

The Standard

RESIDENCES

MIDTOWN MIAMI

**THE PLACE
TO BE**

**IS NOW
THE PLACE
TO LIVE**

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When the trip ends and it's time for checkout at The Standard, it's always hard to say goodbye. We know, we hate to see you go, too.

Well now, we're here to say hello! You don't have to leave us behind. Come stay with us, for a long, long time at The Standard Residences.

Whether to rent or to own, we're giving you the best parts of our hotels – from interior design to cultural events to exciting food and beverage – to add your own spin and create a living environment as dynamic, personal, playful, comfortable and unique as all of The Standard properties.

Just like when you stay in one of our guest rooms, what you do behind closed doors is all you. But we're bringing our flavor and magic to all public spaces, happenings

and shared amenities, with the edge, irreverence and unconventionality that makes us, us.

Through these shared spaces and experiences, The Standard Residences will create a community in and of itself, where you can be yourself, do your thing, and know we're taking care of you, just like we always do.

Along with a truly phenomenal team of partners and designers, we're ready to take root in one of the most budding neighborhoods in Miami, where people go to live and thrive, not just visit.

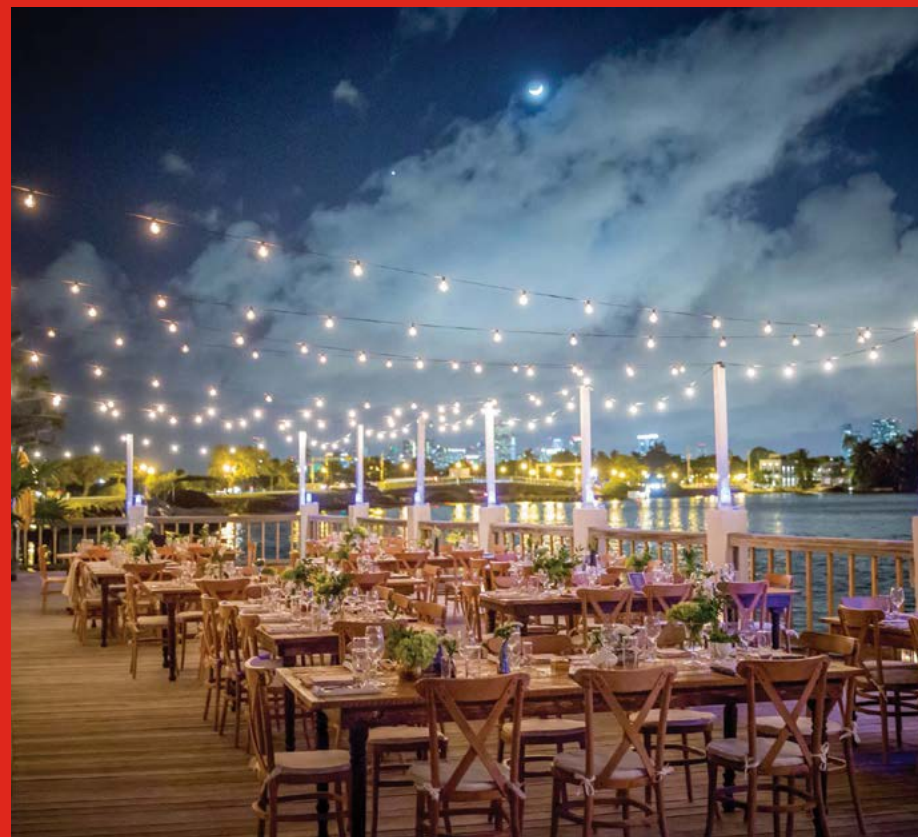
You ready? We've got your keys waiting.

OWN IT.



**THE STANDARD
THE SCENE
THE PLACE
THE VIBE
THE SPACE
THE CULTURE
THE TEAM**

OWN IT.



The Standard

RESIDENCES

MIDTOWN MIAMI

THE STANDARD

GET TO KNOW US AND OUR PROPERTIES



THE STANDARD ES UN HOTEL MUY ESPECIAL. TIENE SOUL. TIENE PERSONALITY. LO SIENTO MIO.



OUR OUTPOSTS & FLAGSHIPS

Founded in 1999, The Standard's irreverent and playful sensibility, combined with a careful consideration of design, detail and service, have established its reputation as a pioneer of hospitality, travel, dining, nightlife, and beyond. With locations in Miami Beach, New York City, London, Thailand and the Maldives, with further

expansion planned in Asia, Europe, and beyond, the brand continues to be a global leader and tastemaker in the industry. The Standard is known for its unparalleled guest experience, dynamic design, cultural offerings, and being anything but standard.



PLAY, RELAX AND VIBE

THE NEIGHBORHOOD



Design District

Midtown

Brightline Train

Wynwood

Adrienne Arsht Center

395

95

Downtown

MIAMI

The Standard

RESIDENCES

MIDTOWN MIAMI

The Standard

HOTEL

MIAMI BEACH

Sunset Harbor Shops

Venetian Causeway

Belle Isle

Pérez Art Museum Miami

Frost Museum of Science

FTX Arena

MacArthur Causeway

Flamingo Park

11th Street

Lincoln Road

15th Street

17th Street

Washington

Collins Avenue

Ocean Drive

Dade Boulevard

Miami Beach Convention Center

New World Symphony

The Webster

The Wolfsonian

MIAMI BEACH

South Pointe Park

Bal Harbour

Miami Beach Golf Course

Julia Tuttle Causeway

195

WELCOME TO MIAMI



Design District

- 1 De la Cruz Collection
- 2 Institute of Contemporary Art
- 3 Opera Gallery
- 4 Vince Fine Art
- 5 Craig Robbins Private Collection

Design District

- 1 COTE Miami
- 2 MIA Market
- 3 Mandolin Aegean Bistro
- 4 Michael's Genuine
- 5 OTL
- 6 Pura Vida
- 7 Swan
- 8 ZZ's Sushi Bar
- 9 MC Kitchen

Restaurants

- 1 Alice + Olivia
- 2 Balenciaga
- 3 Bottega Veneta
- 4 Bvlgari
- 5 Dior
- 6 Christian Louboutin
- 7 Gucci
- 8 Rag & Bone
- 9 Reformation
- 10 Rolex
- 11 Cartier
- 12 Saint Laurent
- 13 Zadig & Voltaire
- 14 Louis Vuitton

Shopping

- 1 IGK
- 2 Rise Nation
- 3 Ahana Yoga Studio
- 4 The Fuel Stop
- 5 Vita Luxury Body Club

Lifestyle

- 1 Art Link
- 2 Canvas Miami
- 3 Kotava Art
- 4 Locks Gallery
- 5 Coral Contemporary Art

Midtown

- 1 Tap 42 Craft
- 2 Salumeria 104
- 3 Sugarcane Raw Bar & Grill
- 4 Thatch Miami
- 5 Prohibition Miami
- 6 Ichimi
- 7 Little Hen

Restaurants

- 1 Anatomy
- 2 The Shops at Midtown
- 3 Whole Foods
- 4 Bleach Hair Addiction
- 5 Barry's Bootcamp
- 6 Büro
- 7 Trader Joe's

Lifestyle

- 1 Art Nouveau Gallery
- 2 Gary Nader Art Centre
- 3 Level1 Gallery
- 4 Red Dot Miami
- 5 Wynwood 28
- 6 Wynwood Walls

Wynwood

- 1 1-800-Lucky
- 2 Bakan
- 3 Beaker & Gray
- 4 Coyo Taco
- 5 KYU
- 6 Manta Wynwood
- 7 Morgan's Restaurant
- 8 Uchi
- 9 The Salty
- 10 Wood Tavern
- 11 Zak The Baker

