



# paramountbay

ENVISIONED BY LENNY KRAVITZ FOR KRAVITZ DESIGN INC

## THE VISION



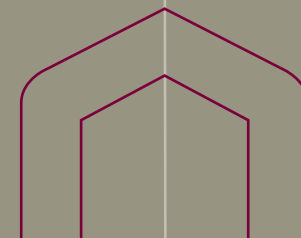
A perfect blend of refined city apartment and casual beach home, life at Paramount Bay is comfortable luxury.

Envisioned by Lenny Kravitz for Kravitz Design Inc., Paramount Bay's distinctive residential living experience represents the epitome of

refined cool, sophistication, pleasure and peace.

The grand 47-story architectural wonder, designed by Arquitectonica, offers spacious waterfront residences in a fresh, richly landscaped environment and is conveniently located close to the eclectic delights of Miami's popular Design District, Wynwood Arts District and Downtown.

Paramount Bay is your personal sanctuary, an ode to thoughtful design, distinguished by a lifestyle that is as much global as it is local.



## THE MAGIC CITY

Miami - nothing compares to it.

The city is a cosmopolitan melting pot of cultures, alive with an unparalleled energy. It is North America with a twist of the Caribbean, a slice of Latin America, and a dose of Europe all encapsulated into one fabulous place. Paramount Bay is situated in the heart of it all.

With its legendary beaches, trend-setting nightlife, cutting edge cuisine and exploding arts and culture scene, Miami is on the who's who list year-round. And family fun has no rival, with the pleasures of the outdoors making every day a vacation day.

Immerse yourself in the city that embodies the excitement of the sun and sea. Discover the magic that is Miami at Paramount Bay.

### **The Talk of the Town.**





THE MAGIC CITY





# THE VISION



Upon arrival, journey through an urban oasis of dramatically landscaped tropical gardens. Organized in tiers, the gardens create a gradual public to private transition, where intimate spaces enveloped in exotic foliage open to the iconic porte-cochère at the building's main entrance.

Paramount Bay redefines Miami living by blending resort-life with urban cool. A destination within a destination - located within the city's hottest neighborhood. Enjoy Miami like it has never been enjoyed before.





## THE NEIGHBORHOOD

This burgeoning community, known as the Biscayne Corridor, is full of life. You will love that the area offers top caliber arts and culture, sports, dining and nightlife opportunities, all in close proximity.

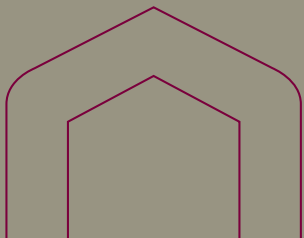
In your neighborhood, ballet, jazz, Broadway and beyond step on stage at the Adrienne Arsht Center. While next door, the American Airlines Arena brings not only Miami Heat basketball but also draws major concerts and entertainment.

Here, foodies have found their culinary paradise. Explore everything from gourmet menus by celebrity chefs, to casual dining and late night hot spots in Midtown Miami and beyond.

In the nearby Design District, you will find international boutiques such as Christian Louboutin, Maison Martin Margiela, Fendi Casa, and Tomas Maier to shop your heart out.

Just west, in the Wynwood Arts District, cutting edge art exhibits and gallery openings come with the territory. The internationally recognized Rubell Family Collection houses some of the most iconic works by contemporary artists, while at the Bakehouse Art Complex you can meet the city's hot young artists.

Remember, this is your canvas too. So paint it with your desires, whether it's for a fashionable night out, a quiet yoga Sunday on the water at Margaret Pace Park, or a quick trip across the causeway to lounge at Eden Roc Renaissance Miami Beach. Paramount Bay delivers a city scene unlike any in the world — a lifestyle you have always wanted.





# FEATURES & AMENITIES



## BUILDING FEATURES:

- Grand lobby with 30-foot high ceilings and individual elevator banks
- Lushly landscaped entrance plaza with fountain and iconic porte-cochère
- Grand Club Room equipped with a top-of-the-line kitchen and the latest entertainment systems
- Main pool deck with a 91-foot-long pool, featuring cabanas and outdoor games
- A second private sunrise waterfront pool
- Two-story 6,000-square-foot spa and fitness center with state-of-the-art equipment, including Wii Fit, sauna, steam and private treatment rooms
- Pilates Studio
- Shuttle service to Eden Roc Renaissance Miami Beach
- Business lounge featuring video conferencing and private meeting space
- Separate teen and children's area with live view webcams

- On-site car wash service
- Pedestrian streetscape with retail and outdoor café
- Wireless high-speed Internet throughout the common areas
- Building-wide fiber optic backbone allowing for the fastest Internet possible
- Valet and assigned covered parking
- 24-hour security with video surveillance
- Concierge/Butler
- Pet-friendly environment

## RESIDENCE FEATURES:

- Spacious open floor plans with 10-foot-high ceilings
- Full-length floor to ceiling glass walls, which allow for expansive panoramic views of Biscayne Bay and beyond
- Generous 8-foot deep private terraces with glass railings

