
THE SURF CLUB

HOTEL & RESIDENCES



The Surf Club — circ. 1930

INTRODUCTION

Set on eight acres of pristine Atlantic oceanfront on Miami Beach immediately south of Bal Harbour, The Surf Club Hotel and Residences combines the elegant, purposeful architecture of Pritzker Prize-winner Richard Meier with a unique provenance and history. The result – two 12-story residential buildings comprising 150 homes situated between the ocean and the bay, flanking an intimate five-star hotel – offers the opportunity to live on today's vibrant Miami Beach while enjoying the low-key elegance of a more gracious age.

Since its creation as a private social club in 1930, The Surf Club has played an important role in the cultural history of Miami Beach as a nexus for the most exceptional personalities of the era, from scions of industrial fortunes to the Duke and Duchess of Windsor, Winston Churchill, Frank Sinatra and Elizabeth Taylor. The original club's historical landmark structure, a Russell Pancoast-designed Mediterranean villa replete with ballrooms, bathing cabanas and the legendary Peacock Alley loggia, will be preserved within Meier's new architectural design.

With almost fifty unique configurations within the 150 residences, homes at The Surf Club have been meticulously designed to anticipate the needs of virtually any lifestyle.

Richard Meier's innovation and commitment to excellence is reflected in his work on both the exterior and interior architecture of The Surf Club Residences. Each home offers capacious living space and thoughtful features, with select homes that include private swimming pools, private elevator entries, interior tranquil gardens, ample designated parking and staff quarters. Every residence features a seamless integration of the indoor and outdoor living experience, making it possible to enjoy the abundant natural beauty of South Florida while preserving residents' privacy. With views stretching from Biscayne Bay to the Atlantic Ocean, each home is set against the ever-changing and luminous backdrop of a vast sky and expanses of water.

The Surf Club is pleased to incorporate other features that make the experience luxe and convivial. A sumptuous spa is integrated into the property, offering a broad spectrum of wellness, beauty and fitness experiences. Two noted restaurants – one casual, one for fine dining – are on site. A lush garden with gracefully designed landscaping spans the area between the property and the ocean, and an on-site international concierge for residents will be available around-the-clock to insure that any need is met swiftly and easily.

We look forward to welcoming you to The Surf Club Hotel and Residences, the most coveted address on Miami Beach.

9011 Collins Avenue, Surfside, Florida 33154



The Surf Club Hotel & Residences



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RICHARD MEIER RESIDENCES

Pritzker Prize-winning architect Richard Meier has designed the 150 residences at The Surf Club in almost 50 unique configurations, with each home seamlessly integrating the interior architecture with bay-to-ocean views, abundant natural light, outdoor living areas and unique elements that make life more relaxed and joyful.

