

HYDE™  
SUITES & RESIDENCES  
MIDTOWN MIAMI



# UNWANTED

byplace:

byfashion:

byart:

bymusic:

Obtain the property report required by the Federal Law and read it before signing anything. No Federal Agency has added the merits or value. If any of the property, oral representations cannot be relied upon as correctly stating the representations of the developer. For correct representations, have reference to their brochure and to the documents required by Section 163.06, Florida Statutes, to be furnished by a developer to a buyer or lessee.





EVERYTHING  
YOU NEED  
NOTHING  
YOU DON'T

## PERSONALIZED FEATURES

### LOCATION

Miami's edgiest urban-hip neighborhood puts you at the white-hot center of culture. Entertainment surrounds you in every direction, from Hyde Midtown's exclusive amenities to destinations in the neighborhood just outside.

### FASHION+ART

Hyde Midtown takes inspiration from today's most provocative creators of fashion and art, making high design part of everyday life with eclectic and authentic amenity spaces for shopping, fitness, and entertainment.

### ARCHITECTURE

Stunning design envelops you inside and out. Curved, streamlined balconies provide the stage from which to enjoy city and water views in style.

### TECHNOLOGY

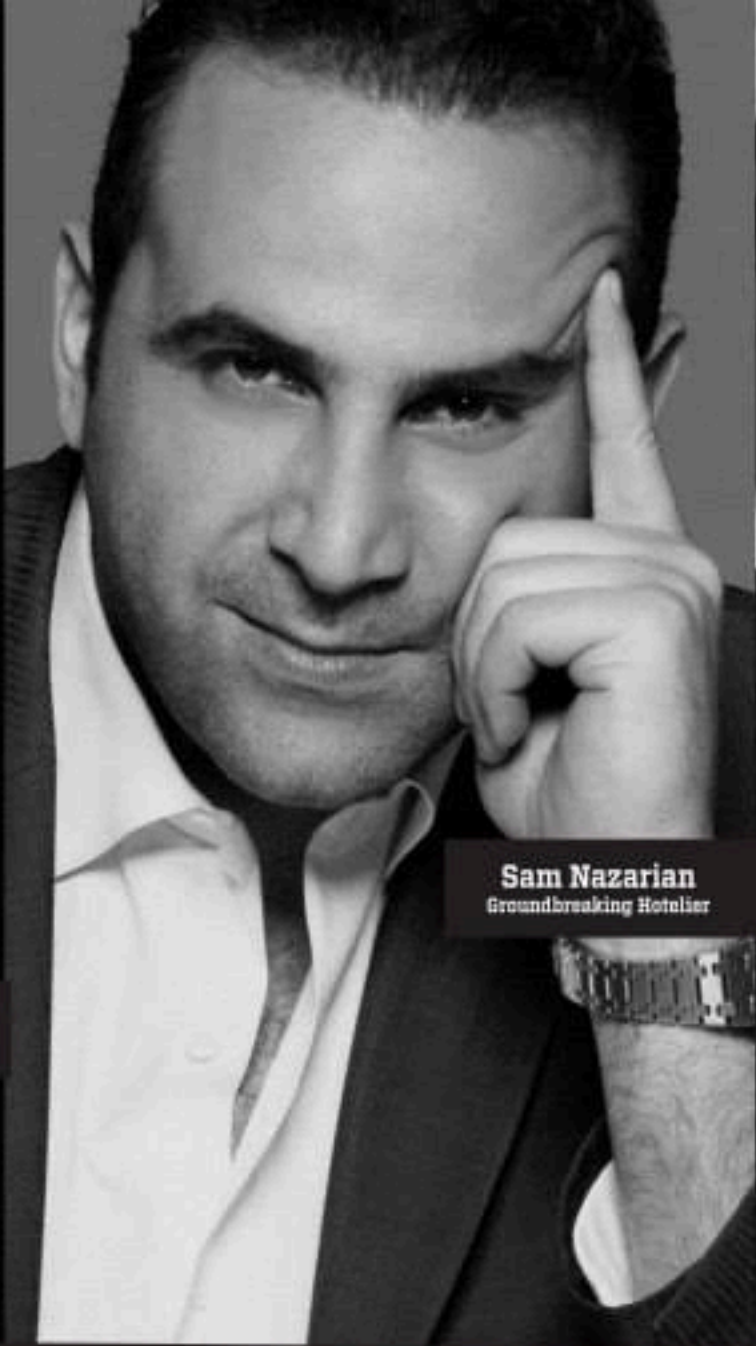
Customize your experience on demand with Hyde Midtown's tech-savvy approach to hospitality and residential living. Everything from services to style can be personalized via digital devices.



# UNITED AGAIN



**Jorge Pérez**  
Visionary Developer



**Sam Nazarian**  
Groundbreaking Hotelier



**David Rockwell**  
Design Genius

Hyde Midtown Suites & Residences is the brainchild of visionary developer Jorge Pérez, Chairman and CEO of The Related Group; groundbreaking hotelier Sam Nazarian, founder, Chairman, and CEO of sbe; and design genius David Rockwell, founder of Rockwell Group.



# THE RELATED GROUP

"Midtown is the only place to be if you want to live and play at the leading edge of Miami's next cultural transformation.

**Midtown Suites & Residences is the ultimate manifestation of that energy."**

**Jorge Pérez, Chairman & CEO of The Related Group**

Jorge M. Pérez is the founder, Chairman, and CEO of The Related Group, the nation's leading developer of multifamily residences. In August 2006, *TIME* magazine named Mr. Pérez one of the top 100 most influential Hispanic people in the United States.

