



EAST ELEVATION
THE SURF CLUB
SURFSIDE, FLORIDA
Richard Meier
7
JUNE
2013

THE VISION

When Harvey Firestone and his friends first saw the land that would become *The Surf Club* in the 1920s, they were seeking the most idyllic location for a private club dedicated to the sea, the sun and all things social—and with these nine remarkable acres on the Atlantic, they found it. Thus began a gracious and colorful chapter in history of Surfside, Florida as the Club became a gathering place for the most exceptional figures of the past eighty years.

I had long hoped to build something unique in South Florida—a place to live that would incorporate the most refined architecture and design sensibilities of contemporary culture for people who value the privacy, elegance and hospitality of an earlier age. When I learned of *The Surf Club's* storied past and exuberant traditions, it was clear we had a unique opportunity to respect and preserve the legacy of the Club, while contributing new elements that would make the experience of living here absolutely unparalleled.

Richard Meier, architect extraordinaire, and Isadore Sharp, founder and CEO of *Four Seasons Hotels and Resorts* immediately came to mind as masters who could assist in making my vision come to life.

The Surf Club Four Seasons Hotel and Private Residences adds Meier's intelligent and purposeful architecture to the bespoke luxury and service that define the *Four Seasons* lifestyle—while emphasizing the provenance of the Club itself. *The Surf Club Four Seasons* will join the *Bal Harbour Shops* and the *Indian Creek Country Club* in defining Surfside, Florida.

Our promise is to execute the project impeccably. To that end, we are also working with architect and designer Joseph Dirand to create spaces that are convivial and sophisticated; architect and designer Lee Mindel to collaborate with Richard Meier, and integrate his refined touch into Meier's masterwork; real estate doyenne Louise Sunshine to develop thoughtful features and amenities that will make every residence special; architect Kobi Karp and his firm KKAID to incorporate their expertise and experience; and Coastal Construction to oversee refurbishment of the existing structure and the construction of the new buildings.

We believe that the future of *The Surf Club Four Seasons Hotel and Private Residences* will be even more remarkable than its legendary past.

Nadim Ashi
CEO of *Fort Capital*



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INTRODUCTION

The Surf Club Four Seasons Hotel and Private Residences is the realization of a vision of luxury living in the twenty-first-century, built on the glamour of old Miami.

The eternal allure of the shoreline that *The Surf Club Four Seasons* adorns has been paired with the pure brilliance of architect Richard Meier, known for designing the *Getty Center* in Los Angeles and a recipient of the Pritzker Prize, architecture's highest honor. Meier's complex of buildings for *The Surf Club Four Seasons*—two residential towers flank the *Four Seasons Hotel at The Surf Club*—are nestled within *The Surf Club's* historically protected palace of whimsy, a Mediterranean Revival masterpiece designed by Russell Pancoast in 1930.