Restaurants

- 1 Base
- 2 Glottman
- 3 Lulu Laboratorium
- 4 Warby Parker
- 5 Basico

Shopping

- 1 Sol Yoga
- 2 Sana Skin Studio
- 3 Wynwood Padel Club
- 4 WeWork

Lifestyle

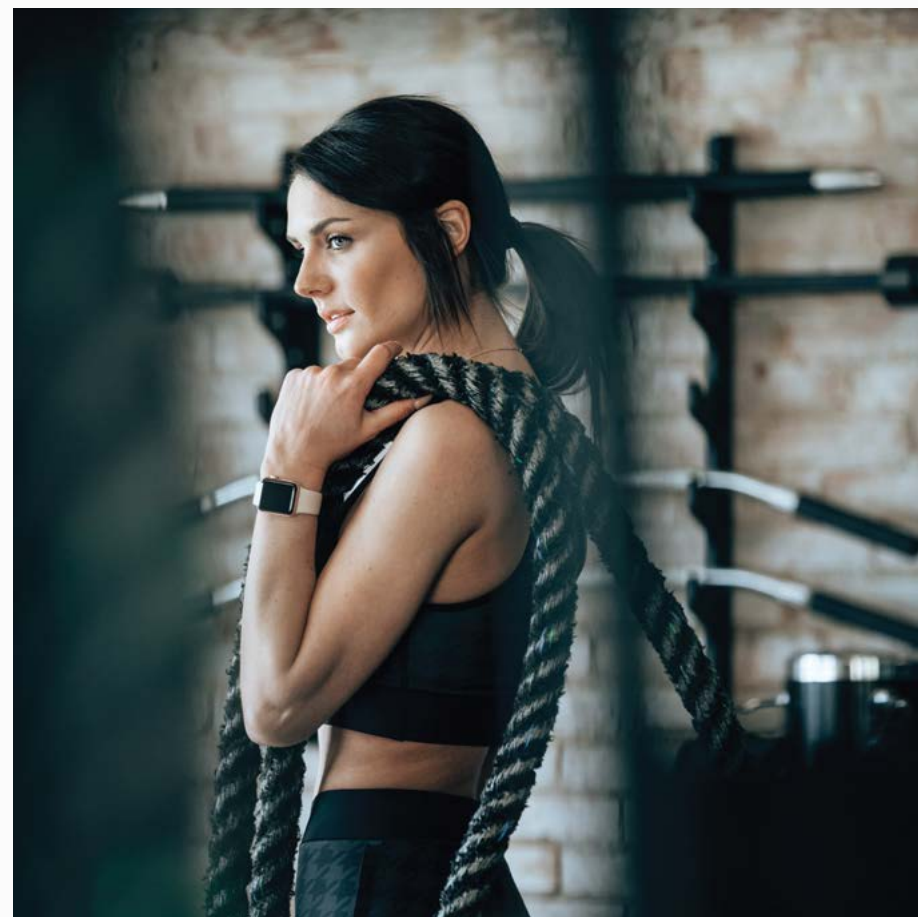
- 1 Adrienne Arsht Center
- 2 PAMM
- 3 Frost Museum of Science
- 4 FTX Arena

THE NEIGHBORHOOD: MIDTOWN

Walk to work, walk to play... The Standard Residences, Midtown Miami is steps from everything, located in the center of it all.

Inspired by New York's SoHo district, Midtown's bustling sidewalks and electric 24/7 atmosphere is at the heart of Miami's explosive growth. Midtown is Miami's most pedestrian-friendly neighborhood, connected to the Design District on the north and Wynwood to the south. Walk downstairs for a bite at Sugarcane, shop at Traders Joe's, or stop by the new Whole Foods on 29th and Biscayne.

Midtown presents visitors with trendy restaurants, lush green spaces, parks and paved promenades encircling The Shops at Midtown. The outdoor shopping complex showcases a comprehensive selection of national and local retailers, diverse dining options and engaging community events.





THE NEIGHBORHOOD: DESIGN DISTRICT

One of Miami's most happening destinations, The Miami Design District is one of the world's greatest shopping areas, boasting a blend of cutting-edge fashion, art, architecture and culinary experiences.

The neighborhood is home to an impressive collection of more than 120 flagship boutiques and acclaimed restaurants, complemented by leading art galleries and design showrooms. Its commitment to art and design are further brought to life through a dazzling array of permanent and temporary installations woven throughout the streets, including the Buckminster Fuller Fly's Eye Dome and illuminated Jade Alley arches.





THE NEIGHBORHOOD: WYNWOOD

Home to the “Wynwood Walls” and recognized globally as a premier destination for art and creativity, Wynwood first rose onto the world stage with its incredible street art scene, which now consists of more than 200 colorful murals. Wynwood’s spirit of creative entrepreneurship spans 50 city blocks with more than 400 boutique businesses, including inspiring art galleries, stylish eateries and chic clothing shops.



A NEW STANDARD OF LIVING

THE PLACE

**MEET MIDTOWN MIAMI'S
FRIENDLIEST AND
COOLEST NEW NEIGHBOR**





EASY LIVING: MIAMI'S FIRST TRUE PIED-À- TERRE

The first-of-its-kind property that offers residential access to The Standard's distinctive lifestyle experience. The residences blend culture, community and fashion with world-class design, amenities and service.

ARCHITECTURE BY ARQUITECTONICA

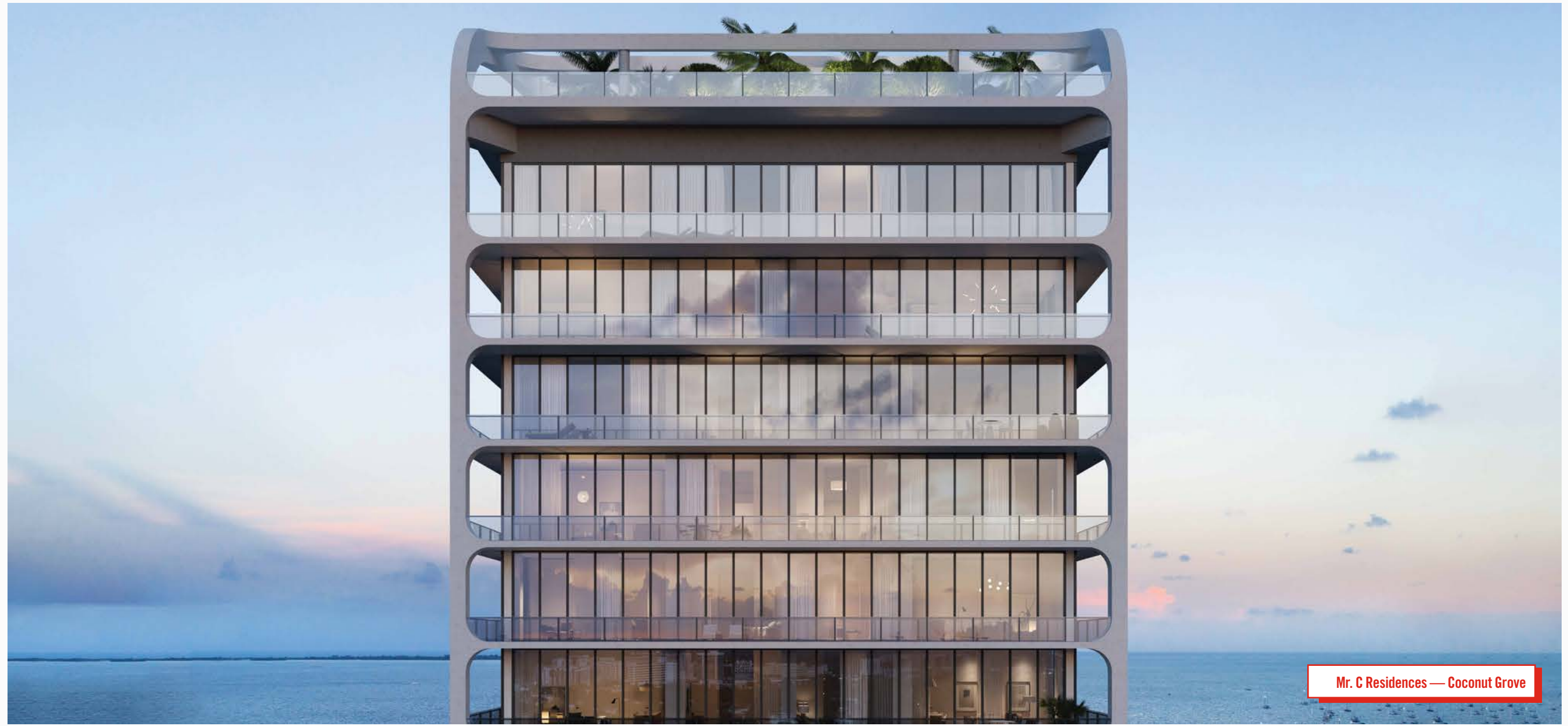
“This building responds to the pedestrian nature of Midtown and pays homage to the traditional *pieds-à-terre* of the West Village of New York and the Left Banks of Paris.” —Raymond Fort, Principal of Arquitectonica