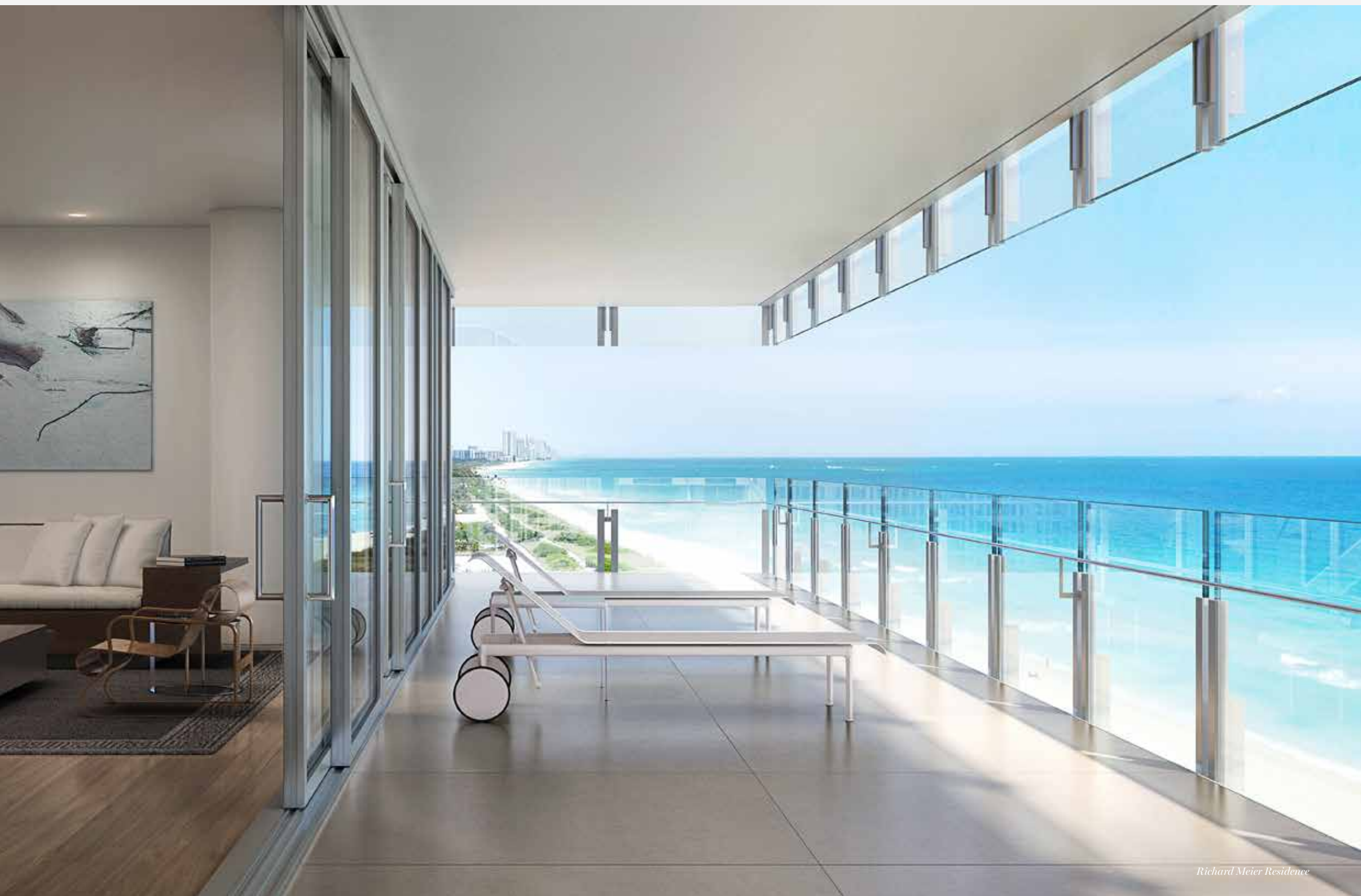
Ranging in size from 1,200 square feet to 8000 square feet, with floor-to-ceiling glass “walls” and up to 20-foot ceiling heights, The Surf Club residences also feature expansive balconies up to 12-foot deep that create outdoor living rooms separated from the interior spaces by broad sliding glass doors.

EACH BUILDING AT THE SURF CLUB HOTEL AND RESIDENCES FEATURES:

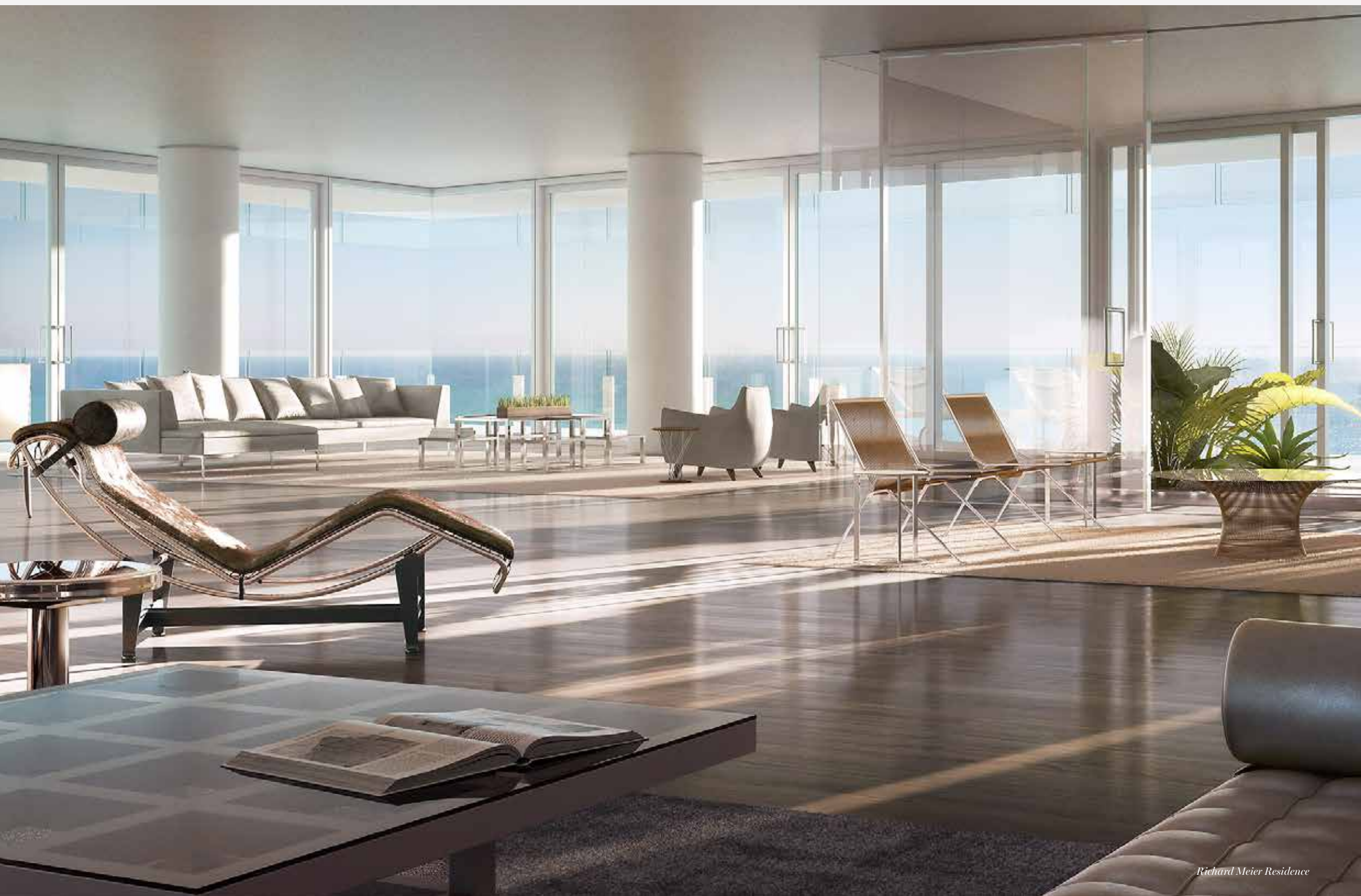
- Two swimming pools designated for residents only, set in a lush garden landscape
- Two fitness centers designated for residents only, fully equipped and bathed in natural light
- Access to a private 12,000 square foot health and wellness center with state-of-the-art fitness equipment, private training rooms and a dedicated yoga and Pilates studio, as well as a full-service luxurious spa with saunas, steam rooms, and treatment and relaxation rooms
- Ample, secure parking including self-park spaces, valet services, and a limited number of private locked garage spaces
- A round-the-clock staff, including concierge, housekeeping, valet, private pet grooming, car washing service, and a discreet security team to insure residents' safety and comfort
- Dedicated service elevators for staff and deliveries

ABOUT THE RESIDENCES:

- Numerous corner residences with endless views of Miami, Biscayne Bay, and the Atlantic Ocean
- Unimpeded vistas with sunrise to sunset exposure, and an open flow of space
- Richard Meier-selected finishes, materials, color palette, hardware and interior details
- Spacious master suites with two master baths and two dressing rooms with custom closets
- Expansive, thoughtfully conceived bathrooms with freestanding sculptural bathtubs
- Chef's kitchens with custom cabinetry, side-by-side refrigerator and wine storage, six-burner gas cooktop, true exhaust kitchen hood, dishwashers, and back-up power for cold storage
- Dedicated elevators with private vestibules
- Sound attenuating concrete party walls
- Multi-zone climate control systems
- Ultra-high-speed connectivity, allowing for video conferencing and integrated media systems
- Many residences offer staff quarters with private baths
- Service entrance
- Laundry room