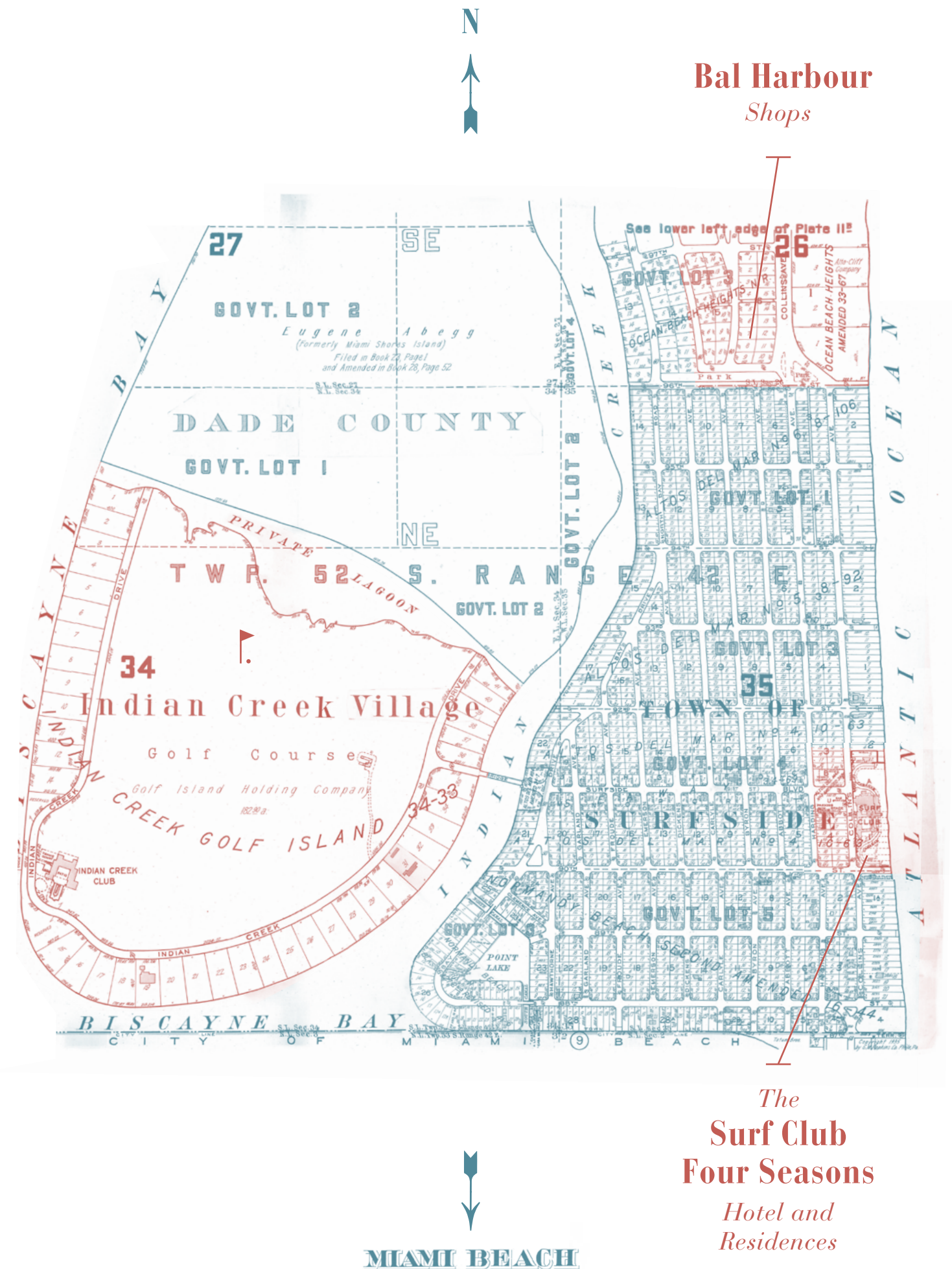
It's an extraordinary circumstance for a historic social club to serve as the architectural foundation for a contemporary hotel, especially a hotel offering *Four Seasons* standards of service and care. Aptly enough, *Four Seasons Hotel at The Surf Club* is also part of the legacy of luxury that is the portfolio of *Four Seasons* historic hotels, a cultivated collection of properties that includes the 15th century *Four Seasons Hotel Milano* and *Four Seasons Hotel George V*, Paris, built in 1928.

The original *Surf Club* was created in the same time period as the *George V*, a hotel that captures the essence of Paris. *The Surf Club* is also a touchstone of its home city, an iconic property that has always defined the essence of Miami.

Throughout the design process, Meier remained conscious of *The Surf Club's* place in history, and he has successfully transformed a venerable social institution into a 21st century haven that speaks to the age-old yearning for the transcendence of true style: “*The Surf Club and this beautiful beach have always been a kind of Nirvana. The challenge was to integrate an amazing building from the 1930s into new, human-scale contemporary buildings.*”

Since the 1930s, the legends that have passed through *The Surf Club's* loggia, dubbed "Peacock Alley," have included Frank Sinatra, Noel Coward, Marlene Dietrich, Grace Kelly, and Winston Churchill. In the new era of *The Surf Club Four Seasons* glamour, *Peacock Alley* has been brought back to its former glory, and the new Churchill's Bar will honor *The Surf Club's* most celebrated guest. The public areas of *Four Seasons Hotel at The Surf Club*—which encompass a breathtaking lounge and sophisticated restaurant with an oceanfront terrace, in the original Surf Club building—have been designed by the Paris-based Joseph Dirand: Some seventy-seven guestrooms, located within the hotel tower created by Richard Meier, have also been designed by Dirand.