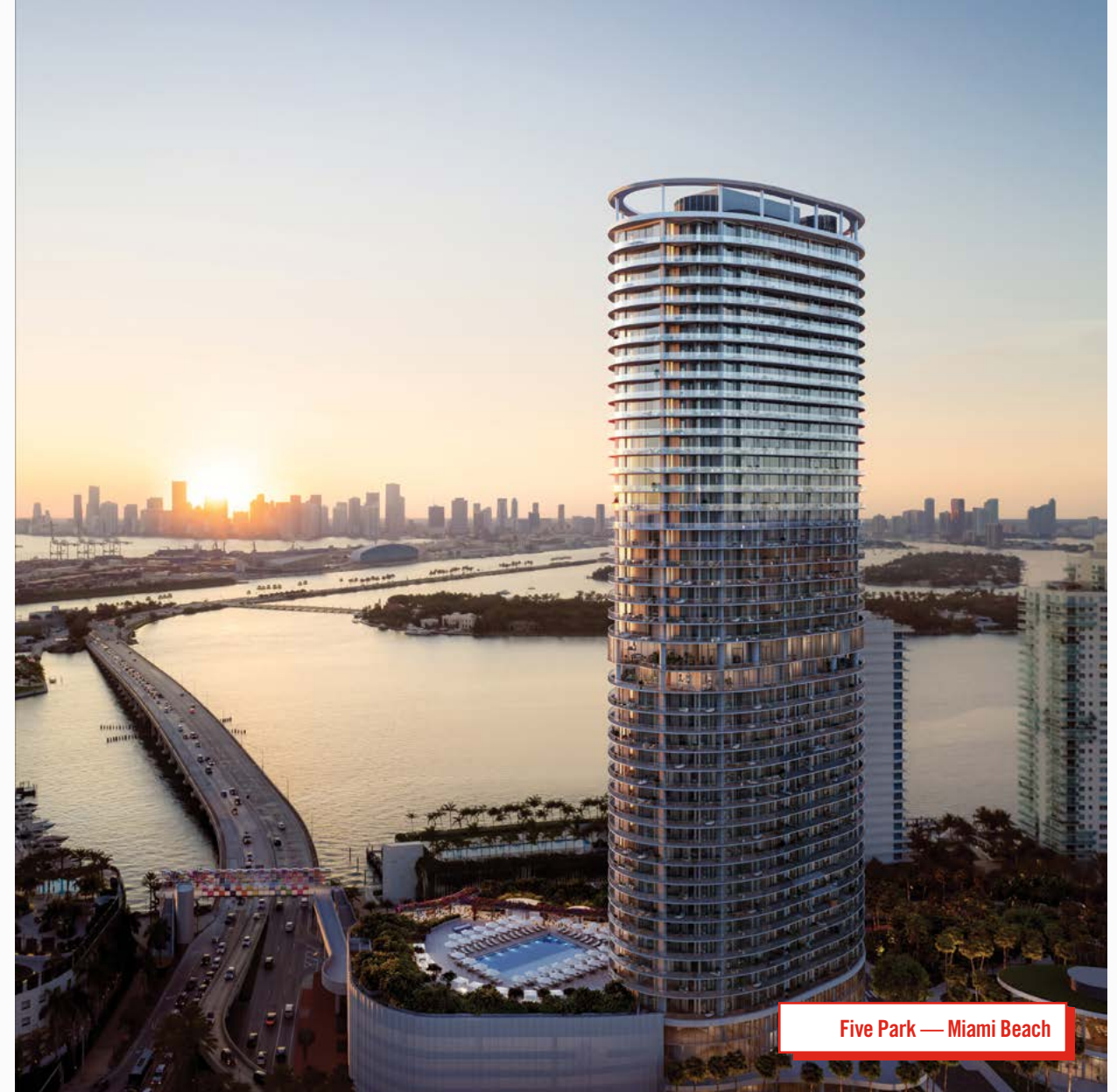
Regalia — Sunny Isles Beach



Mr. C Residences — Coconut Grove



57 Ocean — Miami Beach



Five Park — Miami Beach

ARQUITECTONICA PAST PROJECTS

INTERIOR DESIGN BY URBAN ROBOT

“We endeavored to curate a distinctive residential experience, infused with the hospitality The Standard brand is known for. The vibe of the residences is tranquil in tone and texture—meant to evoke a sense of calm and comfort; while the public spaces nestled within are spirited and full of personality.” —Giancarlo Pietri, Principal of Urban Robot



Away Spa — Miami Beach



Oasis— Miami Design District



Private Residence — Golden Beach



Dante's HiFi—Wynwood

LANDSCAPING BY NATURALFICIAL

“The interest of our work lies in the exploration and manifestation between natural and artificial environments that reconnect us with nature, provide a setting for social activities, and lift the human spirit. The gardens at The Standard Residences, Midtown Miami will be emblematic of a contemporary, domestic, visual refuge for fun and relaxation within carefully curated minimalistic organized frames of nature.” — Andres Arcila, Principal of Naturalficial



Sunset Island Residence — Miami Beach



La Gorce Residence — Miami Beach



Di Lido Island Residence — Miami Beach



Coconut Grove Residence — Coconut Grove



Golden Beach Residence — Golden Beach



Key Biscayne Residence — Key Biscayne

NATURALFICIAL PAST PROJECTS

**IN THE CENTER
OF IT ALL**





**LIVE BY
YOUR OWN
STANDARD**

MIDTOWN MIAMI



AMENITIES & SERVICES

THE STANDARD RESIDENCES FEATURES MORE THAN 34,000 SQUARE FEET OF DELIGHTFULLY CURATED AND INSPIRING LIVE/WORK/PLAY AMENITIES FUELED BY CULTURE, TO INSPIRE COMMUNITY.

Residents will enjoy thoughtfully designed social spaces and amenities spanning across five floors. At the apex is a vibrant rooftop deck with a 60-foot, resort-style sunset pool, and signature rooftop restaurant and bar.

Wellness offerings from a state-of-the-art sweat room to an indoor pickleball court offer peace or play, while the social floor features a karaoke bar and coworking spaces include a private boardroom and zoom rooms.

A bustling lobby, cinema, and pet spa are just a few other amenities that round out the quintessential Standard lifestyle. The place to be, is truly now the place to live.