Under his direction, The Related Group and its affiliates have redefined the South Florida landscape. Since its inception more than a quarter of a century ago, the firm has developed and/or managed more than 80,000 apartments and condominium residences. The Related Group is one of the largest Hispanic-owned businesses in the United States. In 2008, the company reported sales of more than \$1.4 billion. Its current portfolio represents assets under development of more than \$107 billion. Its premier portfolio of properties in South Florida includes One Ocean and Morse South of Fifth in South Beach and SLS Hotel & Residences and Brickell Heights in Brickell.

Mr. Pérez, who serves on the board of directors of the Miami Art Museum, spearheaded the capital campaign for its new Museum Park location in Miami's Bicentennial Park. He chairs the Miami-Dade Cultural Affairs Council and is a member of the University of Miami's Board of Trustees. Mr. Pérez has received numerous awards from domestic and international organizations for his professional and philanthropic achievements.



ICON BRICKELL



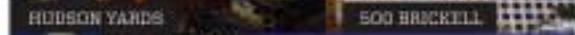
50 BISCAYNE

APODÉE



HUDSON YARDS

500 BRICKELL



ICON VALLARTA



MURANO GRANDE



ONE OCEAN

ICON BRICKELL



# DEZER DEVELOPMENT

**"We are very proud to be involved in this project. We believe in the long-term continued success of the Midtown area. Every great neighborhood needs an amazing lifestyle destination. And the ability to live in this building with hotel services will be a Midtown experience second to none."**

**Gil Dezer, President of Dezer Development**

Gil Dezer is President of Dezer Development, which was founded in 1970 by his father, Michael Dezer, a creative and innovative real estate visionary. Over the past 45 years, the company has grown to encompass unique and strategic holdings in New York, Florida, and Las Vegas.

In 1995, the Dezers began to acquire oceanfront hotel properties in South Florida. Today, they are the largest owner of oceanfront property in Sunny Isles Beach, with just over 27 oceanfront acres. The Dezer's investment is arguably one of the largest holdings of beachfront property developed in the state. The renowned father and son team are credited as major players in the rebirth of Sunny Isles Beach, having developed nine luxury high-rise residential and condo-hotel developments through unique partnerships with marquee lifestyle brands.

Generating an unprecedented response from a broad range of local, national, and international buyers, the prolific developer has successfully sold over 2,700 units and generated over \$36 billion in sales.

In addition to their Miami Beach properties, the Dezers have significant holdings in New York. Their portfolio encompasses more than 20 properties with over one-million square feet.



PORSCHE DESIGN TOWER



TRUMP PALACE & TRUMP ROYALE

TRUMP TOWERS



TRUMP ROYALE



TRUMP INTERNATIONAL BEACH RESORT





# ARQUITECTONICA

**"The architecture of Hyde Midtown puts a new icon in the sky and offers residents and guests some of the most exciting outdoor dining and entertainment spaces Miami has seen to date."**

**Bernardo Fort-Brescia, Founding Principal of Arquitectonica**

Arquitectonica is a Miami-based firm with multiple offices across North America, Latin America, Europe, Asia, and the Middle East. Founded in 1977, it is led by Bernardo Fort-Brescia and Lucinda Spear.

Its work — which includes mixed-use developments, resorts, hotels, luxury condominiums, schools, universities, and museums — has been featured in leading design and business publications including *Architectural Record*, *Progressive Architecture*, *Time*, *Fortune*, *Adweek*, and *Domus*. Its designs have also been exhibited in major museums across the world. In 2004 Bizzini Press published a monograph on the firm's work.



ORCHARD SCOTTS



REGALIA



ICON BRICKELL



SAI WAN TERRACE



SLS SOUTH BEACH



HYDE SOUTH BEACH



BEVERLY HILLS



THE BAZAAR



SLS BRICKELL

# SBE

**"At sbe we celebrate individuality, authenticity, and creative genius ... Hyde Midtown brings extraordinary design and service into a tech-savvy environment where residents and guests can personalize every detail of their experience."**

**Sam Nazarian, founder, Chairman, and CEO of sbe**

With an uncompromising entrepreneurial instinct and personal style, she founder, Chairman, and CEO Sam Nazarian has been a transformative force in contemporary hospitality. In only a decade, Nazarian has defined "the scene" in Los Angeles and beyond, driving sbe to become the creative wellspring for some of the world's most sought-after luxury lifestyle brands in North America, including SLS Hotels, Katana by Stark, The Bazaar by José Andrés, and Hyde Lounge.



# DAVID ROCKWELL TURNING DREAMS INTO SPACES

Every space within Hyde Midtown is a dream brought into reality by the design genius of David Rockwell. It is a celebration of the essence of this particular place — its unique light, color, vibe, and texture.



W HOTEL UNION SQUARE



ACADEMY AWARDS KODAK THEATRE



ANDAZ WALL STREET



AMES HOTEL



"Hyde Midtown is inspired by the unique fusion of art, fashion, and music that makes Midtown the most creatively dynamic neighborhood in Miami today."