Dirand has a gift for working with historical buildings, and *Four Seasons Hotel at The Surf Club* offers a chance to reinterpret both American history—*“a specific era of luxurious social clubs, the sexy and glamorous life”*—and Miami itself, he says. *“I love the touches of Cuba, Spanish architecture, and Art Deco, the palette of colors that come from the landscape, the sand, and the sea. Miami is such an inspiring place, and this hotel is a great opportunity to create the true feeling of Miami.”* Under the aesthetic direction of Dirand, a new stomping ground for contemporary sophisticated society is being created from the legacy of the original *Surf Club*.





FOUR SEASONS LIFESTYLE

Four Seasons will provide a world-class level of service and amenities at *The Surf Club Four Seasons Hotel and Private Residences*, reminiscent of the era when the Duke and Duchess of Windsor frequented *The Surf Club*.

Founded by the legendary Isadore Sharp of *Four Seasons Hotels and Resorts* and celebrating more than 50 years in the hotel industry, *Four Seasons* prides itself on anticipatory, personalized, insightful service. The staff knows what you want even before you know you want it yourself.

Living at *The Surf Club Four Seasons Private Residences* is living the dream, and will create memories that last a lifetime and beyond for generations to come.

Four Seasons Hotels and Resorts pioneered branded residences in 1982, and the discriminating home-owners who choose to live in a *Four Seasons* branded residence are also citizens of the world, people who know that the greatest luxury is time and freedom. At *The Surf Club Four Seasons Private Residences*, every detail of construction, architecture, interior design, and world-class amenities is supervised by *Four Seasons*. This active and dynamic management role adds to the long-term value of a bespoke lifestyle.

Four Seasons Private Residences will be a prestigious, low-key, residential address with all the advantages of living in a grand hotel. Homeowners can come and go easily—on-demand car service is available for transport to and from the airport.

There is also 24-hour security staff, in-residence laundry, and valet service, too, is on hand, as well as grocery provisioning, business center assistance, and maintenance and repair services.

Butler service and housekeeping are also available, along with dog groomers and an extensive list of other residential services.

