





## LOBBY

No detail is spared in the Tower's three-story lobby where a glass-enclosed car observatory acts as its striking centrepiece. Designed with the finest finishes and elaborate furnishings sourced from around the world, the lobby features an attentive 24-hour concierge, security and valet service.





## RESTAURANT / BAR

A private restaurant with outdoor seating and a lounge bar overlooking the ocean, coupled with private wine lockers, further the all-inclusive environment where residents' every need are accounted for.





## SUNSET TERRACE

An innovatively designed sunset terrace complemented with twin oversized spa tubs showcases majestic twilight views and the impressive glass-enclosed car observatory which spans eight floors high.





## SPA / FITNESS CENTER

A state-of-the-art spa and fitness complex features an oceanfront exercise room equipped with cutting-edge machines, yoga room, massage treatment rooms, a hair salon featuring manicure and pedicure stations and a treatment room complete with Vichy showers.





## ENTERTAINMENT ROOM

A number of specialized multipurpose clubrooms for residents and their guests include a movie theatre with plush stadium seating, a game room featuring a four-car interconnected virtual racing simulator and virtual golf simulator which allows players to access golf courses around the world, just an elevator ride away. An oceanfront complete with a bar and catering kitchen is available for hosting grand milestones and other events.





POOL / BEACH

An elevated, lushly landscaped oceanfront terrace features a heated swimming pool with food and beverage service. Residents can take full advantage of the Tower's idyllic setting with beachside lounges located steps from the ocean.





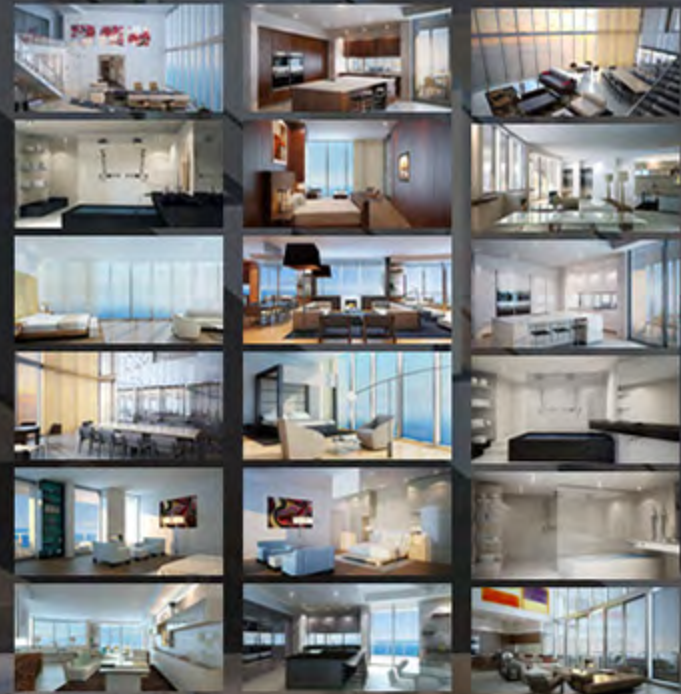
## INTERIORS

High speed passenger elevators transport residents to private landings and a new paradigm for living.

Exit the elevator directly into your apartment and you are immediately embraced by breathtaking panoramic views. Residents will experience interiors that are in harmony with the regional landscape and natural environment which lies just outside their unparalleled sky residence.

All residential lay-outs feature the finest European design finishes, along with exquisite European cabinetry. Superior elements in the kitchens and baths include Poggenpohl kitchens, Dornbracht fixtures and Miele appliances; as well as Toto automatic toilets featuring integrated bidet functions within the master bedrooms.

The soaring two story units feature private interior elevators, a distinctive detail that further enhances the fusion between design and function.





## EXTERIORS

Typically reserved for only the most elite of penthouses, Porsche Design Tower Miami affords its residents a new dimension in outdoor living. Most residences feature balconies from 800 to over 1,600 square feet, allowing for a true outdoor lifestyle, in complete privacy.

Almost all of the balconies are equipped with private pools and summer kitchens, creating a luxurious outdoor living environment which enables residents to enjoy relaxing pleasures 365 days a year.

These expansive, functional exterior terraces showcase Porsche Design Tower's maximization of living space.

An experience playing with functionality and emotion guaranteed to exceed your every desire.





## CAR ELEVATOR

Unsurpassed technological innovation is your entry key.