David Rockwell



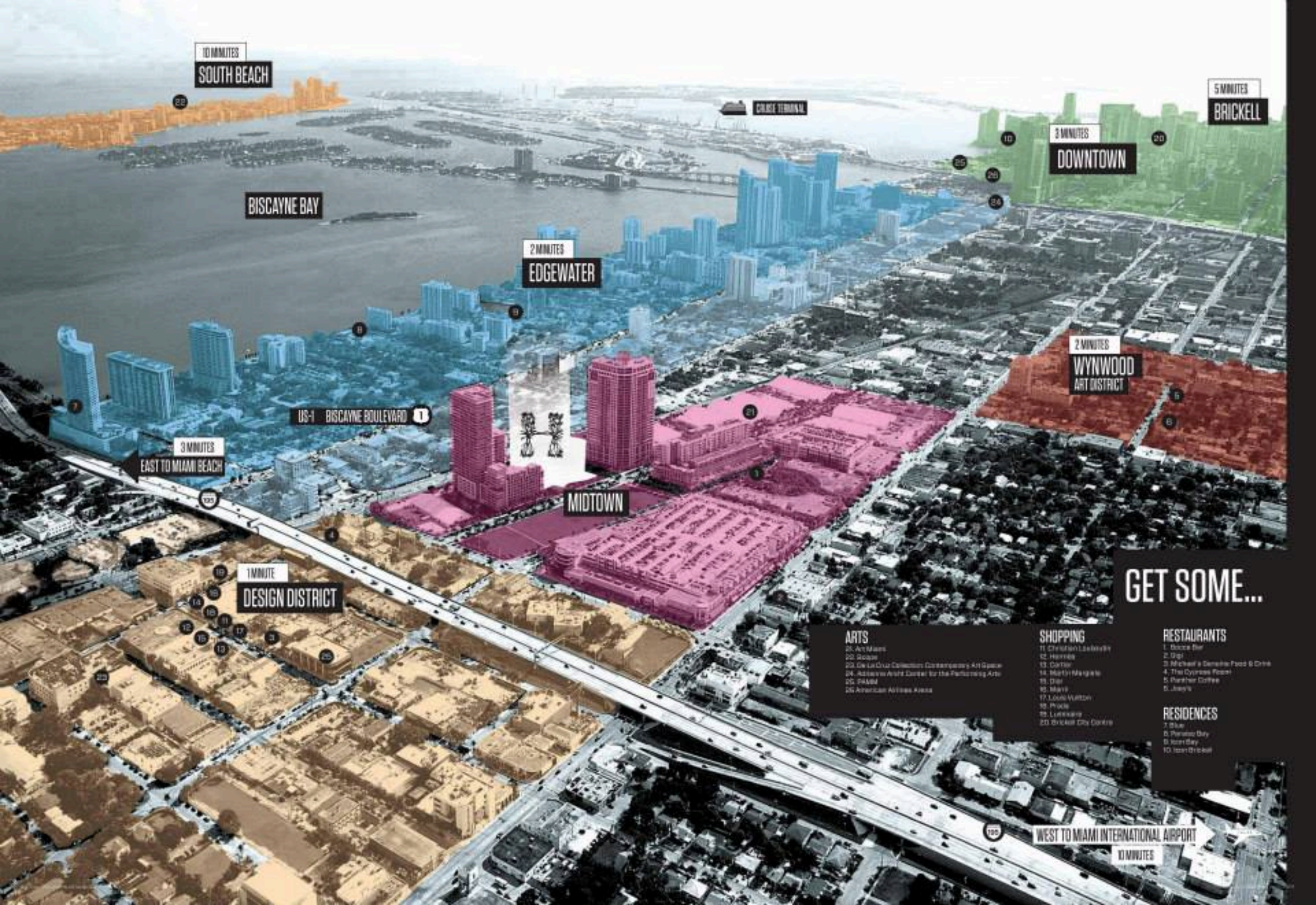
DISCOVER WHAT'S LOCAL

# ALL ABOUT THE STREETS

OUR VIBRANT NEIGHBORHOOD

Step out of Hyde Midtown and find design stores and fashion houses that set the standard for style that's globally renowned and locally relevant.





10 MINUTES  
SOUTH BEACH

5 MINUTES  
BRICKELL

3 MINUTES  
DOWNTOWN

BISCAYNE BAY

2 MINUTES  
EDGEWATER

2 MINUTES  
WYNWOOD  
ART DISTRICT

US-1 BISCAYNE BOULEVARD

3 MINUTES  
EAST TO MIAMI BEACH

MIDTOWN

1 MINUTE  
DESIGN DISTRICT

GET SOME...

**ARTS**

- 25. Art Miam
- 22. Garage
- 23. De La Cruz Collection Contemporary Art Space
- 24. Adrienne Arsht Center for the Performing Arts
- 25. PAMM
- 26. American Alliance Arena

**SHOPPING**

- 11. Christian Lacroix
- 12. Hermès
- 13. Cartier
- 14. Martini Margaris
- 18. Dior
- 19. Marni
- 17. Louis Vuitton
- 16. Prada
- 15. Loro Piana
- 20. Brickell City Centre

**RESTAURANTS**

- 1. Bocca Bar
- 2. Digi
- 3. Michael's Genuine Food & Drink
- 4. The Cypress Room
- 5. Panther Coffee
- 6. Joey's

**RESIDENCES**

- 7. Blue
- 8. Palazzo City
- 9. Icon Bay
- 10. Icon District

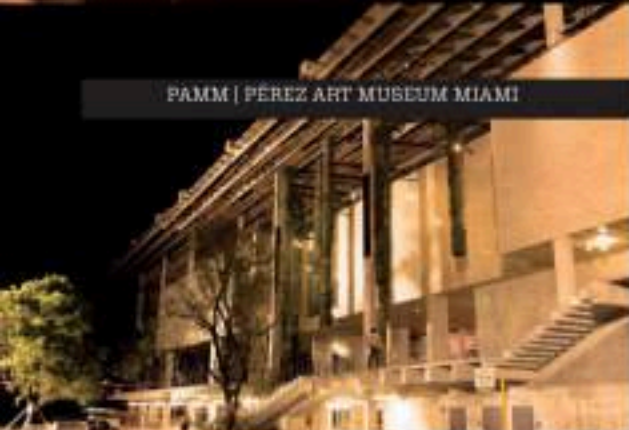
WEST TO MIAMI INTERNATIONAL AIRPORT

10 MINUTES





ADRIENNE ARSHT CENTER FOR THE PERFORMING ARTS



PAMM | PÉREZ ART MUSEUM MIAMI



# ENTERTAINMENT WITHIN REACH

From contemporary dance and classical concerts to chic new museums designed by the architectural stars of our time, Miami feeds the imagination with arts and entertainment destinations that just can't stop getting better.