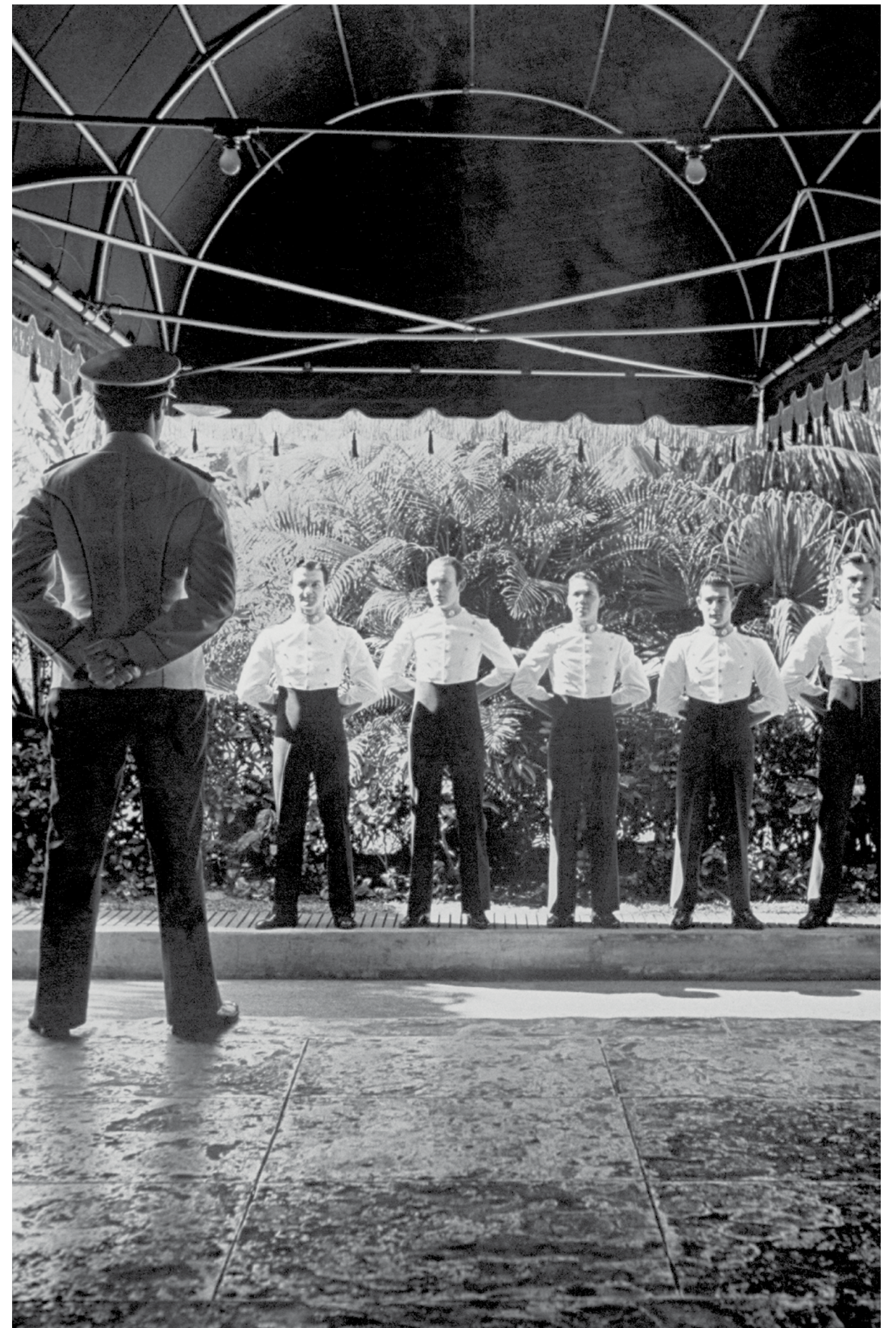
Houseguests can be accommodated at *Four Seasons Hotel at The Surf Club*, and entertaining is possible at the hotel or in the privacy of home. In-residence dining and event catering make home entertaining simple. Room service is also available for entertaining poolside or on the beach, making dining an easy matter.

The certainty that every detail is being looked after allows residents of *The Surf*

Club Four Seasons Private Residences to devote more time to business, loved ones, and recreation. The property has four heated swimming pools, two resident-only fitness centers, and a 15,000-square-foot oceanfront Spa and Wellness center.

Homeowners at *The Surf Club Four Seasons Private Residences* will be part of an internationally celebrated and highly prestigious brand, a hotel and resort group that is expert at curating authentic travel experiences at destinations around the world.

The dedicated residential concierge at *The Surf Club Four Seasons Private Residences* will make sure that every homeowner's experience is exceptional.





The Surf Club Four Seasons



"My task is to sell the vision, preaching the gospel of service every day and in every hotel. I continuously restate and develop it."

Isadore Sharp







THE DREAMSCAPE

The artistry of Richard Meier has brought an incredible transformation to *The Surf Club Four Seasons Hotel and Private Residences*. Meier's vision of an eternal dreamscape has been brought to fruition by landscape architect Fernando Wong. A great burst of greenery—spanning Medjool date palms, Mahogany trees, and Canary palms, with Confederate jasmine and purple bougainvillea vines climbing up the facade—bridges the pure charm of the original 1930 Russell Pancoast building and Meier's profoundly contemporary architecture.

Off Peacock Alley, an adjacent courtyard garden is a tropical wonderland rich with strangler figs, Madagascar olive trees, and black olives, sculpted into exquisite bonsai-style trees.