Richard Meier Residence



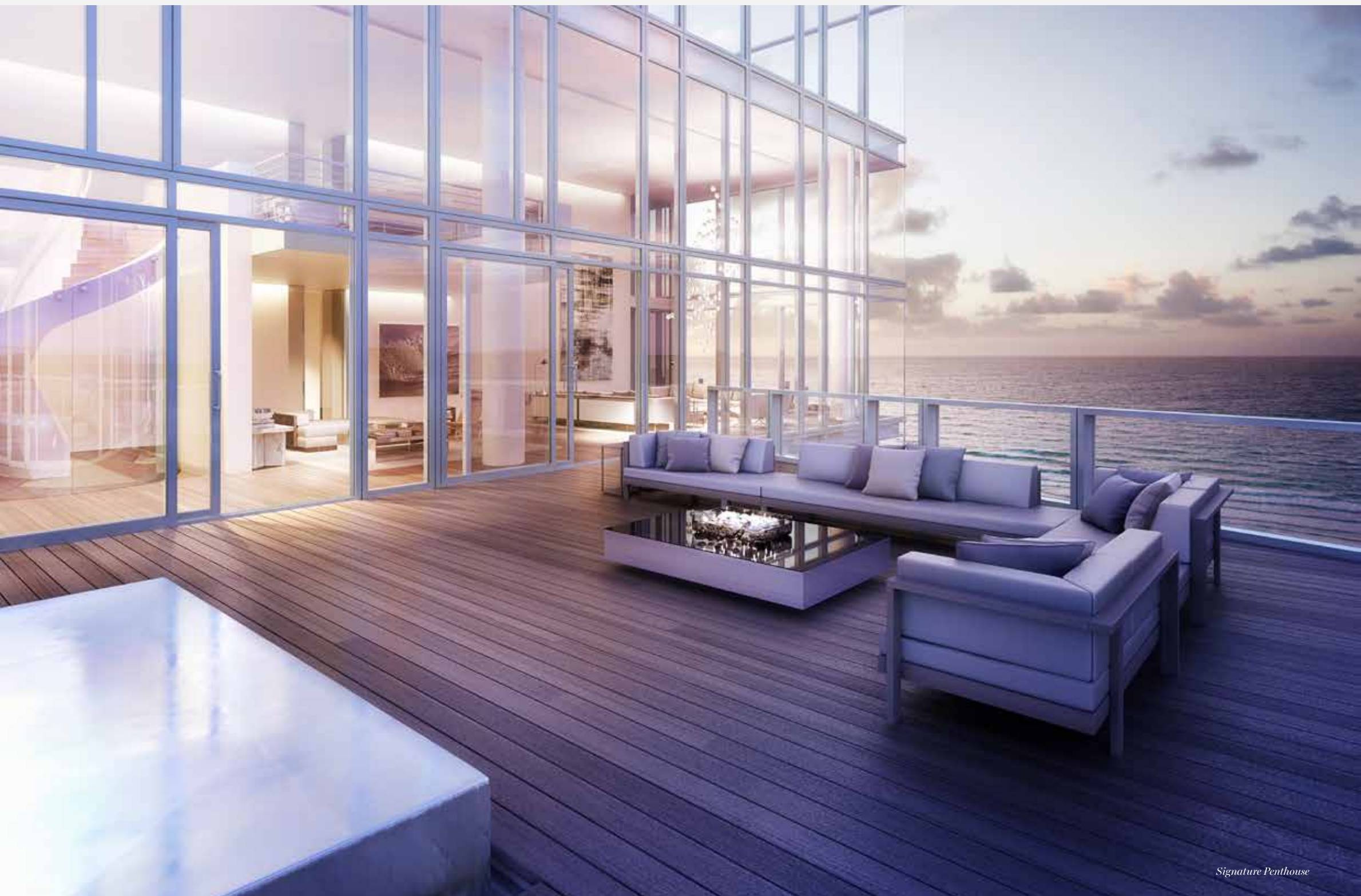
Richard Meier Residence

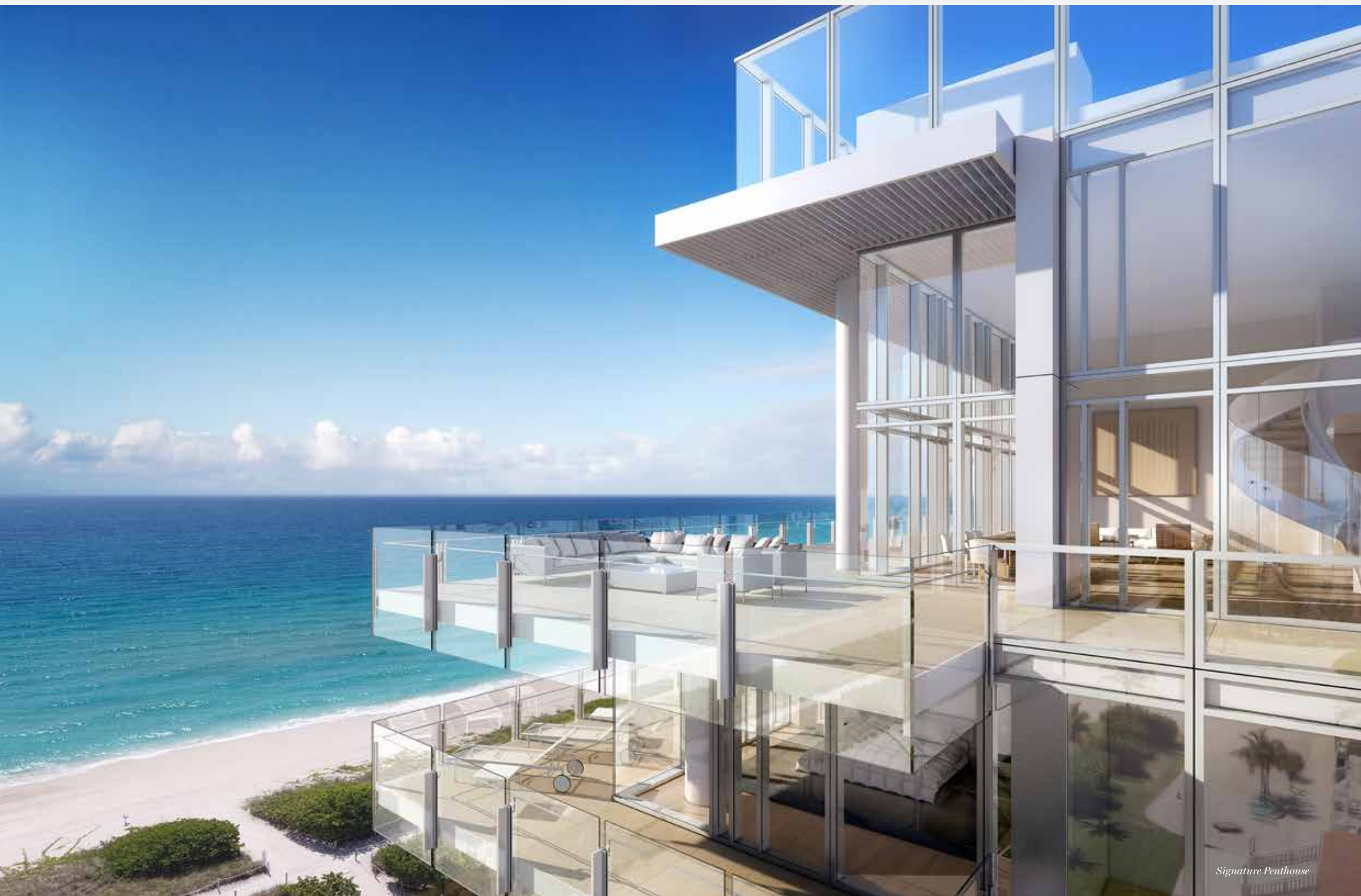
RICHARD MEIER SIGNATURE PENTHOUSES

Atop The Surf Club Hotel and Residences, Richard Meier has created 13 oceanfront Signature Penthouses — 5 two-story and 8 one-story private structures that offer original features and extensive private outdoor spaces.

A FEW OF THE SIGNATURE PENTHOUSE DETAILS INCLUDE:

- Personal consultation with Richard Meier to design and customize your Signature Penthouse
- Private landscaped rooftop terraces customized with outdoor kitchen, swimming pool, rooftop cabana, and landscaped garden, outdoor shower
- Ocean-to Bay master suites with a sitting room, two master bathrooms and two customized dressing rooms with closet systems
- Dedicated private beach cabana
- Up to 20-foot double-height, oceanfront living rooms
- Ample wall space for the installation of art
- Sculptural interior staircases, many with skylights
- Separate service entrance, service stairs and staff quarters with private baths
- All bedrooms feature en suite bathrooms
- Gallery foyers offering a gracious entrance with a beautiful volume of space, and water view
- Richard Meier selected finishes, materials, palette, hardware and interior details
- Expansive, thoughtfully conceived master bathrooms with sculptural bathtubs
- Oversize Chef's kitchens with custom cabinetry, side-by-side refrigerator and wine storage, up to six-burner gas cooktop, true exhaust kitchen hood, dishwashers, and back-up power for cold storage
- Ultra-high-speed connectivity, allowing for video conferencing and integrated media systems
- Solid hardwood interior doors
- Sound attenuating concrete party walls
- Multi-zone climate control systems
- Automatic shades integrated into glazing system