Upon being scanned at ground level, drive your vehicle onto a 'turntable' and turn off the engine. The turntable aligns the vehicle with a car lift and as the lift opens, a robotic arm pulls the vehicle into one of three glass car lifts. Enjoy your quick, exhilarating ride home.

The utmost level of privacy is afforded. You are in control. Your vehicle is self-accessible, allowing you the freedom of entry and departure without notice. A level of privacy never afforded before.

And although the automobile lift is one of the main features in the high rise condominium, valet is at your disposal. You may opt to have your vehicle transported in the car lift, while you travel in a passenger-only elevator directly to your home.





## GLASS GARAGE WINDOW

### Functional Art

The Porsche Design Tower team agrees that the development of the automobile is an example of art meeting function. We anticipate that our buyers will feel the same way.

And to that end, nowhere in the world does art meet function in the same way. In most units, a glass window between the living quarters and the sky garage allows residents to enjoy viewing their vehicles from the comfort of their homes.

Preserving your mobile art is a phone call away. Recognizing that most residents have homes throughout the globe, you can rest assured of your vehicle's care. A specialized Car Concierge will assist with regular maintenance, tire rotations, washing, and other services. We hold our automobiles in as high regard as our homes.





## DESTINATION: ELEGANCE

Nestled between sophisticated Bal Harbour, and elegant Aventura lies the intimate seaside community of Sunny Isles Beach, South Florida's new address for Engineered Luxury – Porsche Design Tower Miami P'0001.

Surrounded by spectacular views of the Atlantic Ocean and the Intracoastal Waterway, this exclusive location embodies a new definition of luxury, comfort, and convenience. With two and a half miles of gorgeous sandy beach for your backyard, and the most sophisticated restaurants and nightspots in the world as your playground, this is the setting for a new kind of lifestyle, where your options extend as far as the ocean views outside your window.

Indulge in one of the finest and most recognized high-end shopping destinations in the world, gourmet dining, exclusive nightspots, as well as world-class art galleries and museums. Your private oceanfront paradise is conveniently located twenty minutes away from Miami International and Fort Lauderdale Airports.





## HERITAGE

Professor Ferdinand Alexander Porsche, grandson of the original founder of the Porsche company, was always interested in the unusual. And this fascination brought him success. He designed the Porsche 911, a car which not only became a design classic but also typified what a sports car really is. However, it is just one example of the many timeless objects Professor F.A. Porsche designed throughout his career, all of which are based on a principle as simple as it is ingenious:

"If you analyze the function of an object, its form often becomes obvious."





## PORSCHE DESIGN STUDIO

In 1972, Professor F. A. Porsche founded the Porsche Design Studio and the luxury brand Porsche Design. Over the ensuing decades, the name "Porsche Design" has become synonymous with classic accessories, such as time-pieces, jewelry or writing instruments, as well as contributions to the world of fashion, the most notable example being the now-classic Porsche Design sunglasses from 1978 with their innovative interchangeable lens-mechanism.

Additionally, many industrial products, domestic appliances and consumer goods were developed for internationally renowned clients, all bearing the moniker; 'Designed by F. A. Porsche'.

The Porsche Design Studio creates unique products. Every detail conveys the company's engineering roots. The unique Porsche signature can be seen in the product's engineering, material selection and finishes. The result is a perfect combination of design and function. Well-engineered, innovative and pure. In short: Iconic Styles.





## MILESTONES

Since its foundation, Porsche Design has been developing classics acclaimed by individuals with the highest standards. Objects expressing a principle that the luxury brand still stands for today: technological excellence matched by a purist, yet outstanding design. Not only revealing the functional aspect of each object, but also touching an emotional chord as well.

The results are timeless products that have always been ahead of their time – and will continue to be so in the future.



Chronograph I  
First all-black chronograph



Pilot Glasses  
First glasses with  
lens-changing feature



Pipe  
With machine-milled ribs  
for thermal cooling effect



P'3110 Tec Flex Ballpoint Pen  
Stainless steel weave,  
borrowed from racing



P'6910 Indicator  
Only chronograph with mechanical  
digital stopwatch function



P'3210 Fragrance  
First fragrance  
from Porsche Design



P'5510 Bounce:S<sup>2</sup>  
With suspension system  
of metallic springs



P'9981 Smartphone  
Porsche Design Smartphone  
from BlackBerry®



## ENGINEERED LUXURY

Engineered Luxury – for Porsche Design, design and luxury engage into a very natural relationship. It represents the perfect combination of design, function, craftsmanship and the use of the finest materials. Products that restrict themselves to the essential, with no superfluous ornamentation or unnecessary frills.