NEW WORLD SYMPHONY



AMERICAN AIRLINES ARENA





AROUND THE CORNER

# ART & FOOD... ANYBODY?

OUR MIDTOWN CULINARY TOUCH

The hippest chefs and restaurateurs make Hyde Midtown and the surrounding area a culinary destination with a menu of choices unlike any other. Walk along streets featuring provocative urban art and find a wide array of options, including Gigi's, Sugarcane, the Cheese Course, Bocce Bar, Salumeria, Cypress Room, Michael's Genuine, Harry's Pizzeria, Mandolin, Joey's, and more.







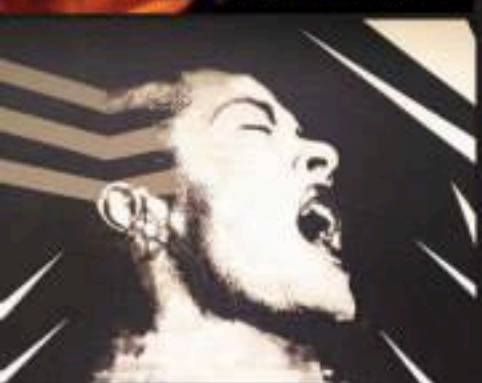
GIARDINO WATER FEATURE - MIDTOWN



RENTALS - DESIGN DISTRICT



BARBET BAR AND LIVE MUSIC - MIDTOWN



IL AGANEO GALLERY - WYNWOOD ART DISTRICT

BUILDING SIGNAGE - DESIGN DISTRICT





# WITHIN WALKING DISTANCE

Dedicated to innovative fashion, design, architecture, and dining experiences, the Miami Design District is the epicenter of avant-garde living in South Florida.