LEISURE PURSUITS

AN EXPANSIVE BEACH

With 815-feet of oceanfront beach and private bathing cabanas, the ability to enjoy the beauty of the sun, sea and breeze in an atmosphere of privacy is unparalleled on Miami Beach. A drinks and dining menu will be served on the beach, extending The Surf Club experience to the water's edge.

LUSH AND VERDANT GARDENS

Eight acres of meticulously landscaped gardens and courtyards, set about with palm groves, indigenous tropical plantings, follies, pools and fountains.

EXCLUSIVE MEMBERSHIP TO THE SURF CLUB

Along with ownership, residents will receive exclusive membership to the venerable and storied Surf Club, with its own suite of privileges and a limited membership.

WORLD-CLASS SERVICE

The Surf Club's five-star hotel will offer luxurious accommodations on an intimate scale, with plans for 80 guest rooms and five cabana suites designed in harmony with the property and offering impeccable service. Residents of The Surf Club will be able to use all of the hotel's services, from 24-hour room service, housekeeping and the international and multilingual concierge staff.

OPTIONS FOR PRIVATE ENTERTAINING

For residents who wish to entertain on a larger scale, in addition to the two notable on-site restaurants there is the Windsor Ballroom for large events and the Winston Churchill Bar for more intimate evenings.

FINISHING TOUCHES

Richard Meier has personally overseen every detail of the residences, and has created a group of signed limited edition Richard Meier Surf Club Collection pieces, which will be custom crafted and available exclusively to residents. These numbered pieces will include a communal table, a mobile bar kitchen, porcelain, flatware and glassware inspired by the almost infinite expanse of sky and water surrounding the homes.



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THE SURF CLUB HOTEL

The Surf Club Hotel will combine classic and contemporary design in 80 luxurious guest rooms and suites with beautiful vistas of the Atlantic Ocean and Biscayne Bay, a staff trained in attentive and personalized service, a pristine beach, a dedicated swimming pool, lush gardens, and amenities that marry a sense of place with a rigorous standard of excellence.

SERVICE

The service and discretion that has defined The Surf Club as America's premiere beach club has set the standard for The Surf Club Hotel. The Hotel's ambition is to create a level of individual and attentive service for each guest, and will incorporate individual butler service, personalized menus, and detailed guest profiles into a suite of services to make guests feel at ease and at home.

CUISINE

The Surf Club Hotel will partner with noted restaurateurs to offer both an elegant restaurant and a casual dining experience, with menus incorporating pristine local, organic and fresh ingredients in both innovative and traditional preparations.

WELL-BEING

The Surf Club Hotel will feature a 12,000 square foot wellness center with a full range of state-of-the-art exercise equipment, a program of cutting-edge fitness experiences, as well as private therapy rooms for holistic wellness and healing practices including massage and Ayurvedic treatments.

LEISURE

A sleek, infinity-edge pool with arresting views of the Atlantic Ocean will be bordered by exclusive private cabanas. A full staff will be pool-and beachside to fulfill guests' needs, whether for a leisurely day or a morning swim.

SHOPPING

Several carefully curated luxury boutiques will be open on site for guests' and residents' enjoyment and convenience.