THE LOBBY LOUNGE: BUZZY AND BOLD

Expansive lobby with soaring double-height ceilings

Thoughtfully customized social spaces
inspiring residents to connect, work and play
– with lounge areas and a Café

Pet-friendly community with pet spa
for grooming

Bicycle storage spaces



The Standard Spa — Miami Beach

GROUND FLOOR



The Standard Spa — Miami Beach







Café Standard — Miami Beach



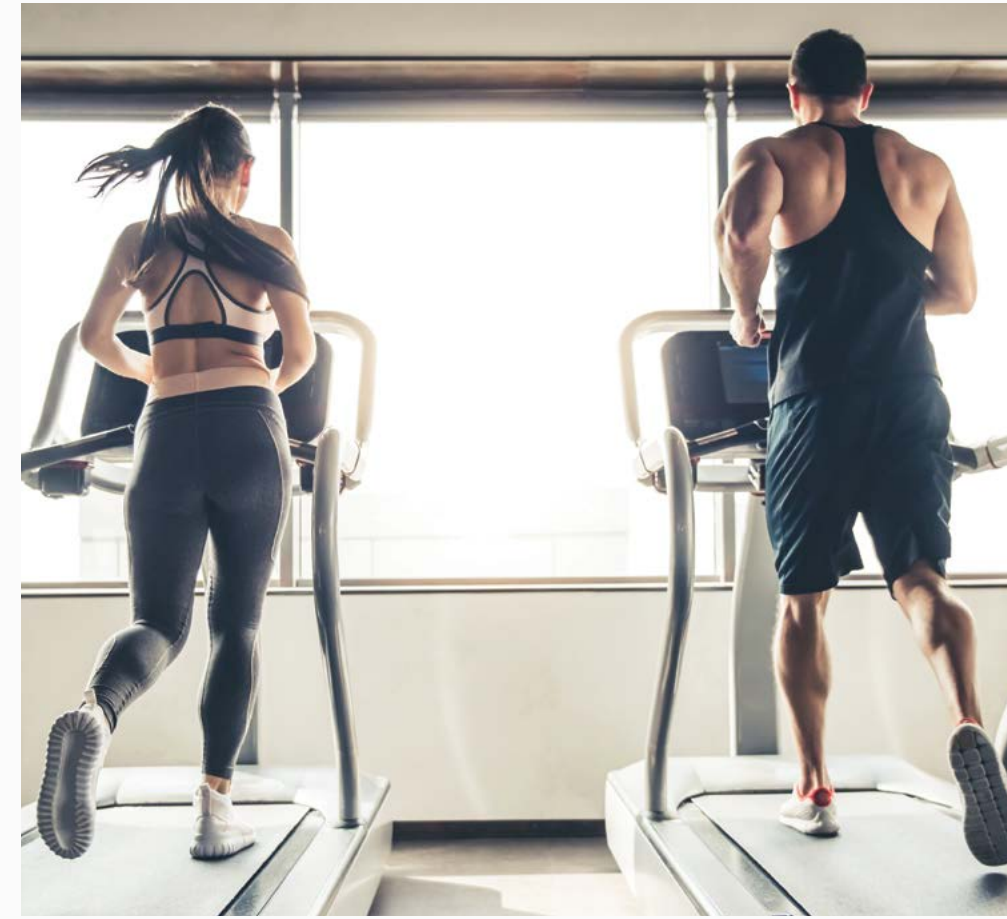
Monterrey Bar — Miami Beach

CAFÉ STANDARD: SIGNATURE SIPS

Café with active terrace and outdoor 'cafecito' window connecting to energetic neighborhood and retail stores that will liven and enrich the urban positioning



THIRD FLOOR



THE SWEAT FLOOR: FRESH AND FEISTY

State-of-the-art sweat room

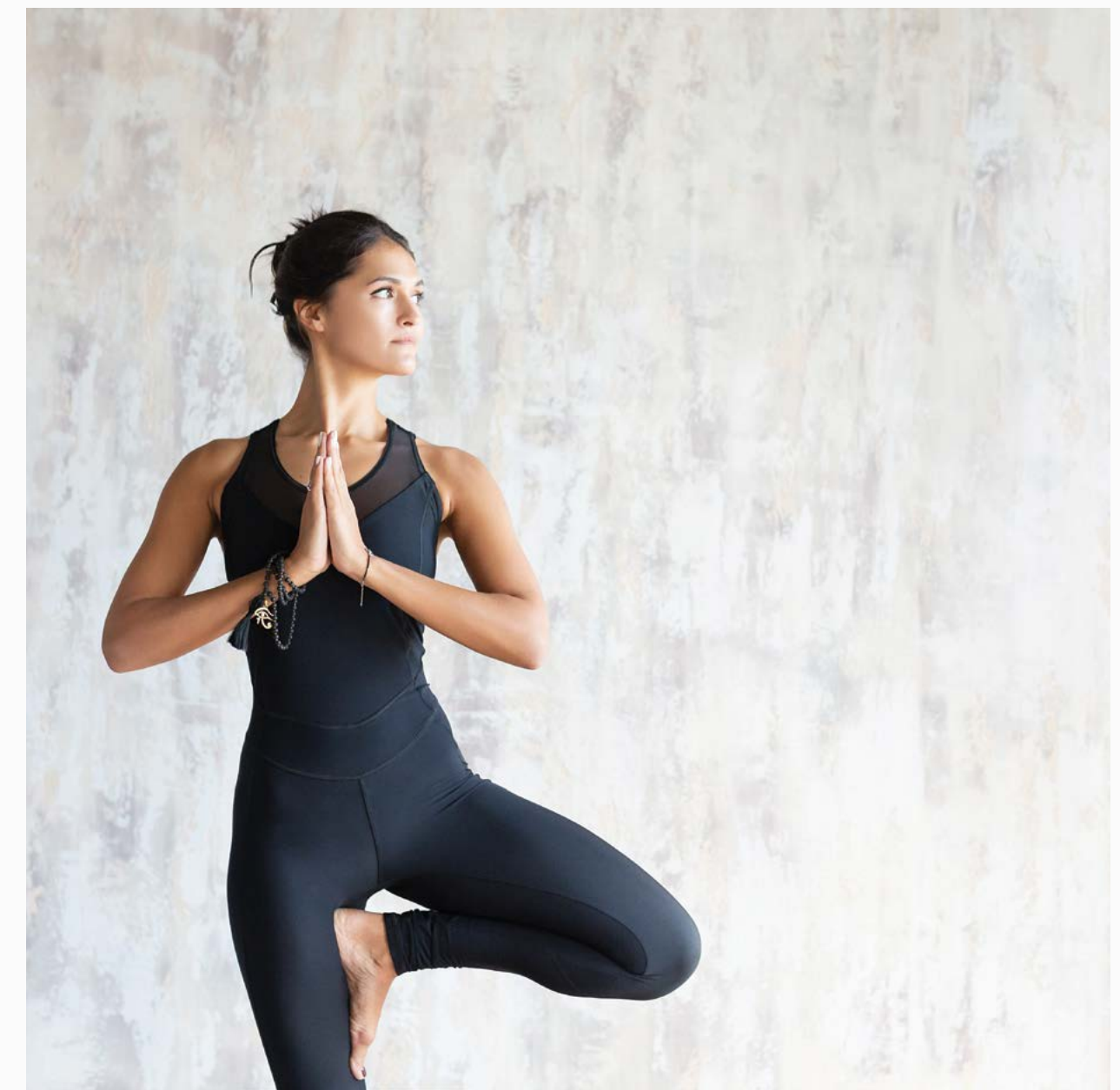
Fully equipped fitness center

Outdoor yoga terrace

Indoor pickleball court

Indoor yoga, stretch and meditation studio

Infrared saunas





FOURTH FLOOR



The Standard — London

THE SOCIAL FLOOR: CULTURAL HAPPINESS

Vibrant social floor with spacious lounge set as the ideal location for any celebration