The path to the ocean is flanked by stately event lawns with zoysia grass, coconut palms, and sea grape trees aesthetically balanced with sea oats grass. In the 1930s, *The Surf Club* was a social refuge, its design echoing the opulent private homes of its members.

The Surf Club Four Seasons, Miami's most time-honored social club will once again feel like an Old Florida private estate, a forever beautiful refuge in the sun.

THE CABANAS

In the early years of the original *Surf Club*, architect Russell Pancoast instinctively understood that the cabanas would always remain the true soul of the property. In that era, the opulent and formal cabanas were home to elaborate luncheons, fashion shows, and such special events as presentations of gleaming new race cars. Throughout that epoch, the passing parade of aristocrats, statesmen, and celebrities on “Cabana Row” often included Winston Churchill, who could be found painting seascapes and sipping cocktails in his cabana.

The transformed cabanas for *Four Seasons Hotel at The Surf Club* — realized by Joseph Dirand, returns the fabled oceanfront retreats to the essence of their aesthetic allure, those rich vistas of the endlessly beguiling Atlantic Ocean. As with all truly elegant creations, the cabanas at *The Surf Club Four Seasons* are simple and beautifully executed.

The airy sanctuaries have cool-as-a-breeze terrazzo floors, tropical rattan furniture, and free-standing mirrors reflecting the palm trees outside. In step with the contemporary era of luxury, Dirand’s work on the cabanas is all about the clean lines and pure functional beauty of modernity. This will be South Florida as it is meant to be lived, with grace and elegance infusing every pleasure taken.





THE SURF CLUB FOUR SEASONS HOTEL RESIDENCES

The thirty one and two bedrooms Four Seasons Hotel Residences are located closest to the hotel and feature the refined aesthetic and thoughtful details proposed by Joseph Dirand. Known for his ability to reimagine classical design he infuses the Hotel Residences with timeless elegance and a modern twist.

These fully finished and furnished residences are the very essence of effortless chic.

Personally curated with his exquisite taste, the *Hotel Residences* feature custom Joseph Dirand furniture designed exclusively for the *Four Seasons Residences Hotel*. Once purchased, the owner will have the ultimate freedom over how and when to participate in the *Four Season Rental Program*.



FEATURES

- 950 to 2,000 square feet one- and two-bedroom homes
- Interiors and furniture package designed by architect Joseph Dirand
- Custom-built Permasteelisa glazing system designed by Richard Meier
- Floor-to-ceiling sliding glass doors with six feet wide panels
- Signature Joseph Dirand-designed kitchen
- Signature Joseph Dirand-designed bathrooms
- Private elevator entrances to all residences with dedicated residential elevator core
- Kitchen exhaust system that vents to the outside for each residence





THE SURF CLUB FOUR SEASONS PRIVATE RESIDENCES

Richard Meier has distinguished each *Private Residence* with his special attention to detail and style. Meier has created fifty-one unique floor plans and has collaborated with internationally renowned designer Lee Mindel on the selection of interior finishes. Meier’s vision is rooted in the natural world and seamlessly integrates indoor and outdoor living.

Ranging in size from 1,800 square feet to 7,800 square feet, with floor-to-ceiling glass “walls” and up to twenty-foot-high ceilings, the residences also feature “lift and glide” terrace doors which lead out to spacious terraces that range up to eighteen feet in depth, with frameless glass balcony railings. The views of the Atlantic will be clear and unobstructed.

The beauty of the ocean—and its cooling breezes—washes over into the interiors of each residence. Some rooftop residences even have private swimming pools, atriums with private indoor courtyards, and outdoor showers and kitchens.



