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## **Related Group develops and previews \$1.3 billion Icon Brickell**

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World-renowned designer and creative director for Yoo, Philippe Starck, arrived in Miami to preview the Icon Brickell, developed and built by Related Group chairman and CEO, Jorge Perez and Arquitectonica founding principal, Bernard Fort-Brescia.

The trio gathered with select media for guided tours of the \$1.3 billion dollar project and to discuss its architecture, design, amenities and service.

During a luncheon and conversation moderated by architectural writer Beth Dunlop, Starck shared the evolution of the whimsical, world-class concept and interior design created by his international residential design company Yoo, based in London, UK. In their inimitable style, Yoo touched on the inspiration for the lobby that creates a seamless line of color and context from outside through the yellow glass at the entrance and orchard of trees on the pool deck and 28,000 square foot spa with a Yoo inspired by Philippe Starck-designed theater, party room and treatment rooms.

Developer Jorge Perez highlighted his motivation for building his largest, bayfront property to date likened to the Time Warner Center of the Southeast. Sure to be noted as his legacy development, Perez further expanded on why and how art and design have become sought-after keynotes of his properties that have redefined the skylines of Miami and Miami Beach.

Additionally, Perez touted how ICON Brickell will offer residents and hotel guests a new level of personalized service through Viceroy Miami at Icon Brickell, a signature Kor boutique hotel with rooms and public spaces by star designer Kelly Wearstler.

Bernardo Fort-Brescia illustrated the novel challenges of creating the island-style sanctuary of three-encased glass towers that mark an imposing presence while situated on one of Miami's most unique locations; uniting Miami's two major metropolitan areas while providing stunning views of the Miami River, Miami Beach, Key Biscayne and Biscayne Bay.

Icon Brickell will also feature 5 places to dine including two bayside restaurants on the lobby level, a poolside café for a light bite to a Viceroy Signature restaurant to late night offerings at the exclusive rooftop sky lounge Club 50.

The international and Miami-based media then retired to the elevated pool terrace 140-feet above Biscayne Bay for a champagne toast to celebrate Miami's newest landmark.

Who are yoo?

yoo is an international design, marketing and branding property company enhancing quality and adding value to development projects in major towns and cities across the world.

The brand is represented by four core design teams - yoo inspired by Starck, Jade Jagger for yoo, wanders & yoo and the yoo design studio; all of whom increase sales value and sales velocity through market leading design, branded marketing and by maximizing media exposure.

Over the past nine years yoo has been working across the world with international partners on a variety of landmark buildings and large residential projects throughout Asia, Australia, Europe, North and South America and the Middle East. Currently yoo is involved in the development of more than 25,000 apartments valuing over \$10 billion.

## THE RELATED GROUP

Established in 1979, The Related Group is America's leading developer of sophisticated metropolitan living and the largest multi-family real estate development firm. Founded by Chairman Jorge M. PÃ©rez, The Related Group has earned a national reputation for its visionary design and development of luxury condominiums, mixed-use center and affordable rental properties - often in emerging or undiscovered neighborhoods. And since its inception, the privately-held company has built and managed more than 70,000 condominium and apartment residences in major markets throughout Florida. The Related Group's current development portfolio includes projects valued in excess of \$10 billion, with reported revenue of more than \$1.25 billion for 2007.

The Related Group builds for the way people live today - with functional living spaces and exceptional amenities. Its developments are often distinguished by groundbreaking partnerships with world-renowned architects, designers and artists to create residential developments that are truly urban landmarks. Its commitment to art, design and culture extends beyond its buildings into the community, through generous contributions and community support of arts and culture initiatives. Related was recently honored as the 2007 recipient of the prestigious Honor Award from the National Building Museum, given in recognition of our commitment to architecture and design excellence in new development.

## ABOUT ARQUITECTONICA ([www.arquitectonica.com](http://www.arquitectonica.com))

A full-service architecture, interior design and planning firm, Arquitectonica began in 1977 in Miami. Led by founders Bernardo Fort-Brescia, FAIA, and Laurinda Spear, FAIA, ASLA, the firm has evolved into a practice of over 500 employees. Well-known projects by the firm include the Westin Times Square and Bronx Museum of the Arts in New York, Festival Walk and the Cyberport Technology Campus in Hong Kong, the Hilton Americas in Houston, the Bank of Luxembourg Headquarters, Exaltis and the Microsoft European Headquarters in Paris, the Regent Shanghai Hotel & Office Tower and the China International Trust and Investment Company Headquarters in Shanghai, the International Finance Center in Seoul, the Dubai Four Seasons Resort, the Buenos Aires St. Regis Hotel, the Infinity towers in San Francisco, the Philips Arena in Atlanta and the AmericanAirlines Arena in Miami. Arquitectonica has a practice across the United States directed from regional offices in Miami, New York and Los Angeles. Arquitectonica's international practice is supported by European regional offices in

Paris and Madrid; Asian regional offices in Hong Kong, Shanghai and Manila; the Middle East regional office in Dubai; and Latin American regional offices in Lima and São Paulo. Affiliated companies: ArquitectonicaGEO ([www.arquitectonicageo.com](http://www.arquitectonicageo.com)), Laurinda Spear Products ([www.laurindaspearproducts.com](http://www.laurindaspearproducts.com).)

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