Karaoke bar

Gourmet kitchen

High-definition private screening room with cutting-edge audiovisual equipment



The Standard — London



The Standard — Maldives



THE WORK FLOOR: GET DOWN TO BUSINESS

FOURTH FLOOR

A spacious, welcoming and vibrant space
to inspire and be inspired

Coworking spaces

Four zoom rooms

Private board room with high-
speed internet



THE ROOFTOP RESTAURANT AND BAR

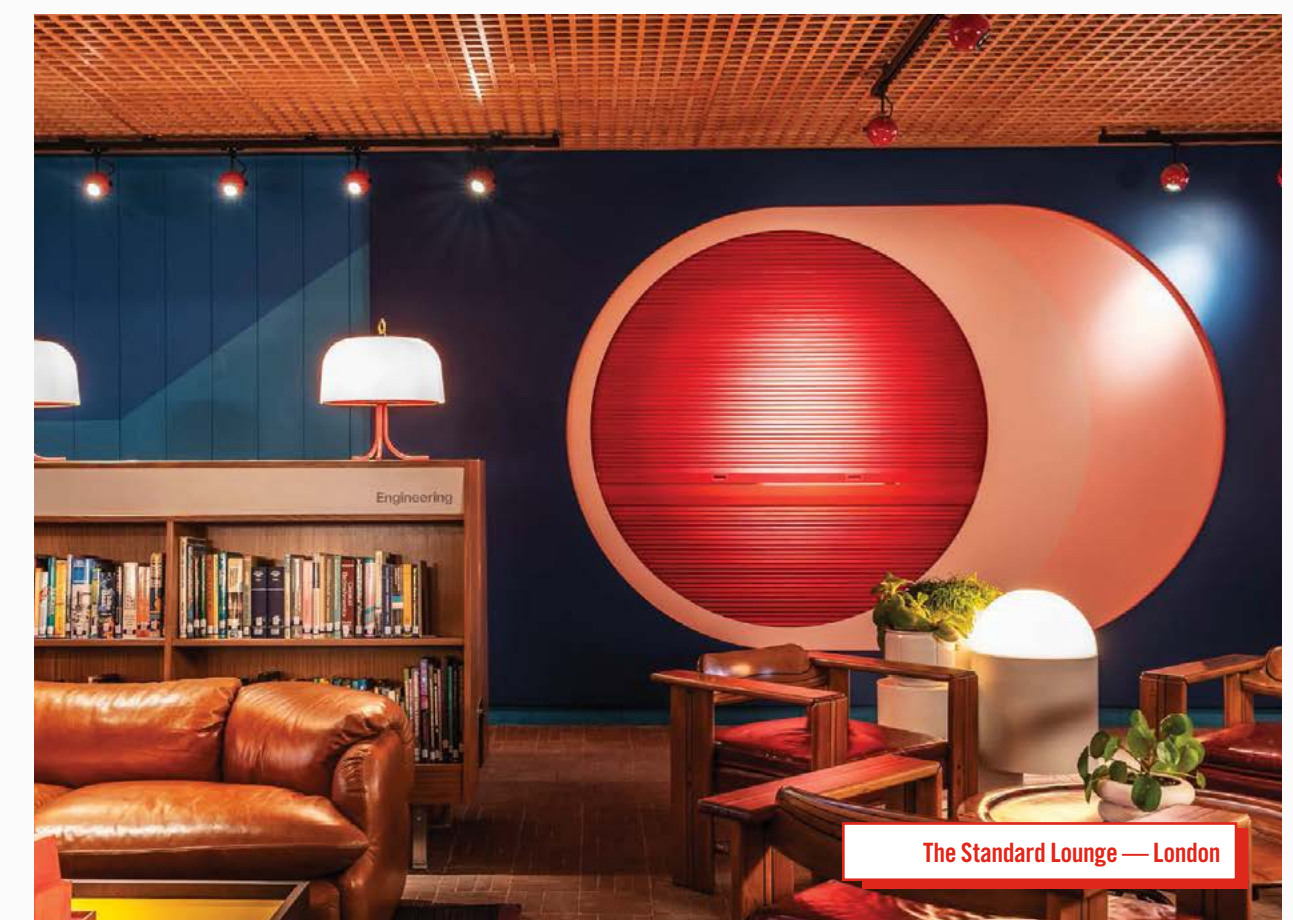
ROOFTOP FLOOR

Global-inspired rooftop restaurant and bar embodying The Standard's signature vibe at its iconic Los Angeles, New York and London properties

Poolside service
On-demand delivery to residences

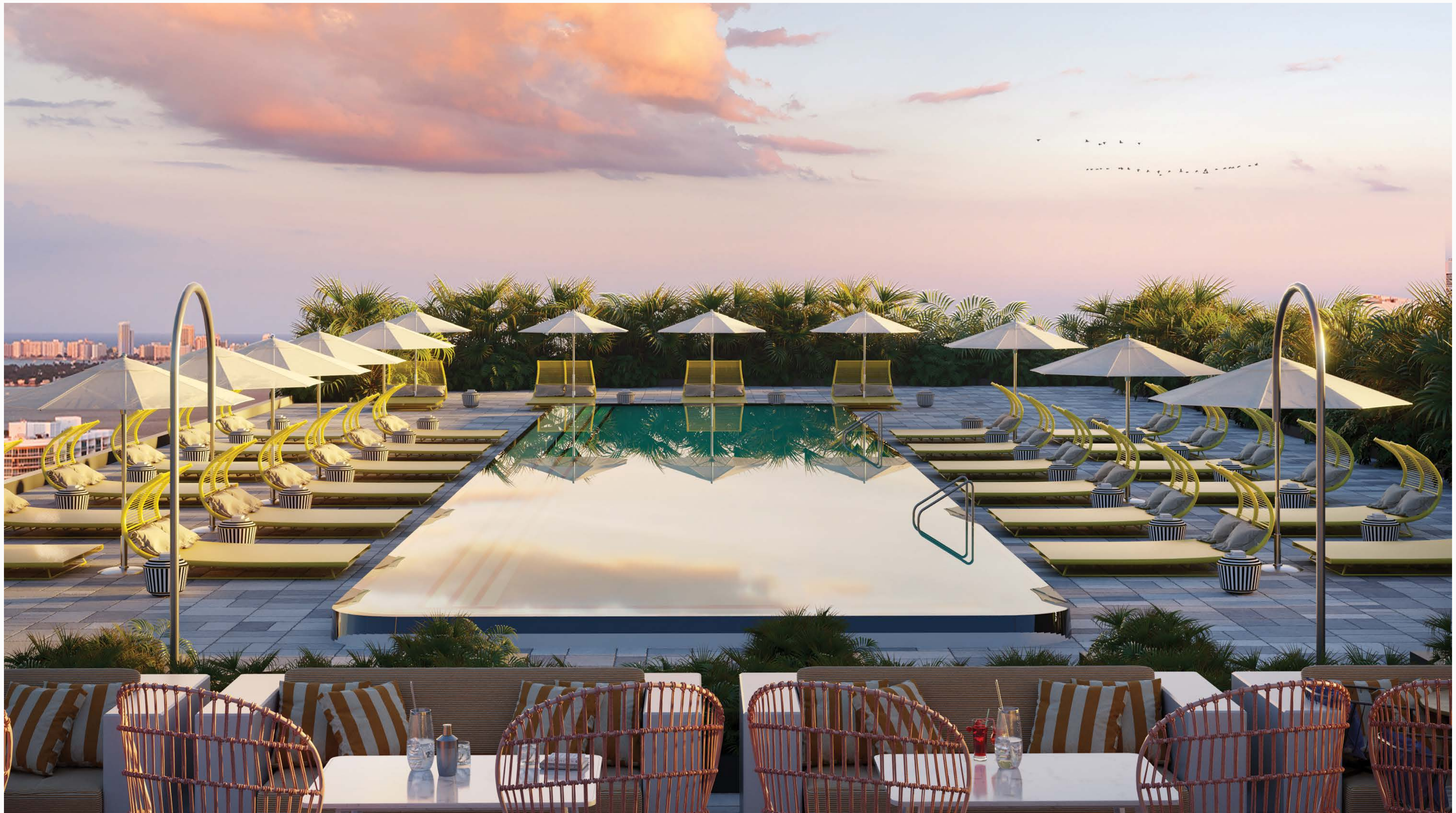


The Lido Bayside Grill — Miami Beach



The Standard Lounge — London





THE ROOFTOP DECK: SUN, SIP, REPEAT

Tropically landscaped, resort-style rooftop deck featuring a 60-foot-long swimming pool

Direct access to signature rooftop restaurant and bar

Whirlpool spa

Outdoor rain showers

RESIDENTIAL SERVICES: SURPRISE AND DELIGHT

Lifestyle services inspired by The Standard.