- Stainless steel Wolf/Sub-Zero appliances
- Italian wood cabinetry and top-quality stone countertops
- Solid core entrance doors
- Chrome kitchen and bath fixtures
- Rain head and hand-held showers surrounded by frameless glass for open bay views\*\*
- Floating vanities with double vertical storage units
- Smart technology
- Large walk-in closets
- Complete laundry room with washer and dryer\*\*\*

\*\*Master only \*\*\*Select units only

## PENTHOUSE FEATURES:

- Garden-style terraces ranging from 700 to over 4,100 square feet
- Terrace with plumbing for an outdoor spa
- Miele built-in coffee system
- Stainless steel Wolf/Sub-Zero appliances with Sub-Zero wine cooler
- Living space for domestic employees



## TECHNOLOGY FEATURES:

- > Every residence includes an iPad 2 programmed with signature software that links you to Paramount Bay's array of services and amenities including valet parking, package tracking, restaurant and hotel reservations, and video calls to the concierge. Also accessible through iPhone & Android phones or through any web browser, you can manage your Paramount Bay Life from anywhere in the world.

## LIFESTYLE AMENITIES:

- > **Eden Roc Renaissance Miami Beach**  
Social Membership includes access to beach club amenities, multiple pools, restaurants and supervised activities for children at Camp Roc.
- > **Margaret Pace Park**  
A waterfront green open space, right on your doorstep, offers playgrounds, tennis, basketball, picnic tables, BBQ areas and more.

## BEACH CLUB

Two worlds, limitless possibilities... You possess a cool uptown sensibility, but sometimes you need to slip out of the city and onto the sizzle of the beach and into the soothing ocean. Living at Paramount Bay gives you the best of both worlds, with an exclusive Social Membership at the legendary and newly renovated Eden Roc Renaissance Miami Beach. Relax with this luxury resort's private beach club which includes beach access, watersports, pools, renowned restaurants and Camp Roc, providing supervised activities for children.

From warm sand under your feet, to the secluded sanctuary of your bayfront balcony, living at Paramount Bay makes it all vividly come to life.



OWNERSHIP

**ISTAR RESIDENTIAL**

One of the largest investors in luxury condominium, multi-family and master-planned residential developments throughout the United States, iStar Residential has financed and invested \$10 billion in residential projects since 1993. iStar Residential's portfolio has included interests in over 18,000 condominium units in the nation's top markets and 65,000 acres in master-planned communities with the potential for an estimated 50,000 single and multi-family units. The company's unique, fully-integrated platform extends from property entitlement and development to construction, bridge and long-term financing through asset servicing, property and portfolio management. iStar Residential is a division of iStar Financial, a \$9 billion finance and investment company focused on real estate and traded on the New York Stock Exchange under the symbol SFI.

[www.istarresidential.com](http://www.istarresidential.com)

SALES AND MARKETING

**FORTUNE INTERNATIONAL**

Founded by Edgardo Defortuna, Fortune International has raised the bar in high-end real estate throughout South Florida since 1983. In its brokerage division, Fortune boasts more than 1,000 real estate agents, 11 offices from Key Biscayne to Weston, and numerous international affiliates. Fortune International is the developer's choice for exclusive on-site sales, having represented some of South Florida's most successful projects with thousands of sales to date. The name Fortune International is synonymous with excellence and unwavering commitment to quality and service in the world of luxury real estate.

[www.fortune-network.com](http://www.fortune-network.com)

**ST RESIDENTIAL**

ST Residential is comprised of experienced real estate professionals who manage a public-private partnership between the FDIC and a group of esteemed private-equity investors. This consortium, which includes Starwood Capital, TPG, Perry Capital and WLR LeFrak, administers Corus Bank, N.A.'s nationwide condominium-construction project portfolio. They pride themselves on unparalleled attention to detail and superb customization in the communities they serve. Their goal is to be the standard bearer for luxury condominium projects across the country.

[www.stresidential.com](http://www.stresidential.com)

ARCHITECT

**ARQUITECTONICA**

Based in Miami and with offices in New York, Los Angeles, Paris, Hong Kong, Manila, Shanghai, Lima and Sao Paulo, Arquitectonica has emerged as a major full-service architecture, interior design, and planning firm throughout the globe. Founded in 1977, the firm received critical and popular acclaim almost from its inception, thanks to a bold and colorful modernism that was immediately identified in Miami's urban landscape. But rather than remaining the avatars of a regional style, principals Laurinda Spear and Bernardo Fort-Brescia have continued exploring and pushing the limits of their innovative use of geometry, pattern, and color to introduce a new brand of humanistic modern design to the world.

[www.arquitectonica.com](http://www.arquitectonica.com)

CREATIVE VISION

**KRAVITZ DESIGN INC**

Kravitz Design Inc was founded by Renaissance man and legendary music icon Lenny Kravitz in 2003. Focusing on residential, commercial and product design, the team encompasses a diverse group of creative professionals that have executed a variety of projects throughout the world. Kravitz Design Inc touts a portfolio of noteworthy ventures, with a range that includes chandeliers for Swarovski Crystal Palace Collection, the Florida Room lounge at the Delano for Morgan's Hotel Group and the two-story penthouse recording studio at the Setai Hotel and Residences, among others.

[www.kravitzdesign.com](http://www.kravitzdesign.com)

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