With this signature style Porsche Design has shaped the world of luxury for the past four decades, creating timeless objects. From the world's legendary black watch to sunglasses and accessories which quickly became the constant companions for international celebrities.

These are iconic products that accompany whose function and design accompany their owners through everyday life.





## SHAPING OUR WORLD

Shaping the habitats of our friends and neighbours. Inspiring them and awakening new dreams. Advancing our own development. This is what has driven us throughout four decades.

Next Step: enhancing and expanding the living environments of our customers through engineered luxurious residences by Porsche Design.

Associating with renowned developers Michael and Gil Dezer of Dezer Development, Porsche Design has the support of visionaries who share our philosophy of perfect design. Developers of luxury oceanfront real estate that is more than an attractive investment. Properties which reinvent their environment from the ground up.

The result of this collaboration: exceptional architectural concepts. Timeless architecture, and the essence of our roots in automotive engineering.

In every design concept, car elevators play a central role. The idea: seamless transition between outer world and living environment. For expectations that go beyond exclusivity, to absolute singularity.

An exclusive collection of 132 oceanfront sky residences consisting of flats and double-height layouts. Expansive living balconies with sweeping ocean and intracoastal vistas. Floor-to-ceiling glass throughout, and every imaginable luxury within.

Porsche Design proudly introduces P'0001 – Engineered Luxury Meets Real Estate.