ARMANI/CASA

CÉLINE

GUCCI

BVLGARI

Cartier

BALTUS

D&G

BOSS  
HUGO BOSS

PRADA

LV  
LOUIS VUITTON

MARC JACOBS

BB  
ROBERT BERRY FASHION



SCOTCH & SODA  
AMSTERDAM COUTURE

Christian  
Louboutin

VERSACE

HERMÈS  
PARIS

YVES SAINT LAURENT

FENDI

CASA

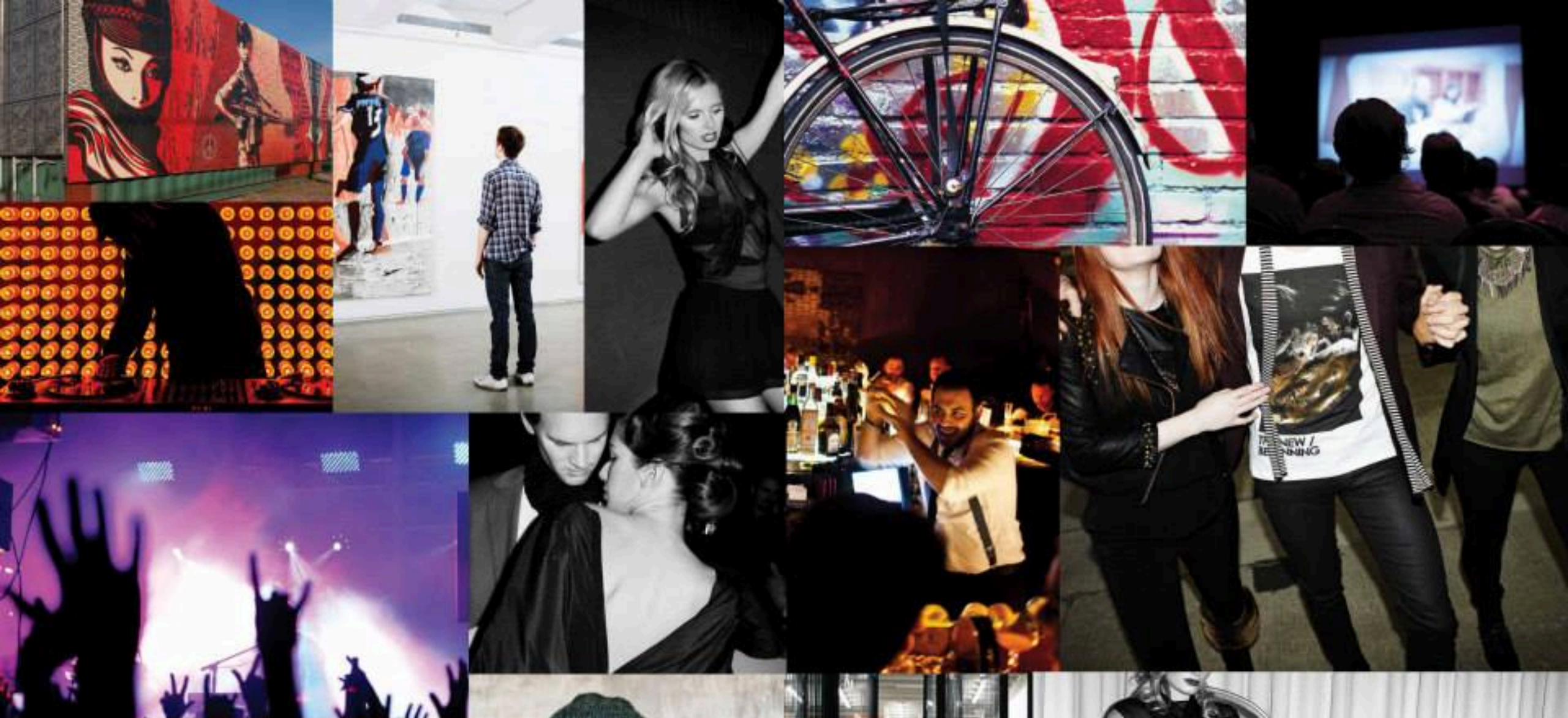
TOM FORD



Surrounded by the finest brands in interiors, furnishings, fixtures, art galleries, clothing, and ahead-of-the-trend restaurants, the Design District will be the new capital of creative, connected, high-end residential living.



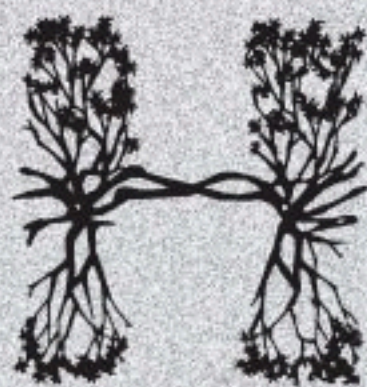




**HOT SHOPS COOL CULTURE:  
EXPLORE WHAT'S NEXT DOOR**

From globally renowned uber-luxury fashion boutiques to art galleries and fairs that only exist here, Hyde Midtown puts you at the center of cultural cool. Take a step in any direction and it's an all-day, all-night, all-year-round adventure into the authentic soul of the city.





thesuites:



# CONNECTED

to city:

to you:

to tech:

to context:



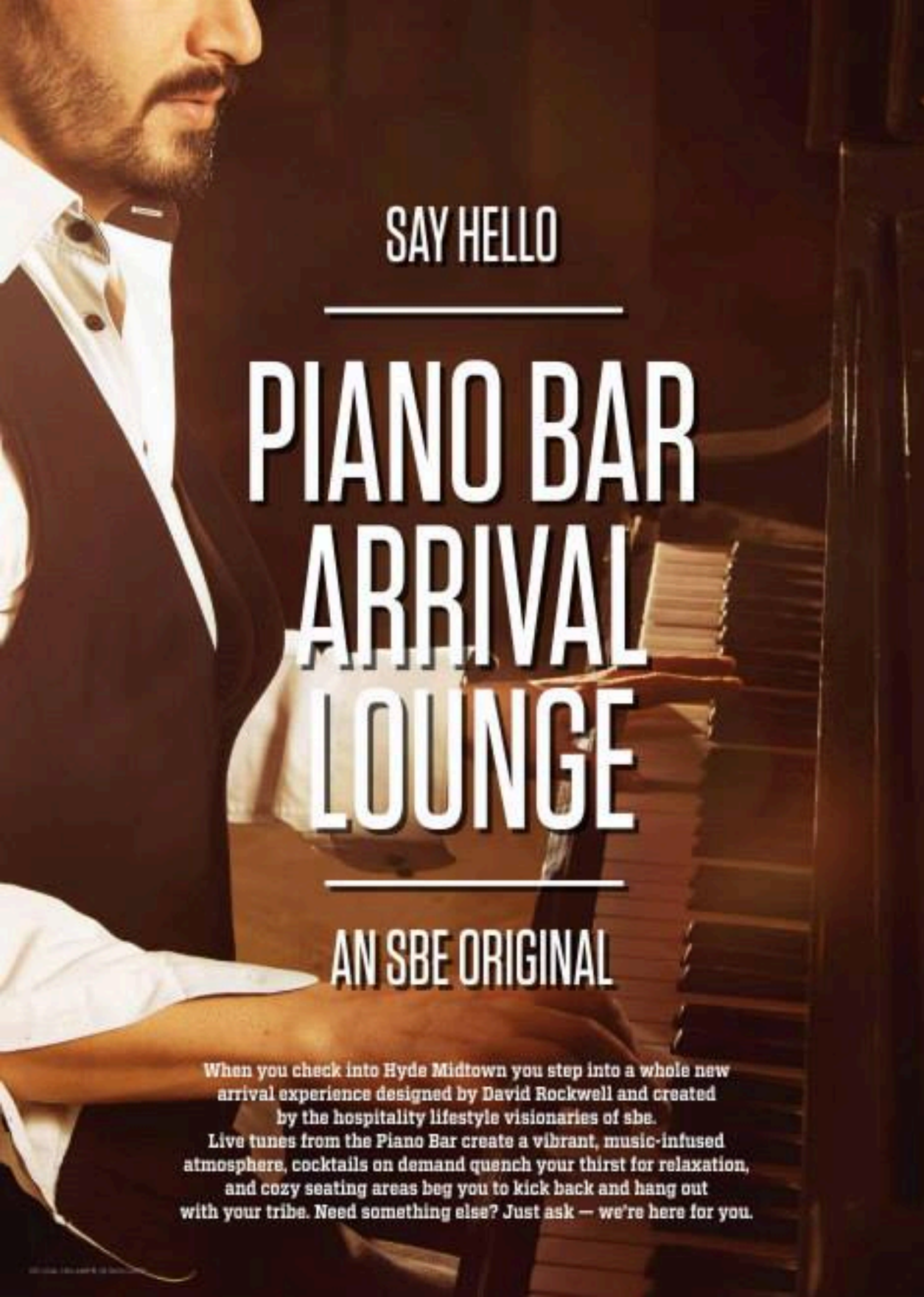


IMMERSIVE

EXPERIENCE

EXPERIENCE





SAY HELLO

# PIANO BAR ARRIVAL LOUNGE

AN SBE ORIGINAL

When you check into Hyde Midtown you step into a whole new arrival experience designed by David Rockwell and created by the hospitality lifestyle visionaries of sbe. Live tunes from the Piano Bar create a vibrant, music-infused atmosphere, cocktails on demand quench your thirst for relaxation, and cozy seating areas beg you to kick back and hang out with your tribe. Need something else? Just ask — we're here for you.





