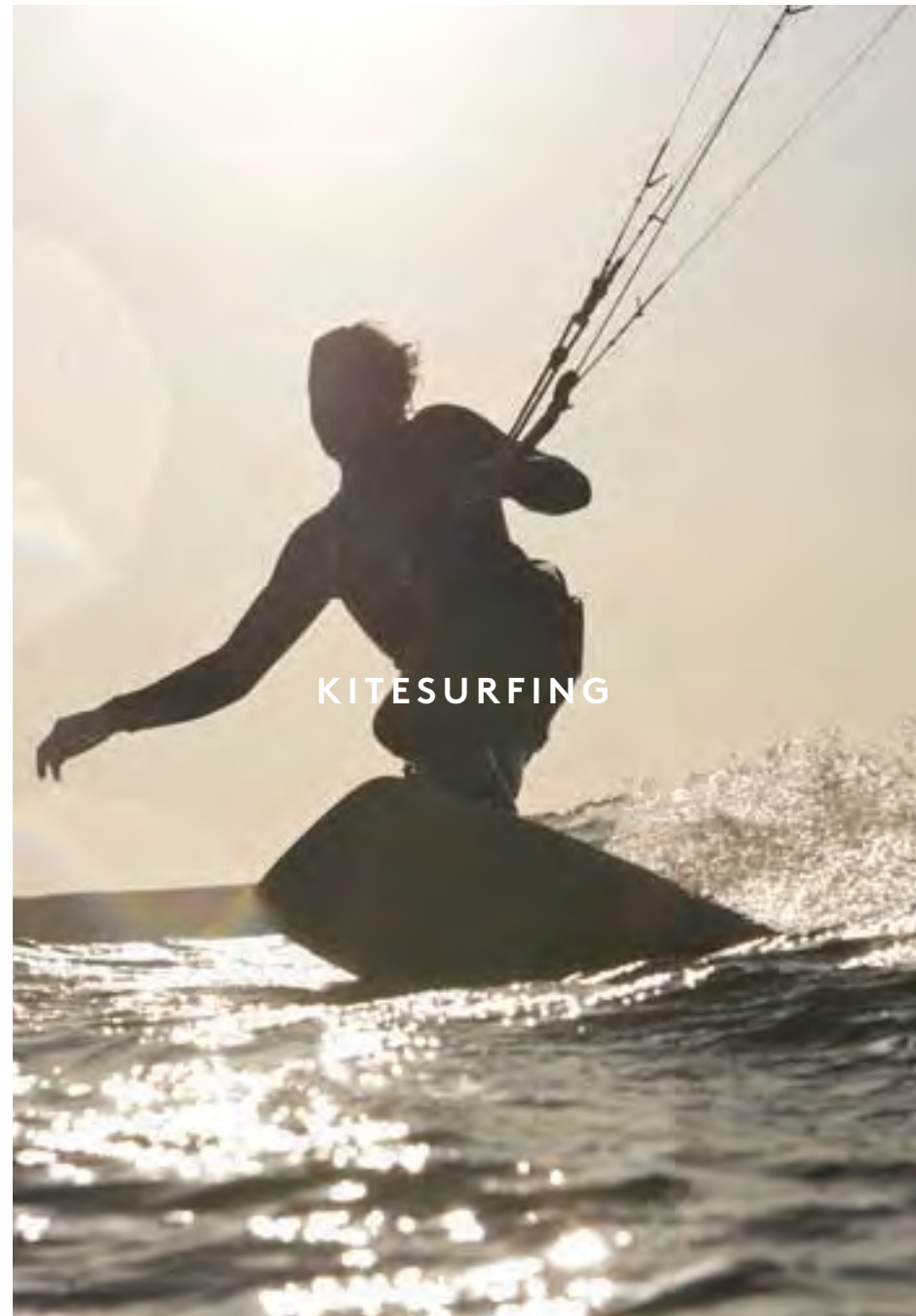
MIAMI  
CHILDREN'S MUSEUM



HERMÈS  
DESIGN  
DISTRICT



EVERGLADES  
NATIONAL PARK



KITESURFING



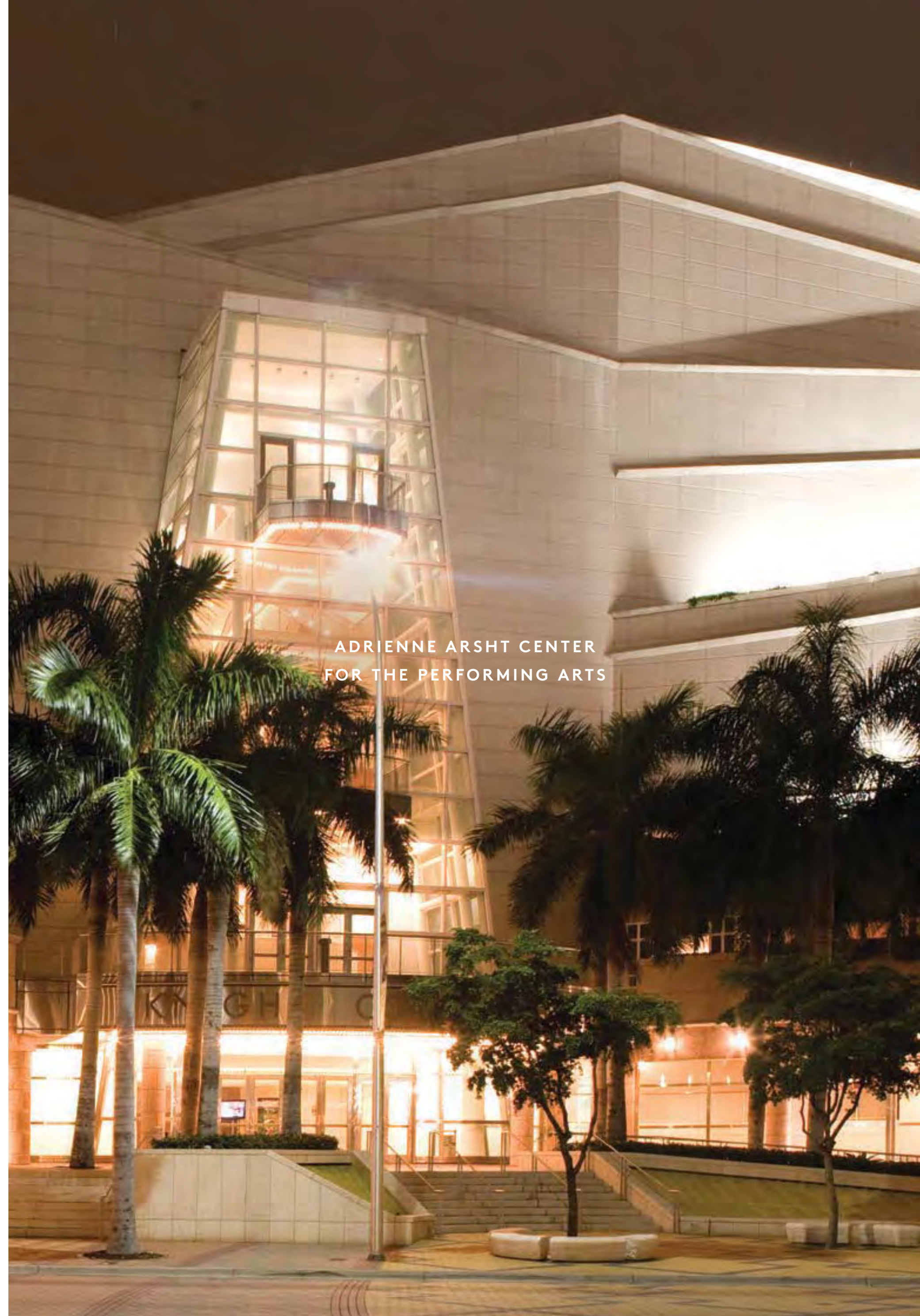
COLLINS  
PARK



MIAMI BEACH  
BOTANICAL GARDEN



SAILING



ADRIENNE ARSHT CENTER  
FOR THE PERFORMING ARTS





LINCOLN  
ROAD



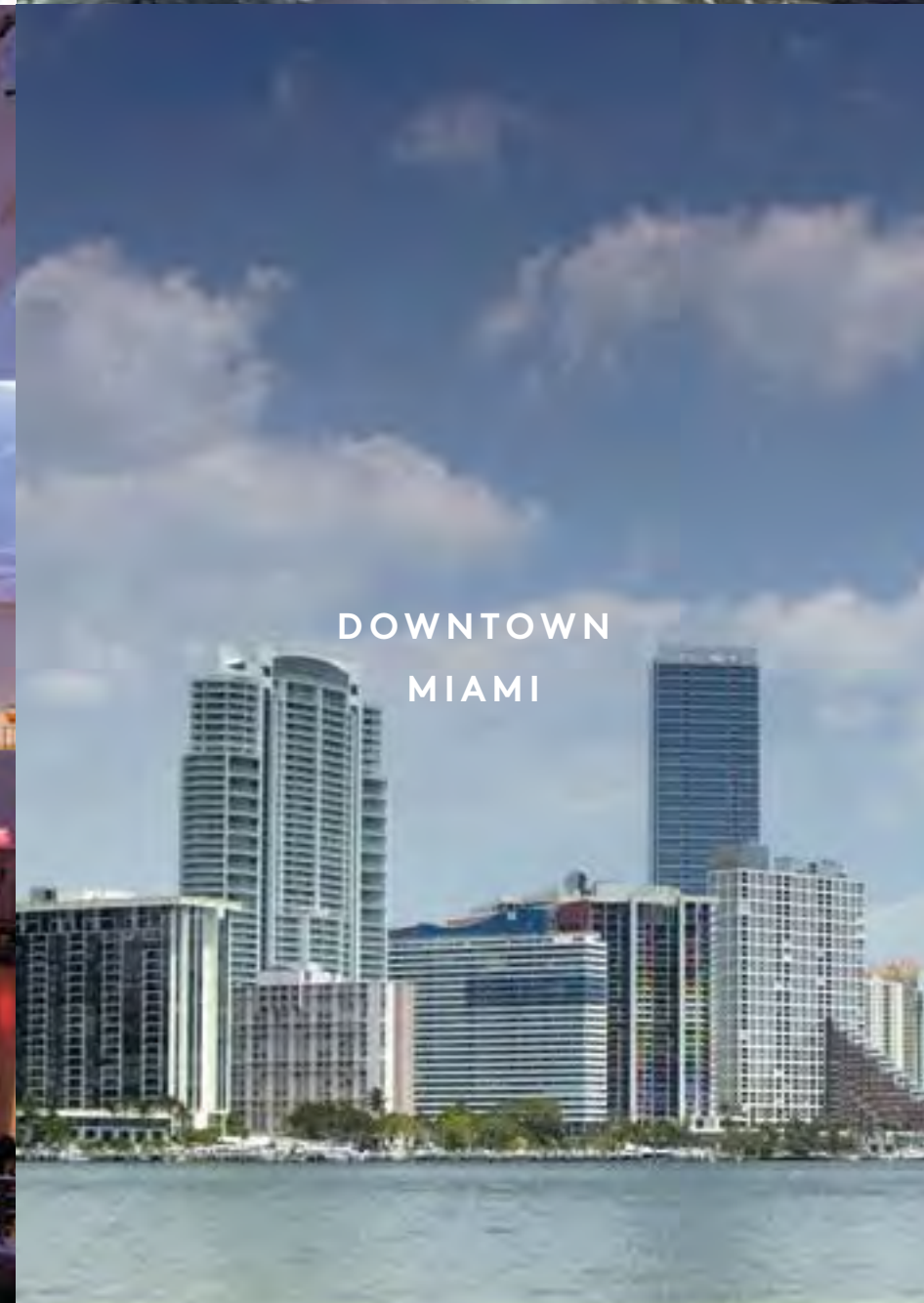
ART DECO  
HISTORIC DISTRICT



WATER  
SPORTS



NEW WORLD  
SYMPHONY



DOWNTOWN  
MIAMI



KEY BISCAYNE

FISHER ISLAND

MIAMI BEACH MARINA

PORT OF MIAMI

STAR ISLAND

BRICKELL

DOWNTOWN

PORT OF MIAMI

SUNSET HARBOUR MARINA & SHOPS

SOFI (SOUTH OF FIFTH)

OCEAN DRIVE

LINCOLN ROAD

MIAMI BEACH CONVENTION CENTER

NEW WORLD SYMPHONY

MIAMI BEACH GOLF COURSE

SETAI

BASS MUSEUM OF ART

W HOTEL

1  
HOTEL & HOMES  
South beach

# DEVELOPMENT PARTNERS

## LEFRAK

Founded in 1901 and owned and managed by members of the LeFrak family, LeFrak is a privately held group of companies with roots in the New York metropolitan area. With more than 100 years of experience in the ownership, development and management of real property, LeFrak has become one of the world's largest property firms. Its affiliated companies own a portfolio of office, residential, retail and hotel developments including prominent projects like LeFrak City, Gateway at Battery Park City, and Newport, the largest new waterfront community in the country. LeFrak owns more than 40 million square feet of real estate across the U.S. and is an active real estate investor and developer focusing primarily in New York, Florida and on the West Coast. LeFrak has received international acclaim for responsible community development and sensitivity to environmental sustainability. Beyond real estate, LeFrak's affiliates are significant investors in oil and gas properties, as well as active direct investors in public and private companies across sectors and geographic regions.

