



SOUTH FLORIDA

citybizlist

# Terra Previews Iconic Collaboration With The Opening Of The Eighty Seven Park Sales Gallery

*RDAI and Renzo Piano Building Workshop Bring World-Renowned Craftsmanship to Unprecedented Project*

**Terra**, in partnership with New Valley and Bizzi & Partners Development, proudly announces the opening of the Eighty Seven Park Sales Gallery. Located at 8701 Collins Avenue, where North Shore Park meets the Atlantic shores of North Beach, the glass enclosed Eighty Seven Park Sales Gallery mirrors the inspired project design conceptualized by Renzo Piano Building Workshop. Seamlessly blending the outdoors within, the poetically designed interiors of Eighty Seven Park by RDAI are brought to life in the sales gallery, allowing visitors to be fully immersed into the world of Eighty Seven Park.

"It is an honor to be working alongside some of the greatest talents our industry has ever seen," said David Martin, President of Terra. "I am beside myself walking through the elite craftsmanship that our Sales Gallery previews with every exquisite detail and am thrilled for followers of the project to be immersed into the world we have created."

The inspiration behind the Eighty Seven Park Sales Gallery will provide guests with a firsthand experience of what they can expect as a resident. Upon arrival, visitors are escorted through a scenic trellis leading to the sales gallery entrance. While traveling through the sundrenched trail, guests will have views of North Shore Park on one side and the Atlantic Ocean on the other, reflective of views from the expansive Eighty Seven Park balconies. As they approach the entrance, guests are able to view the beautiful interior design of the sales gallery through glass exteriors before ever stepping foot inside.

Recognized in Miami for the stunning design of the new Hermès flagship in the Design District, RDAI designed the interiors of Eighty Seven Park with a palette inspired by nature. They began planning the project's design, they collected a bag of items found in the natural landscape surrounding the project including interesting pebbles, shells, leaves, drift wood, sea grass and more. Every element of the interior design matches those found in the exteriors surrounding the property. The light oak flooring matches the color of the aged sea grape leaves, and Venetian terrazzo floors echo Miami's white sand beaches. The only color not matched was the sky, which through the project's floor to ceiling custom glass windows, becomes the canvas for the inspired interiors. All of these design elements are reflected throughout the interiors of the Eighty Seven Park Sales Gallery.



"The palette created for this project was inspired by the surrounding natural elements of North Beach," said Denis Montel of RDAI. "Capitalizing on the architectural vision of Renzo Piano Building Workshop, we wanted owners of this building to feel that they were one with nature from their first step inside."

Echoing the aesthetic of the project's residential lobby, the sales gallery will be adorned with a diverse tropical planting palette, recreating the feeling of a greenhouse "orangery" bringing the North Shore Park environment to the interiors. As they explore, the onsite butler will offer guests a variety of wines that will be available at the completed project's Enoteca, as well as freshly pressed juices that will be available to Eighty Seven Park residents at the property's private Fugo Bar. The Eighty Seven Park Sales Center will additionally be hosting a series of activities leading up to the project's 2018 completion that will be reflective of programming available to property residents by the Eighty Seven Park event coordinator.

"The inspiration behind the Eighty Seven Park Sales Gallery is about discovery," said Nasir Kassamali, Design Consultant for Eighty Seven Park. "From the state-of-the-art landscaping by West 8 to the materiality, the breadth of the area and the abundance of natural light— we are opening a window for guests to experience a taste of what's to come."

Eighty Seven Park is a private, luxury beachfront condominium located just south of the Surfside community at the absolute northernmost perimeter of Miami Beach. The landmark building, comprised of 70 units ranging from approximately 1,400 – 7,000 sf, will float atop two lush parks, with unobstructed views of the Atlantic Ocean. Developed in close collaboration with the Renzo Piano Building Workshop, RDAI in Paris, and West 8 in Rotterdam, Eighty Seven Park blurs the line between imagination and craftsmanship. All sales and marketing efforts for the project are exclusively being handled by Douglas Elliman Development Marketing. For more information, call (305) 834-4999 **or visit** [www.eightysevenpark.com](http://www.eightysevenpark.com).

### **About Terra**

Terra is an integrated development firm in South Florida focused on creating sustainable, design-oriented communities that enhance neighborhoods and bring people together. Led by Pedro and David Martin, Terra was founded in 2001 and is involved in all facets of residential and commercial development, including realty, mortgage, marketing and construction. The firm's portfolio includes luxury high-rises, single family homes, townhouses, retail shopping centers, office space and multifamily apartments, both in urban and suburban areas across South Florida. All told, Terra's current developments are valued at \$3 billion and total approximately half a million square feet of commercial development. Learn more at [www.terragroup.com](http://www.terragroup.com).



### **About Bizzi & Partners Development**

Bizzi & Partners Development is a global real estate firm with offices in Milan, New York, San Paolo, and Tallinn. Founded by Davide Bizzi in 2000, the firm's expansive portfolio of residential and commercial properties spans throughout Europe and the Americas with a focus on bringing market-leading, design-driven development into emerging and established locations. Bizzi's senior management team brings over a century of combined multidisciplinary experience to every facet of development, from design and architecture to finance and construction. The firm's current projects include an 88-story tower at 125 Greenwich Street in Downtown Manhattan as well as further collaborations with Renzo Piano on 565 Broome in New York's SoHo neighborhood, and Milanosesto: a 10 million square foot mixed-use project in Milan. Previous New York projects include the distinguished 400 Fifth Avenue and the recent office-to-condo conversion at 101 Leonard in TriBeCa.

### **About New Valley**

New Valley LLC is the real estate subsidiary of Vector Group Ltd. (NYSE: VGR), and maintains equity positions in numerous real estate investments including a broad portfolio of domestic and international projects in the U.S., the Caribbean and Europe. New Valley targets opportunities in high barrier to entry markets, with irreplaceable locations that generate strong risk-adjusted returns. New Valley's investment and development portfolio is comprised of apartments/condominiums, hotels, and land in Manhattan, Queens, Miami, Palm Springs, Maryland, Milan, Bermuda and St. Barthélemy. New Valley also owns 70% of Douglas Elliman, the largest residential real estate brokerage firm in the New York metropolitan area and fourth-largest in the U.S.