HYDE HOSPITALITY

# SERVICE ON DEMAND

(Y)OUR PERSONAL TOUCH

Virtual Concierge

LEED Certified for Conscious Travelers

Pet-Friendly & People-Savvy

Kiosk Check-In

Access Your Minibar on Demand

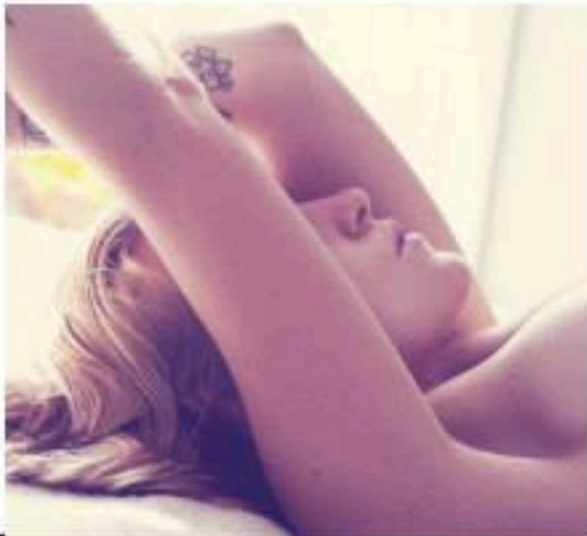
Design Your Amenities Wirelessly

## Hyde Midtown Suites Concierge Service

### SERVICES ON DEMAND

- We're proud to offer services with visual and audio (MP3) connectivity, HD translation, the public news, and a customizable service app for convenient access to on-demand services.
- Virtual check-in at digital and
- 24-hour valet parking
- 24-hour security service
- In-room dining service
- World-class concierge services
- Full-service business center with wireless high-speed internet access and visual expansion
- Private catering for meetings, banquets, and dinner parties
- Shopping and parking services
- Courtesy copies and exchange services
- Full-time maintenance staff
- Housekeeping on demand
- Dry cleaning and laundry services
- Morning/afternoon services
- Fleet maintenance
- Drive up/drop off
- Pet services
- Preferred dining and event tickets
- Doctor services
- Personal IT support assistance
- Traveler services
- Roomage per delivery





## HYDE MIDTOWN BUSINESS

Take care of business in our Hyde Midtown Business Center and Meeting Spaces. Fully equipped with convenient high-speed Internet access, sleek meeting rooms, and optional catering services, it's an easy and stylish place to focus your team on the priorities of the day. Teleconferencing and videoconferencing equipment connect you to team members all over the world and let you conduct business on the go.



## CONCIERGE ON DEMAND

Hyde Midtown's world-class personalized service is always available for your convenience. We can arrange for ground transportation, personal IT support and assistance, courier services, babysitting services, or preferred theatre and event tickets. The Hyde Midtown concierge service puts a wide array of help and experiences at your fingertips so you can make the best of your stay and enjoy everything Miami has to offer.

## CIEL SPA & FITNESS

Stay in shape in our state-of-the-art fitness center. You will find no shortage of choices with free-weight training, circuit training or cardio machines that enable the design of personalized workouts. Afterward, escape to recharge your spirit with pampering spa treatments. Ciel Spa lets you relax and renew under the expert attention of Miami's top massage therapists. Our comfortable massage beds take it to a new level of indulgence, allowing you to curate your music experience through Bluetooth and USB connectivity. The experience gets even better in the tranquil atmosphere of Hyde Midtown's herbal steam room.



## SBE COLLECTION

You're a welcomed guest at sbe's array of hotel, dining, and world-class nightlife venues throughout Miami, and across the country. Residents and guests enjoy VIP access to all Miami properties in the sbe collection, including SLS South Beach, The Raleigh, The Redbury South Beach and Hyde American Airlines Arena, and can indulge in special offers at all properties throughout the U.S.



## WINE AND DINE AT HYDE MIDTOWN

Whether it be 24-hour room service, a unique fine-dining experience, or a music lounge just to hang out in, Hyde Midtown surrounds you with delicious options. Hyde Midtown brings the best of Miami's inimitable style together with a tempting menu of exquisite culinary creations by our world famous chefs.



## HYDE MIDTOWN CONNECT

Enjoy the convenience of being able to connect to a wide array of services and information by way of our custom app, appropriately and seamlessly integrated technology throughout the public areas, guest rooms and residences. Listen to our curated podcasts, order room service through our app, or personalize your guest experience through our loyalty platform, all making your stay that much more gratifying and convenient.









theresidences:



# PAMPERED

by sound:

by sight:

by taste:

by touch:





HYDE RESIDENCES

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# GET HIGH ON HYDE

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THE BEST MIDTOWN  
HAS TO OFFER

Chic, stylish architecture in the coolest place in town. Feel the pulse of the city vibrate from Hyde Midtown, where luxurious amenities meet the convenience of hotel services at your doorstep — it's everything you need and nothing you don't.