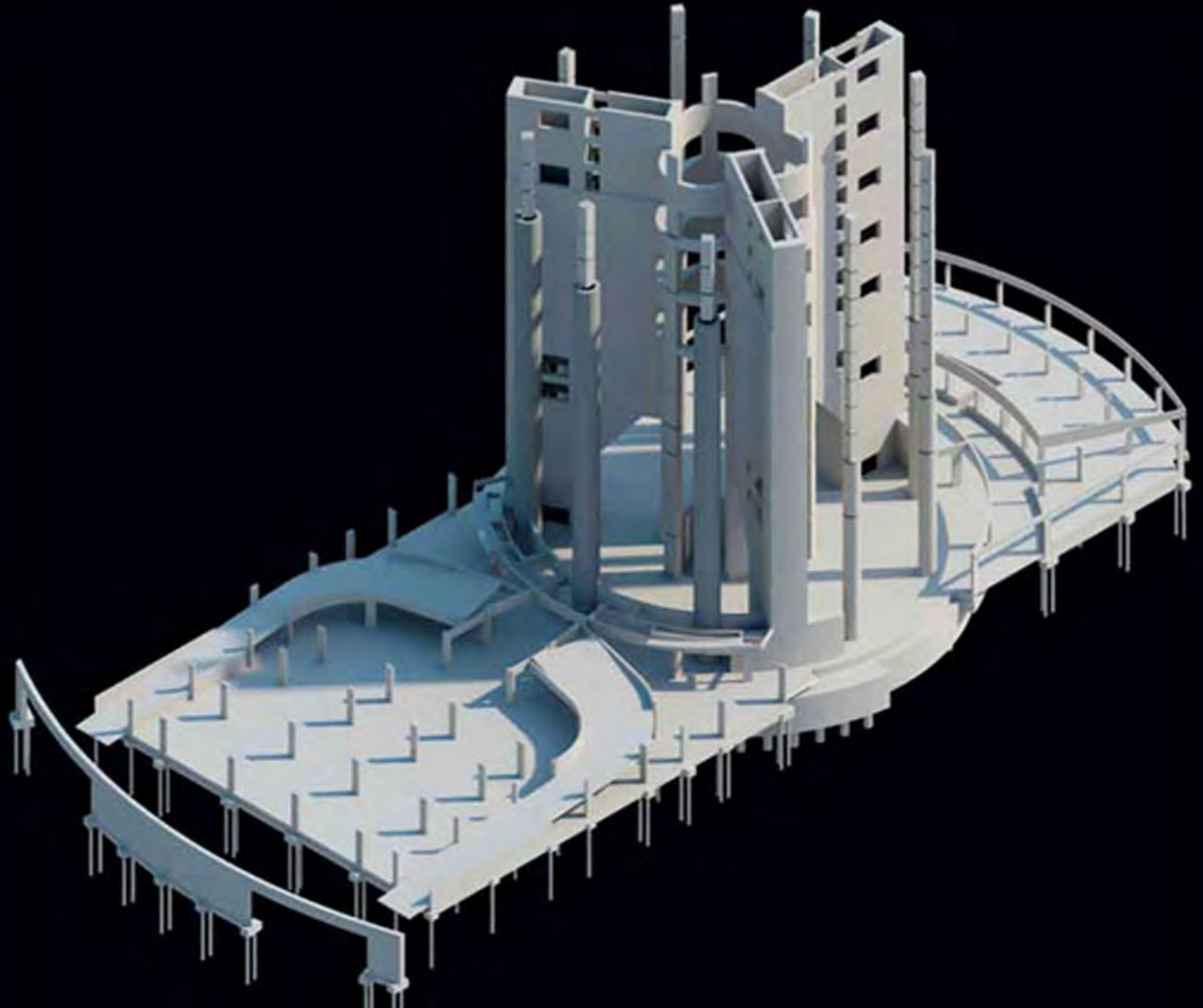
## INGENIOUS CYLINDRICAL DESIGN

Thoroughly engineered to maximize living. While affording unprecedented privacy, the ingenious cylindrical design promotes unobstructed views through expansive window frontage, as all exterior walls are glass.

An intelligent solution, every area has a function, and space is maximized for comfort and ease of access.

The main structure is in the center core, epitomizing strength, wind resistance and an unparalleled degree of safety.

This exclusive and iconic architectural design will be achieved through a collaboration with the award-winning and design-forward Sieger Suarez Architectural Partnership, a firm defined for its innovative approach.





## DEZER DEVELOPMENT

Dezer Development's real estate vision began with their pioneering efforts in the Chelsea neighbourhood of New York. Today their New York portfolio includes more than 20 commercial buildings and numerous commercial co-ops, including the Simon Dezer building on Fifth Avenue and the Chelsea Design Center. They encompass 1.3 million square feet. Dezer Development migrated south to the Miami Beach area in 1985 where they began purchasing oceanfront hotel properties.

Today, the Dezer's hotel holdings represent over 25 oceanfront acres and features properties such as the Trump International Beach Resort and Dezerland Beach Resort and Spa.

In the late 1990's they began developing luxury high end residential projects directly on the ocean in Sunny Isles Beach. They partnered with Donald J. Trump of the Trump Organization, which led to the development of six separate towers within two unique projects – the Trump Grande Ocean Resort and Residences and Trump Towers. With over 2,000 residences in the Sunny Isles Beach market, Dezer Development is credited as a major player in the rebirth of this once quiet seaside town.

The Dezers are the Licensees of the Porsche Design Brand to build residential and commercial towers in the Americas, Bermuda, Bahamas, Caribbean and Russia.

## SIEGER SUAREZ

The Sieger Suarez Architectural Partnership celebrated its 40th-year Anniversary in 2012, as the premiere firm specializing in the diversified field of luxury high-rise residential, hotels, and mixed use design and development. Owned and managed by Charles M. Sieger and Jose J. Suarez, the firm has received a multitude of awards and both peer and community recognition for its outstanding work over the decades.

The Sieger Suarez Architectural Partnership is a quiet giant in the architectural arena. The firm has been distinguished through the years with innumerable awards, and is considered to be one of the most innovative, design-forward, comprehensive, one-stop architectural firms in the Southeast United States. Over the years, The Sieger Suarez Architectural Partnership has expanded to include EGS2 Corporation, a landscape architectural division.

The Sieger Suarez Architectural Partnership has a wide spectrum of project experience. Since its inception, the firm has designed in excess of ten billion dollars of residential real estate properties. The firm is one of the pioneers of the "floor through | see through" unit design, one of the most successful design concepts in the high-rise residential market, as well as private elevators, both of which have raised the bar of quality and expectations in luxury high-rise residences.

## PORSCHE DESIGN

Porsche Design continues innovation begun forty years ago when Professor F. A. Porsche established his very own design studio and the Porsche Design luxury brand, and started to create instant classics. Up to the present day all the brand's products follow Professor F. A. Porsche's design philosophy: "if you analyse the function of an object, its form often becomes obvious".

It is a credo which is more advanced than the idea of form follows function: In the ideal Porsche Design world, form and function are equal. One doesn't work without the other, but also: one doesn't follow the other.

Porsche Design has remained true to this idea, with great success: Until today the company has been recognised with more than 140 national and international awards such as the Red Dot award, Chicago Athenaeum Good Design award and iF Design award.