24-hour attended lobby and concierge services

On-demand housekeeping, grocery provisioning services, dry cleaning, shoeshine and tailoring

Private, secure, and air-conditioned storage rooms available to all residents for purchase

Climate-controlled package and mailroom

24-hour security systems, high-speed elevators and controlled property access

High-speed internet access in all public areas



A HIGHER STANDARD

THE SPACE



RESIDENCE FEATURES

Residences will express the style and ethos that only The Standard can deliver, with meticulously curated interiors that provide the perfect balance between style and functionality. Finishes include light wood ceramic flooring, and modern kitchens with custom Italian cabinetry and Bosch appliances, while bathrooms showcase stone vanities and double-suite rain showers.

The first-of-its-kind, The Residences is a best-in-class collection of refined studio, one-bedroom, one-bedroom + den, and two bedroom pieds-à-terre

Custom finishes designed throughout by Urban Robot elevate the human experience and provide a sense of place

Gracious open floor plans and nine-foot ceilings invite natural light through floor-to ceiling sliding glass doors

Contemporary, open-concept kitchens with top-of-the-line appliances are both sleek and functional

Premium ceramic wood plank flooring throughout offers timeless sophistication

Custom bathrooms feature coveted double vanities and dual shower heads; all accented by chic brass fixtures

High-efficiency washer and dryer

Private, finished outdoor terraces in select residences seamlessly connect with the vibrant energy of Midtown Miami

Pre-wired for WiFi and high-speed internet





KITCHEN: A SENSE OF SPACE

Gourmet kitchens designed by Urban Robot feature custom Italian cabinetry and premium fixtures

Elegant stone countertops are complemented by ceramic backsplash detail

Fully integrated, state-of-the-art Bosch appliance suite including refrigerator/freezer, dishwasher, cooktop, convection oven, and microwave





STANDARD RESIDENCES





BATHROOMS: STYLE AND SUBSTANCE

Gracious bathrooms designed by Urban Robot boast elongated stone vanity with double sinks and stylish fixtures and lighting accents

Luxurious glass-enclosed shower boasts dual brass shower heads



WELCOME TO THE STANDARD FAMILY

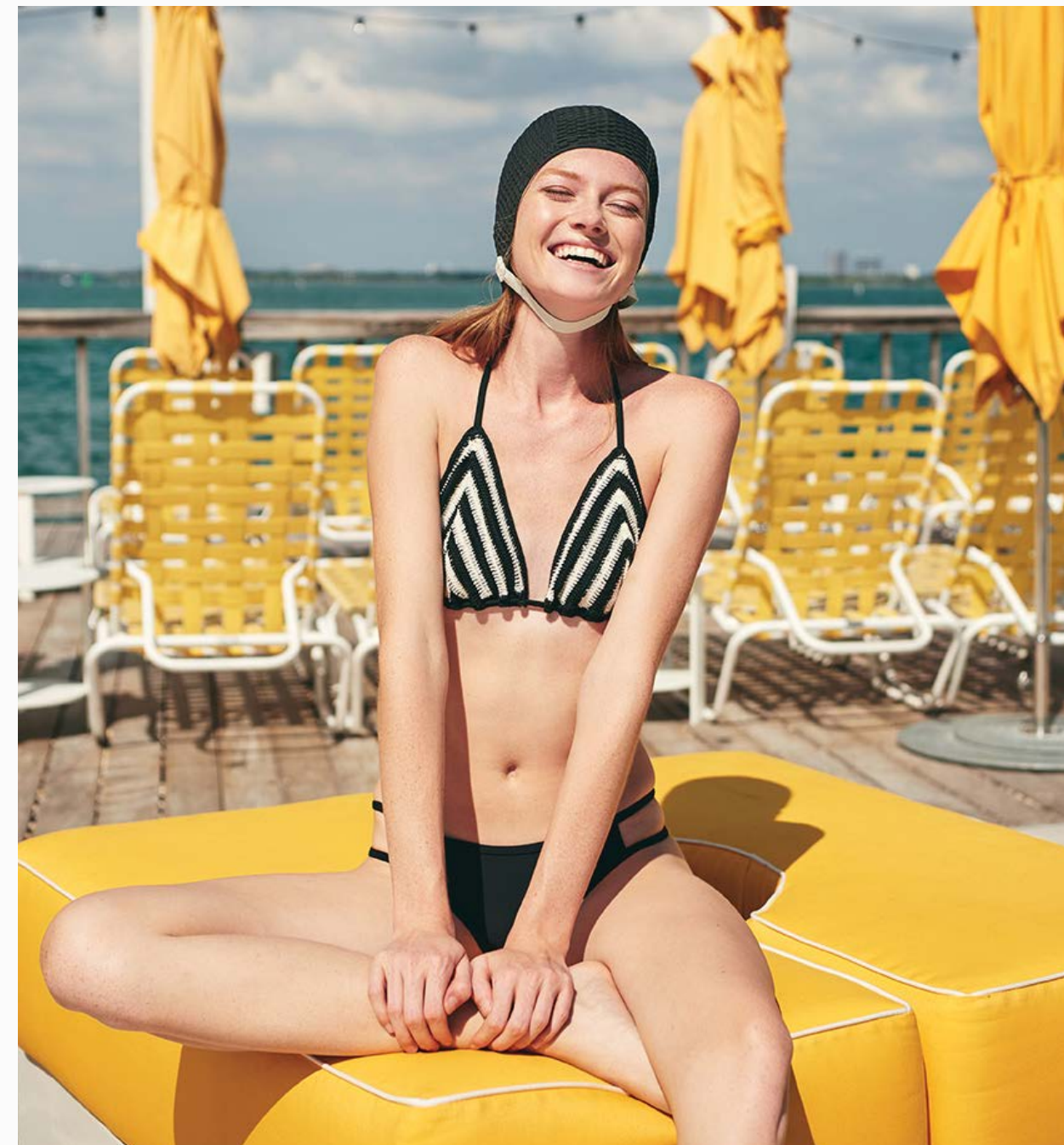
MEMBERSHIPS TO ART, CULTURE,
FASHION AND MUSIC

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FRIENDS WITH BENEFITS

Unlock access to the Friends with Benefits program available to residents all year long at every Standard and Bunkhouse property. These exclusive discounts can be as high as 25-30% depending on the property and time of year.