## STARWOOD CAPITAL GROUP

Starwood Capital Group is a private, U.S.-based investment firm with a core focus on global real estate. Since the group's inception in 1991, the firm has raised nearly \$19 billion of equity capital and, through its various funds, has invested \$15 billion representing over \$38 billion in assets. Starwood Capital Group currently has over \$23 billion of assets under management. Starwood Capital Group maintains offices in Greenwich, Atlanta, San Francisco, Washington, D.C., Los Angeles and Chicago, and affiliated offices in London, Luxembourg, Paris and São Paulo. Starwood Capital Group has invested in nearly every class of real estate on a global basis, including office, retail, residential, senior housing, golf, hotels, resorts and industrial assets. Starwood Capital Group and its affiliates have successfully executed an investment strategy that includes building enterprises around core real estate portfolios in both the private and public markets.

# DESIGN TEAM

## DEBORA AGUIAR ARQUITETOS RESIDENTIAL INTERIOR DESIGN SÃO PAULO, BRAZIL

Founded in 1990 by Debora Aguiar, Debora Aguiar Arquitetos (DAA), is a full-service architectural and interior design firm. While carefully interpreting the needs of its clients, DAA has become known for its beautiful and sophisticated approach to design. Well-known projects include the Le Park Residential Resort (Salvador / Rio de Janeiro), IMPSAT and Optiglobe Telecommunications Companies headquarters (São Paulo), a residential complex in Luanda, Angola and many award-winning spaces at Casa Cor, one of the most important global interior design exhibits.

## EDSA LANDSCAPE ARCHITECT ORLANDO, FLORIDA

With over five decades of experience and hundreds of completed projects on six continents, EDSA has helped shape the global practice of planning, landscape architecture and urban design. EDSA collaborates across disciplines, keeping its clients' goals in the forefront. Project highlights include: Bal Harbour Shops, PepsiCo World Headquarters, Rosewood Mayakoba, and The Cosmopolitan Las Vegas.

## HKS INC. RESIDENTIAL ARCHITECT DALLAS, TEXAS

HKS, Inc. operates from 28 offices worldwide employing more than 950 dedicated and experienced professionals. The firm's vision is to be a global leader in professional design services, bringing value to clients through innovation while being committed to excellence, sustainability and sound business principles. Project highlights include Montage Laguna Beach, Las Ventanas Al Paraíso and Shutters on the Beach.

## MEYER DAVIS STUDIO, INC. HOTEL INTERIOR DESIGN NEW YORK, NEW YORK

Meyer Davis Studio, Inc. (MDSI) is a full service, global, award-winning design firm. Founded in 1999 by Will Meyer and Gray Davis, the firm has established itself at the forefront of the nation's high-end residential and commercial practices. In addition to the extensive list of restaurants and retail boutiques in the firm's repertoire, there are the various hotels both nationally and internationally that MDSI has designed and renovated. Among these are: W Hotels in Santa Fe, Mexico and Riviera Maya, Mexico; Le Meridien in New Orleans; the Nolitan Hotel in New York City; the Paramount Hotel in New York City; and the Capri Hotel in Southampton, New York.

## KOBI KARP ARCHITECTURE HOTEL ARCHITECT MIAMI, FLORIDA

For over two decades, Kobi Karp Architecture and Interior Design (KKAID) has provided creative and innovative design solutions to renowned clients in the hospitality, retail and high-rise residential development community. The firm specializes in architecture, interior design and planning. KKAID's clientele includes various major corporations, local government agencies and development corporations. Project highlights include: Los Micos Hotel and Resort, Honduras, Al Ain Wild Life Park and Resort, UAE, and Le Meridien Tampa, a renovation of the Historic Federal Building.

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## SURF-SIDE LIVING

Imagine the echo of waves,  
the gentle touch of the ocean's breeze as  
part of your everyday.

1 Hotels, where nature is seamlessly  
integrated with city living.



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