FEATURES

- 119 Residences from 1,800 to 7,800 square feet
- Residences consist of 1–6 bedrooms and en-suite baths
- Custom built Permasteelisa glazing system designed by Richard Meier
- Floor to ceiling windows throughout
- Unique custom indoor-outdoor transition to terrace
- Custom–design shade pockets
- “Lift and glide” terrace doors with minimum six–foot openings (*up to 12 feet openings in selected residences*)
- Glass panels spanning 6 feet wide and 9¾ feet high
- Laminated-insulated low–iron glass, creating higher energy efficiency and noise reduction
- Frameless glass balcony railings extending beyond the slab
- Expansive terraces up to 12 feet in depth
- All Residences delivered with installed Richard Meier-selected Este Light Italian Travertine
- Richard Meier/Boffi custom-designed kitchens with high–lacquer–finished cabinets
- Corian countertops with seamless monolithic sinks
- Miele and Sub-Zero integrated appliance package
- Up to 5 burner gas cooktop

- Richard Meier custom-designed master baths
- Bathrooms, fixtures, fittings and accessories by Toto, Duravit, Boffi and Dornbracht
- Laundry rooms are outfitted with full sized washer and dryers
- Dedicated service elevators for staff and deliveries
- Chilled water–air–conditioning system
- Multi-zone climate control system
- Ultra–high–speed connectivity
- Level five wall finishes
- Back-up power for cold storage
- Flush–mount solid–core interior swing doors
- Kitchen exhaust system that vents to the outside
- Four Seasons services available on Atlantic Oceanfront beach
- State-of-the-art fitness center
- Dedicated private arrival and valet entry for each building
- Private elevator lobbies for each residence
- Private self-parking in select residences in addition to valet services
- Private swimming pool for residents

AMENITIES



RICHARD MEIER SIGNATURE PENTHOUSES

The limited edition of thirteen *Richard Meier Signature Penthouses* are uniquely distinguished by their exceptional designs. Crowning the North and South towers of the *Four Seasons Private Residences*, they command breathtaking views from the ocean to the bay.

The simplex, duplex and triplex Signature Penthouses range in size from 5400 to 7500 interior square feet and include vast amounts of private outdoor entertaining and recreational areas. Completely open to the sky, these luscious spaces include rooftop gardens, private swimming pools, outdoor living and dining rooms, summer kitchens and multilevel outdoor courtyards. All of *Richard Meier Signature Penthouses* include designated private beachfront cabanas and air conditioned private parking garages.

Finally, the incomparable services of *Four Seasons Hotel at The Surf Club* are available to the residents of the *Richard Meier Signature Penthouses* at any time, night and day, making life a five star experience for owners and their guests.



FEATURES

- Interiors range between 5400 to 7500 square feet each with four or more bedrooms
- Panoramic ocean-to-bay views
- Single-level, duplex and triplex configurations, each with a unique floor plan
- Terraces span up to 18 feet in depth; some with private pools
- Landscaped rooftop gardens with powder room, outdoor shower and summer kitchen on most roof terraces

- Custom built Permasteelisa glazing system designed by Richard Meier
- Up to 20' double height, oceanfront living rooms in select Penthouses

- Richard Meier-designed sculptural interior staircases in select Penthouses
- Chef's kitchens with double oven and double dishwashers side-by-side
- Kitchen exhaust system that vents to the outside
- Separate service entrance with private staff quarters and baths
- Designated private beach cabana
- Private (tandem) parking garage for two cars

FINISHES

- Richard Meier selected Este Light Italian Travertine
- Custom Boffi high lacquer finish kitchen cabinets designed by Richard Meier
- Richard Meier custom-designed Corian countertops with seamless monolithic sinks
- Kitchens with appliances by Miele
- Sub-Zero refrigerator, wine storage and up to 5 burner gas cooktop
- Bathrooms with fixtures, fittings and accessories by Duravit, Toto, and Dornbracht



THE TEAM

Richard Meier & Partners Architects LLP

Richard Meier & Partners is led by Richard Meier and five partners, who sustain an international practice with offices in New York and Los Angeles. Since establishing his office in 1963, Richard Meier’s work has encompassed major cultural and civic commissions as well as private residences and corporate and academic facilities. He has received the highest honors in the field including the Pritzker Prize for Architecture, the Gold Medals of the American Institute of Architects and the Royal Institute of British Architects, as well as, the Premium Imperiale from the Japan Art Association. Richard Meier is best known for the Getty Center in Los Angeles, the Barcelona Museum of Contemporary Art, and the Jubilee Church in Rome.