THE SURF CLUB PRIVATE MEMBERSHIP

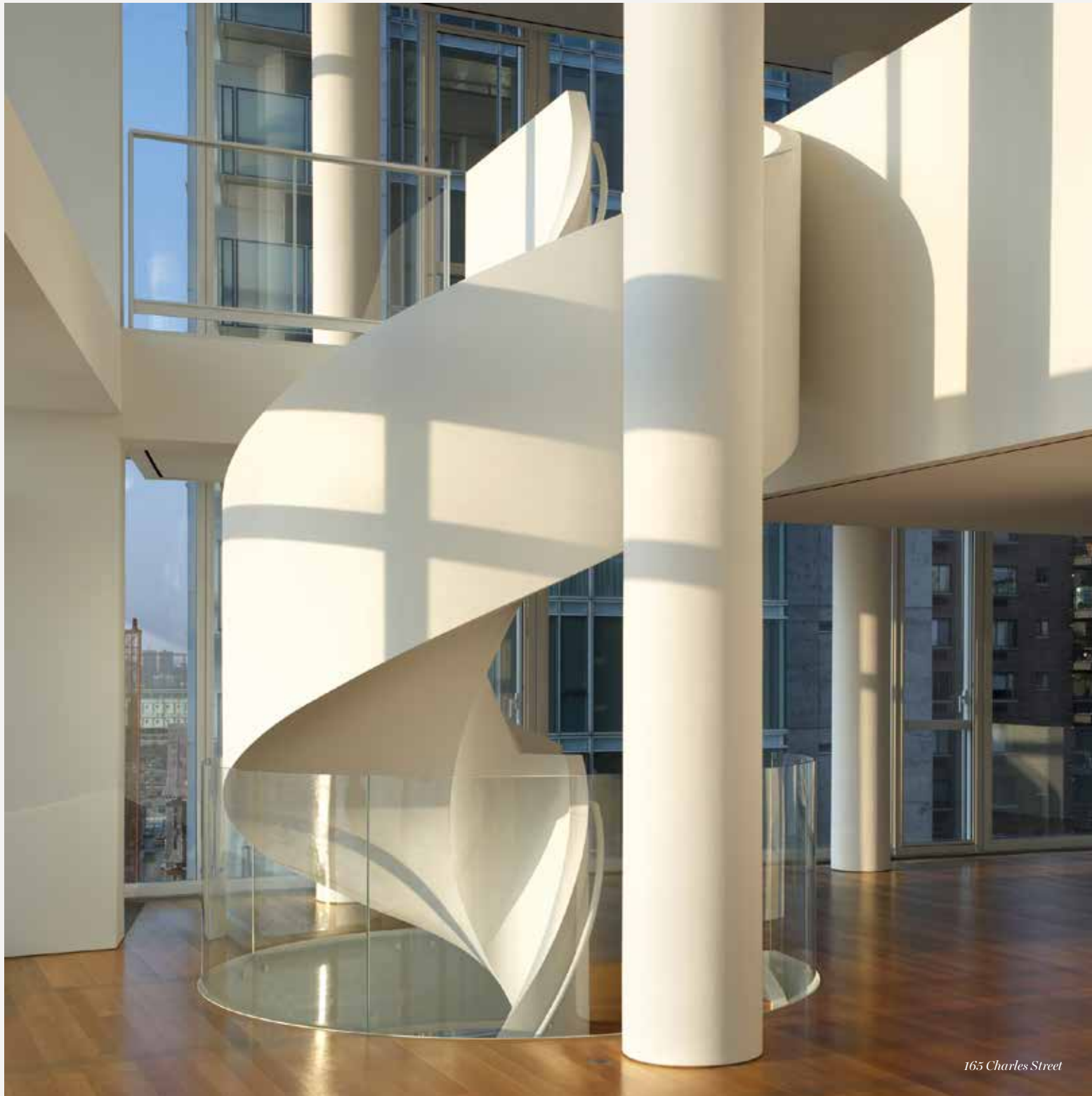
Since opening on New Year's Eve of 1930, the private, members-only Surf Club has set the standard for a gathering point for exceptional people, from the Duke and Duchess of Windsor, Winston Churchill, Frank Sinatra and Elizabeth Taylor to members of great industrial American dynasties. For more than eight decades, The Surf Club has combined creative events and extravagant amusements with the casual ease of a well-run beach club, complete with bathing cabanas. The original low-slung, Russell Pancoast-designed building will undergo a meticulous restoration and refurbishment to preserve its historical charm while augmenting it with additional features to allow curated cultural installations and exhibitions, private entertaining and members-only events beachside, pool-side, and in the storied and legendary Peacock Alley and ballrooms.



RICHARD MEIER & PARTNERS ARCHITECTS LLP

RMP is led by Richard Meier and five partners and sustains 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.



TEAM

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.

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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