BENEFITS



WHEREVER YOU'RE THINKING, WE'VE GOT YOU COVERED

See Legal Disclaimers on Final Page

THE CORE STANDARDS: ART AND CULTURE

ART & CULTURE



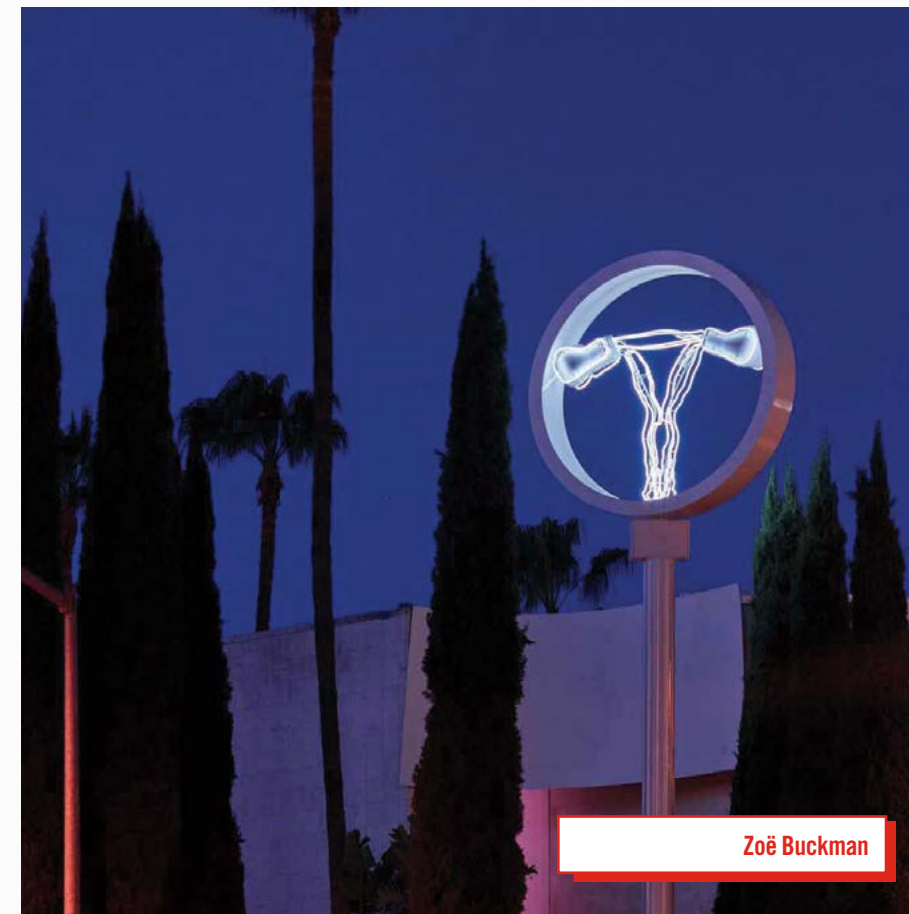
Friends With You



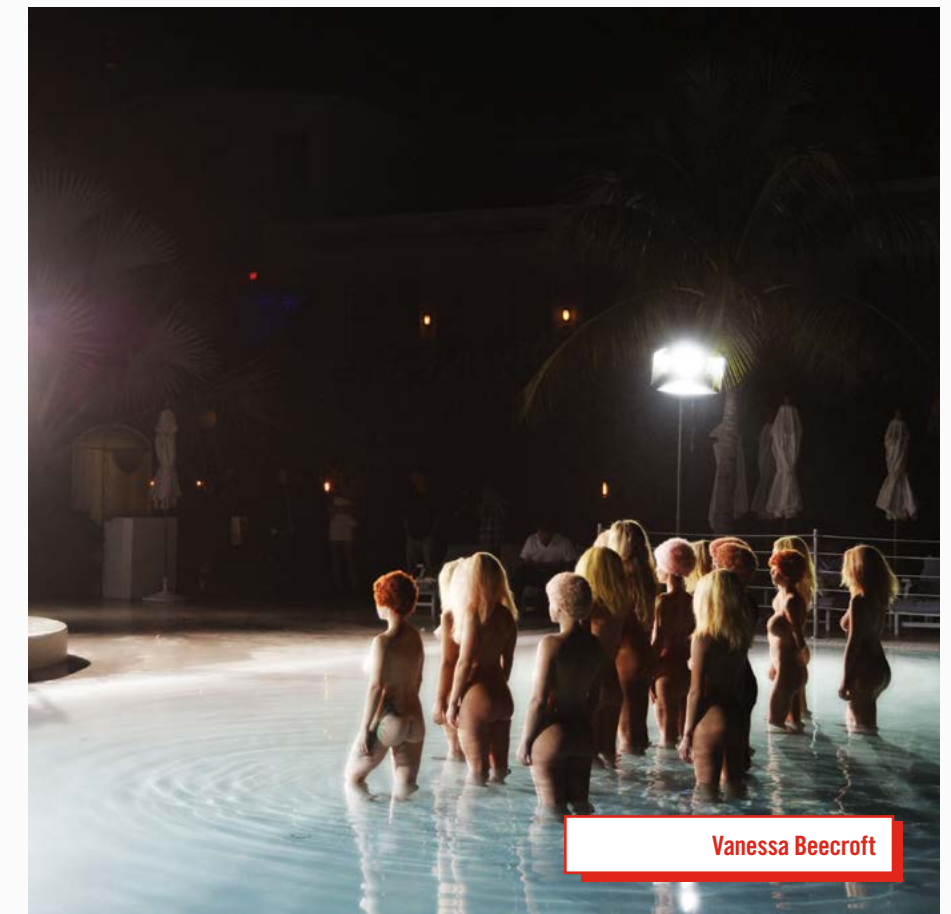
Kenny Scharf



Prune Nourry



Zoë Buckman

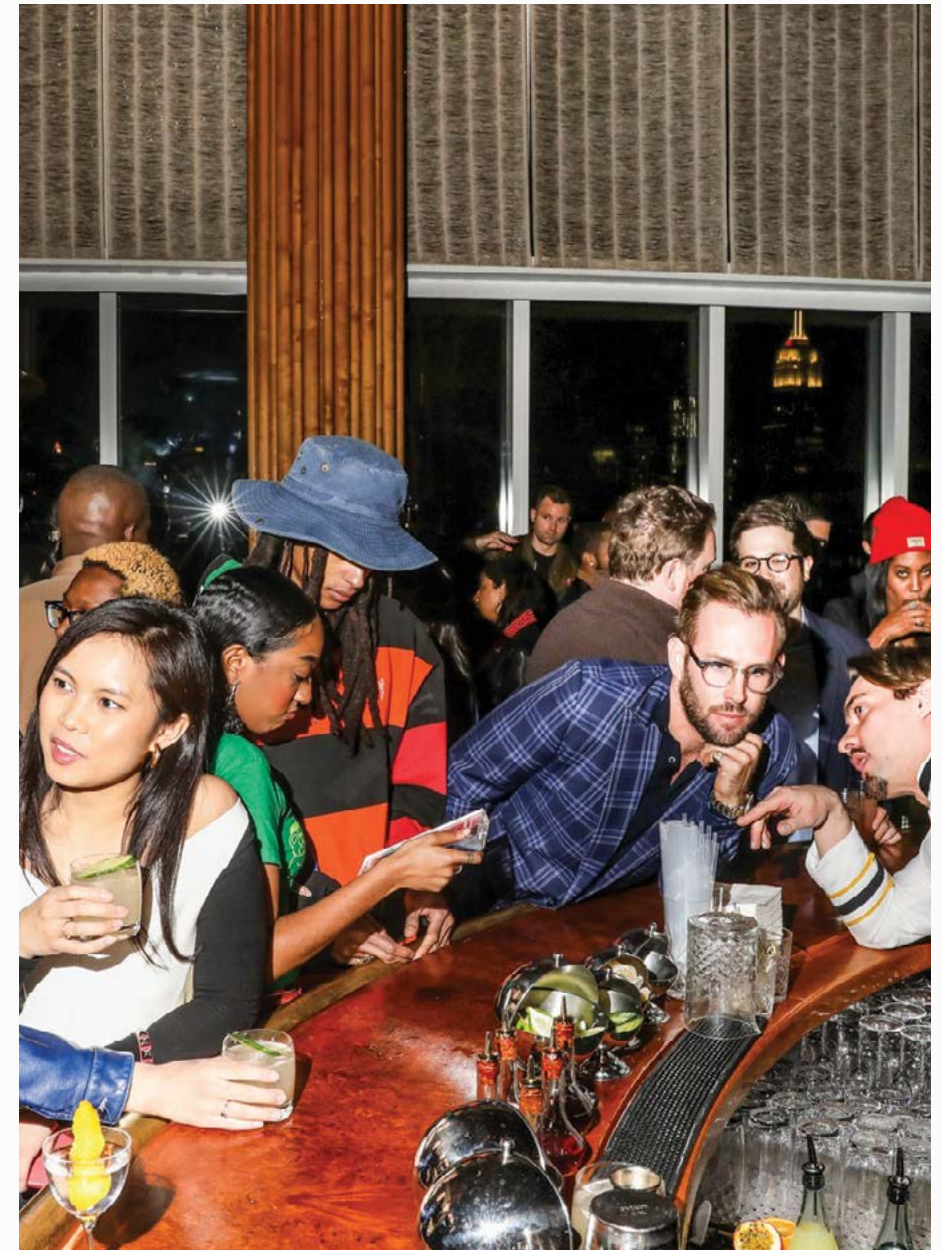


Vanessa Beecroft

The Standard's inspiration and model for living is drawn from the diversity, talents, interests and backgrounds of our guests, positioned at the intersection of art, fashion, music, design, food and nightlife, coming together in a way that no one else can even dream of.