His current work includes a condominium complex in Jesolo, Italy, a residential tower in Tel Aviv, Israel, two residential towers in Tokyo, Japan, two hospitality and commercial projects in Mexico, three residential projects in Taiwan, one hospitality project in South Korea, and private residences in Europe, Asia and North America.

Fort Capital

Fort Capital is a privately owned real estate investment management company based in Miami, Florida led by developer and entrepreneur Nadim Ashi. Through its managed funds, the company invests primarily in the South Florida and Caribbean markets, with a focus on highly differentiated properties that possess singular attributes and unique provenance. Managing partner Ashi and his executive team have decades of successfully honed real estate and investment experience with a risk-management focus. Fort Capital’s stakeholders are leading private investors and family offices from the US, Europe and South America.

Four Seasons

Since the opening of its first hotel in 1961, Four Seasons Hotels and Resorts has followed a path of innovation, expansion and dedication to exceptional quality. Now managing over 90 hotels in 38 countries, the Canadian-based company is distinguished by the hospitality industry’s highest standard of service, delivered with friendliness and reliable efficiency.

With over 30 years of residential experience, Four Seasons is an expert in property management—dedicated to maintaining longterm value and meeting the needs of the world’s most discerning residential clientele.

Joseph Dirand

Paris-based Joseph Dirand is an award winning architect and interior designer known for a unique ability to infuse light and space into his projects. His commissions include private residences, hotels and a broad array of fashion houses and designers, including Chloe, Pucci, Balmain, Rick Owens and Alexander Wang. His work is defined by his passion for light, proportion and order, and frequently incorporates pieces that feature an interplay between curvilinear, feminine shapes, and rigorous, unyielding materials like marble and granite. Mr. Dirand has been featured in French Vogue, Le Figaro, Financial Times, Wallpaper* and AD Collector. In 2010 Dirand won the prestigious Wallpaper* Best New Hotel Award for Habita MTY, Monterrey

Lee Mindel

Lee Mindel is a principal in Shelton, Mindel & Associates, an architectural firm providing complete architectural, interiors and product design services. The firm is the recipient of numerous awards for interior architecture.

Product design lines include collections for Knoll, Waterworks, Jack Lenor Larsen, V’Soske and Nessen Lighting. Architectural Digest has recognized SMA as one of the top 100 design firms of the last century. In 2005, Mr. Mindel was recognized as the Deans of American Design, and has also been inducted into the Interior Design Hall of Fame. He received his Master of Architecture from Harvard University in 1976 after obtaining his Bachelor of Arts, Cum Laude, with Distinction in Architecture, at the University of Pennsylvania.

KKAID

For more than two decades, Kobi Karp Architecture and Interior Design (KKAID) has been providing creative and innovative design solutions to renowned clients in the hospitality, retail and high-rise residential development community. KKAID’s clientele includes Hyatt, Hilton, Starwood, Club Med, Wyndham, The Related Group, Leviev Boymelgreen and Forest City Enterprises, among many others. To date, KKAID has participated in the completion of more than \$10 billion in commercial, residential and mixed-use properties

Coastal Construction Group

Coastal Construction Group, ranked in the top 100 construction management companies in the US, is one of the nation’s leading general contractors with more than \$1.2 billion in current projects. Coastal Construction Group specializes in hospitality, commercial, industrial and academic projects, and has delivered numerous world-class facilities to South Florida. With a distinguished roster of public and private clients, Coastal’s most recent work includes Miami Beach Edition Hotel, SLS Hotel on South Beach, St. Regis Resort and Residences Bal Harbour, Faena Hotel Miami Beach, Ritz Carlton South Beach, and Trump Royale Sunny Isles Beach

Louise Sunshine

Real estate sales and marketing doyenne Louise M. Sunshine established the Sunshine Group in 1986. Under her leadership, Sunshine Group became nationally recognized for its outstanding record in the pre-development planning, marketing and sales of premier new luxury residential developments and condominium hotels in major markets throughout the country, including New York, Florida, Connecticut, Las Vegas and California. Louise Sunshine serves as Chairman of Sunshine Select Worldwide and is a strong advocate of the value created by distinguished architecture.

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