HYDE INSIDE

# FRESH DESIGN PERSPECTIVE

STYLE COMES HOME

Wraparound terraces, spacious floor plans, and sleek interiors are the perfectly prepared canvas for residences that will take on the unique personality of their owners.



NO BOUNDARIES

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# ALL ABOUT THE VIEWS

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THE WORLD OUTSIDE  
YOUR WINDOW

With Biscayne Bay and the Atlantic Ocean in the background and Midtown front and center, life at home is surrounded by the ultimate in panoramic views.





GET PERSONAL

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# HYDE IN A BATH

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YOUR SANCTUARY AT HOME

Slip into someplace sexier when you escape into your own private Hyde Midtown sanctuary. It's the ideal place to hide from the world, dream up your next creative endeavor, refresh your soul.



FRESH FROM THE GARDEN

# ENJOY EVERY BITE

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PARTY IN THE KITCHEN

Life should be enjoyed to the last bite, and Hyde Midtown's scrumptiously sustainable urban garden and sleek kitchens let you find something fresh and then cook up a feast in style. Premium appliances and custom cabinetry are the ultimate stage for delicious creations.









# AUTHENTIC MIDTOWN LIFESTYLE

**Midtown** is about what's hip, hot, new, and next ... a spontaneous combustion of urban creativity. Fashion, art, and music are the touchstones. Authentic expression is the only rule. **It's a place for cultural leaders** from every walk of life and a place where the only leader who matters is you.





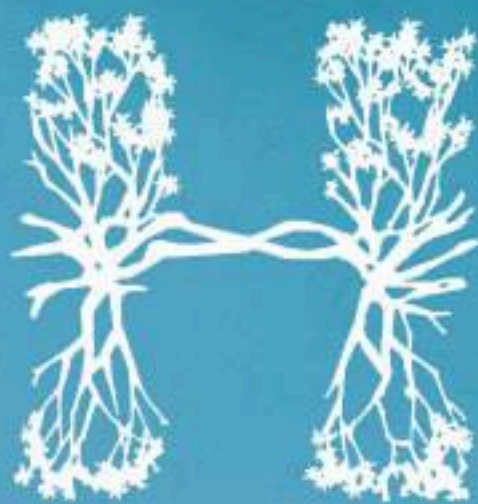


 **RELATED**

**sbe**

 **DEZER**  
DEVELOPMENT





theamenities:



# RELAXED



insoul:



insun:



inature:



inself:



EVERYTHING  
YOU  
NEED







# AMAZING POOL AMENITIES TO HYDE FOR

Swim above the heart of Midtown, lounge by the pool with friends. With the hippest music in the background and the coolest architecture in the foreground, it's an unforgettable multisensory experience.





# SUN UP SUN DOWN & SUN UP AGAIN

Inside Hyde Midtown, discover a private world of exclusive pleasures and privileges designed just for you. It's the intimate escape you dream of right in the heart of Midtown.