NEVER STAND STILL

A STANDARD FEATURE: CULTURE



FASHION

Fashion has long been part of our culture. Whether hosting shows for emerging talent during NY and London Fashion Week or collaborating with global talent on retail collections and hotel amenities, The Standard always places the beauty of fashion front and center. We see the art of fashion as one of the highest forms of personal expression.

MUSIC AND NIGHTLIFE

There is always a song playing at The Standard. For two decades, Standard Sounds has brought the best in emerging music and DJs to a global audience as well as the biggest stars to the most intimate rooms. Music brings people together and that balance of elevating the new and providing access to the established (all while having a night of your life) is our hallmark.



THE TEAM

MEET THE CREW

DEVELOPER

ROSSO DEVELOPMENT

Rosso Development is a fully integrated development firm with expertise in virtually every aspect of the industry including construction, project financing, land acquisition and sales and marketing. Established in 2020, Rosso Development focuses on high-end boutique properties under the leadership of Carlos Rosso, an industry visionary who has been a driving force behind some of the most prominent development opportunities in South Florida for more than two decades.

Rosso served as the longtime president of the condo division at one of Florida's leading development groups and earned domestic and international status for his part in delivering well over 16,000 units across some of the most iconic projects throughout South Florida, including ARMANI/CASA designed by César Pelli, Hyde Beach House and Park Grove by OMA/Rem Koolhaas. Rosso and the Rosso Development team are set to oversee multiple upcoming awe-inspiring projects in key markets in South Florida and Latin America.

rossodev.com



Carlos Rosso—Developer

MEET THE TEAM

THE STANDARD HOTELS

Created in 1999, The Standard hotels are known for their taste-making clientele, their pioneering design, and their unrelenting un-standard-ness. With 6 operating hotels in New York, Los Angeles, Miami, most recently London and the Maldives, and the upcoming The Standard, Hua Hin and the Asia flagship, The Standard, Bangkok Mahanakhon slated to open in early 2022, the goal of every Standard project—is to defy conventions, up the aesthetic stakes, and deliver an experience that can only be had at The Standard.

The Standard's irreverent and playful sensibility, combined with a careful consideration of design, detail and service, have established its reputation as a pioneer of hospitality, travel, dining, nightlife, and beyond. Sansiri PLC, Thailand's leading real estate developer made its first investment into Standard International in late November 2017, which increased over time, making Sansiri PLC the majority stakeholder.



Amar Lalvani—Hotel Executive Chairman

ARCHITECT

ARQUITECTONICA

With offices in Miami, New York, Los Angeles, Paris, Hong Kong, Shanghai, Manila, Lima and Sao Paulo, Arquitectonica is a major presence on the international stage.

From its inception in 1977, the firm received almost instant attention and acclaim from critics and the public alike, due to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. Led by Principals Bernardo Fort-Brescia and Laurinda Spear, Arquitectonica continues to push the limits of design with its innovative use of materials, geometry, pattern and color to introduce a new brand of humanistic modern design to the world.

Arquitectonica has received hundreds of design awards and its groundbreaking work has been the subject of exhibitions at numerous museums and institutions. Arquitectonica is known as one of the pioneers of globalization in the architecture profession. Today its practice spans the world, with projects in fifty-nine countries on five continents.

The firm's global presence includes the Banco Real Santander Headquarters and JK Iguatemi in San Paulo, the Infinity and Lumina towers in San Francisco, the Philips Arena in Atlanta, and Brickell City Centre and the American Airlines Arena in Miami.



Raymond Fort—Architect

INTERIOR DESIGNER

URBAN ROBOT

Urban Robot is full service design collective located in Miami Beach, specializing in architecture, interior design, landscape architecture and urban design. The team works collaboratively to develop a multidisciplinary approach to all projects to bring about a unique vision and create experiences that are meaningful, memorable, and functional. Whether a dynamic food hall, mixed-use complex, a boutique hotel, precious natural resource, or a brand identity – Urban Robot strives to elevate the human experience.

The firm draws upon on its team's diverse design backgrounds to bring about singular narratives that are true to concept and tailored to each project. They endeavor to tell stories by making places. While Urban Robot Associates' main practice is in Florida; it is also licensed in New York and Massachusetts and works internationally.



Giancarlo Pietri—Interior Designer

LANDSCAPE DESIGNER

NATURALFICIAL

Founded in 2009 by Andres Arcila, NATURALFICIAL, Inc. is a landscape architecture and design practice, dedicated to the exploration and manifestation between natural and artificial environments that reconnect us with nature, provide a setting for social activities, and lifts the human spirit.

The firm's portfolio is comprised of various project types and scales including master planning, urban interventions, museums / art galleries, boutique hotels, and high-end multi-family and single family residential.

Some of the firm's noteworthy projects and collaborations with numerous acclaimed architects and design firms include the Standard Miami, Standard Downtown LA, Moxy South Beach, The Betsy Carlton, The Ritz-Carlton, Wynwood Arcade, Wynwood 25, Levi's Pop Up, Dorsey Wynwood, Wynwood Commuter Rail Station, Sarasota Art Museum, and the Ludlam Trail Bird Road Node.



Andres Arcila—Landscape Designer



MIDTOWN DEVELOPMENTS

Founded in 2009, Midtown Development is a real estate investment firm specializing in community-focused developments, with ongoing projects in major metro areas throughout Florida. These include a 22-acre, mixed-use neighborhood in downtown Orlando and the cornerstone Miami neighborhood, Midtown Miami.

Following the acquisition of a site, Midtown pursues one of two routes: development, or creation of joint-ventures with preferred partners for development. In both cases, Midtown assumes an active role in curating the community, building neighborhoods—or enabling others to build them—in line with a vision for walkable, connected districts that raise the value of the entire area while unlocking business opportunities.



DOUGLAS ELLIMAN DEVELOPMENT MARKETING

Douglas Elliman Development Marketing, a division of Douglas Elliman Real Estate, offers unmatched expertise in sales, leasing, and marketing for new developments throughout New York City, Long Island, Westchester, New Jersey, Florida, California, Massachusetts, and Texas. The company's new development hybrid platform matches highly experienced new development experts with skilled brokerage professionals who provide unparalleled expertise and real time market intelligence to its clients. The firm is heralded

for its achievements in record breaking sales throughout each of its regions. Drawing upon decades of experience and market-specific knowledge, Douglas Elliman Development Marketing offers a multidisciplinary approach that includes comprehensive in-house research, planning and design, marketing, and sales. Through a strategic global alliance with Knight Frank Residential, the world's largest privately-owned property consultancy, the company markets properties to audiences in 61 countries, representing an over \$87 billion global new development portfolio.

**3100 NE 1ST AVENUE
MIAMI, FL 33137**

ROSSO Development

ROSSODEV.COM

DESIGN BY LEMON YELLOW



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OWN IT.

The Standard

RESIDENCES

MIDTOWN MIAMI