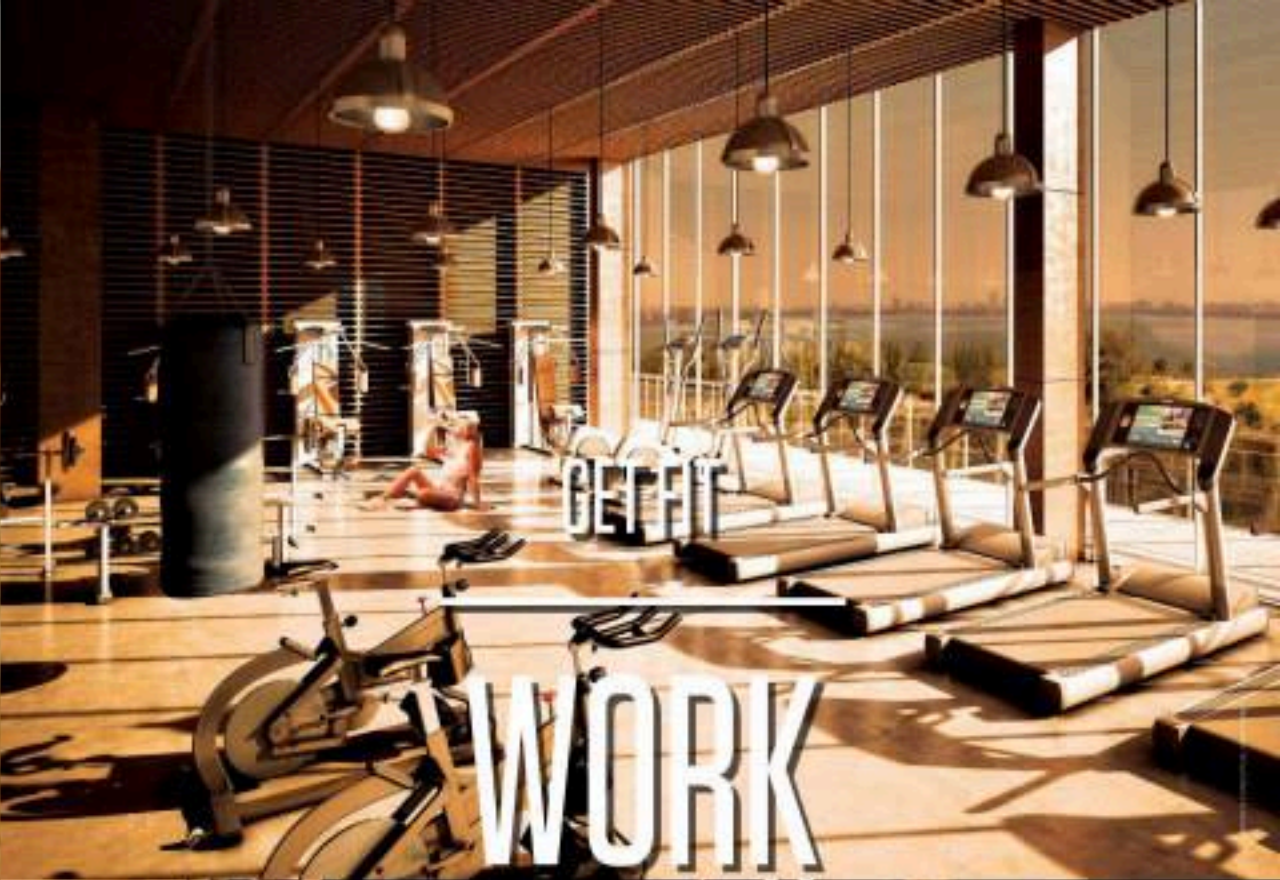


HYDEAWAY

# SUBLIME RELAXATION

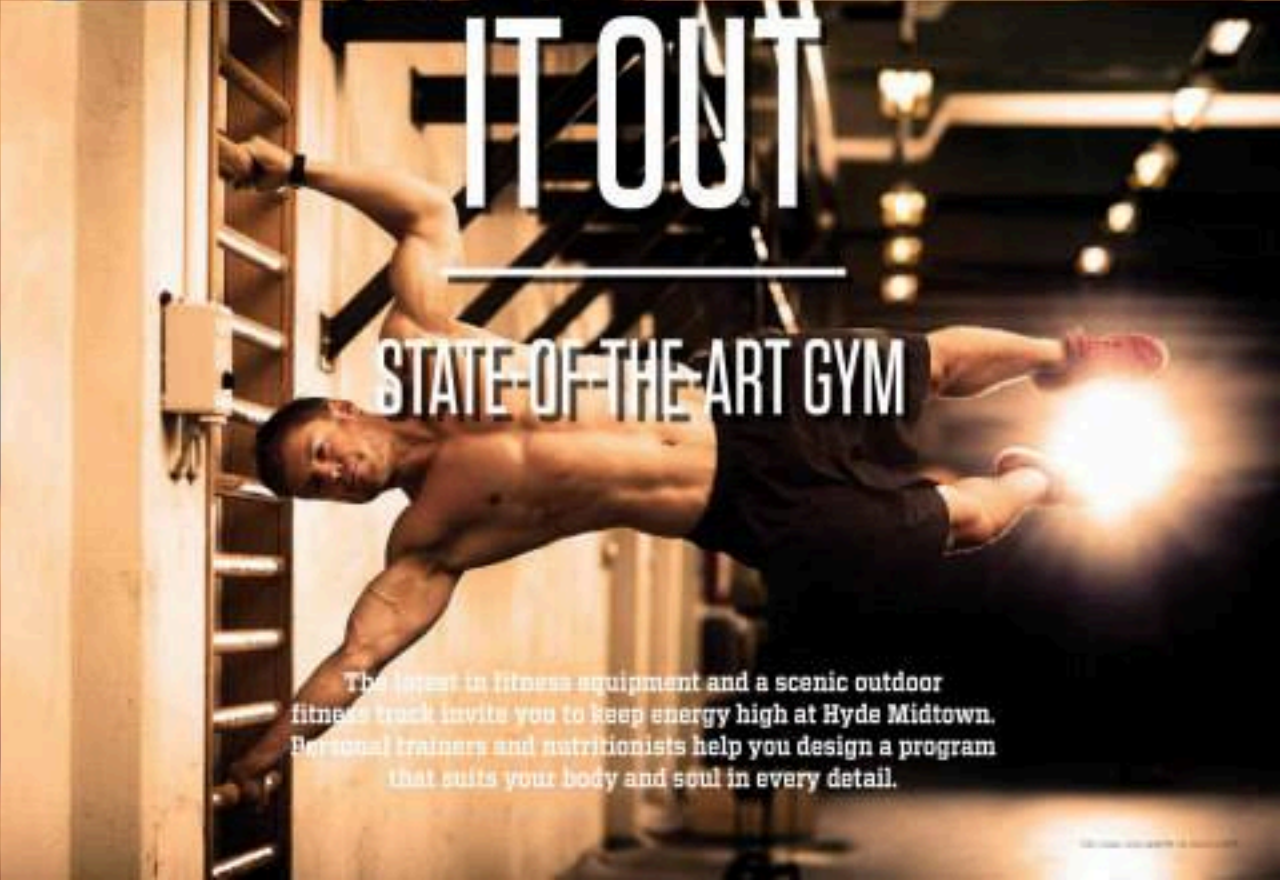
SOUL-INSPIRED SPA

Reconnect with tranquillity and indulge in valuable me-time at Ciel Spa. Beauty and relaxation come next in an atmosphere designed to make you feel at home and forget your everyday cares.



GET FIT

# WORK IT OUT



STATE-OF-THE-ART GYM

The latest in fitness equipment and a scenic outdoor fitness track invite you to keep energy high at Hyde Midtown. Personal trainers and nutritionists help you design a program that suits your body and soul in every detail.



# COOLEST BEACH CLUB SERVICES

Luxury goes with you to the white-hot scene of Miami Beach, compliments of VIP access to SLS South Beach's Hyde Beach. Cabanas, lounges, and fresh towels create a sublimely comfortable atmosphere where you can lounge the days away. Seaside beverage and snack service keeps the party going until the sun sets into the Miami skyline.

\*First year access is included in the sale price. Membership can be purchased for additional years.













