

**The Standard**

**RESIDENCES**

**MIDTOWN MIAMI**

**OWN IT.**



# THE PLACE TO BE IS NOW THE PLACE TO LIVE

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# LIFESTYLE BY THE STANDARD

Hi there,

This is the first one.

At The Standard, we never believed in rules, and yet, here we are again, breaking our own mold. Since early 2000, we have built hotels and continue to do so around the world in locations with Soul – places that are special to us.

We have created places infused with our Culture and Vibe. Our witty way of looking at life. Where quirkiness and community mean everything. The kind of places that encourage the unexpected. Places to experience for one night, two nights, or a month... and then again.

You came to our hotels, and we provided the ambiance and the experience.

We are finally developing our first residential project. This is the first time we will sell our keys.

Where instead of being a guest, you will be an owner.

We are super excited to finally have found the location and the team of partners and designers to develop Miami's coolest building.

Whether you live, stay or rent, our service will be infused with the unique Vibe and Culture of our brand.

A building that will be anything but Standard.

## OWN IT!





## NEIGHBORHOOD

Walk, walk, walk everywhere...  
in high heels, trainers, or suits.  
Surrounded by residential  
buildings and bustling side-  
walks 24/7

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 Trader Joe's, or stop by the new Whole Foods on 29th and Biscayne.

The project celebrates Midtown's urban culture with a 4,000 square-foot lobby alongside 10,000 square feet of active ground floor retail.

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## EASY LIVING

Miami's first true pied-à-terre

- 12 floors including 34,000 square feet of amenities and 10,000 square feet of ground floor retail
- 228 fully appointed, move-in ready pieds-à-terre from 432 to 965 square feet
- High-speed elevators with controlled property access
- Secure neighborhood with unparalleled connectivity to the Design District, Wynwood, Downtown Miami, and the Beaches
- Flexible rental program with 30-day minimum stay, 12 times per year
- High-speed internet and WiFi service throughout the property

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## PLAY, RELAX & VIBE

More than 34,000 square feet of delightfully curated amenities infused with the hospitality of The Standard brand

- Expansive lobby with soaring double-height ceilings and thoughtfully customized social spaces including Café Standard
- Pet friendly community with grooming spa
- Tropically landscaped, resort-style rooftop deck featuring a 60-foot-long swimming pool, whirlpool spa and outdoor rain showers
- Global-inspired rooftop restaurant and bar with poolside service and on-demand delivery to residences
- High-definition private screening room with cutting-edge audiovisual equipment
- Vibrant social floor with spacious lounge, karaoke bar and gourmet kitchen all overlooking the pickleball court, set as the ideal location for any celebration or gathering
- Sweat floor with state-of-the-art, fully equipped fitness center, outdoor yoga terrace, indoor yoga and meditation studio, infrared saunas, and pickleball court
- Work floor with coworking spaces, four zoom rooms and private boardroom with high-speed internet
- Bicycle storage spaces

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# LIVE BY YOUR OWN STANDARD

Legendary services 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 mail room
- 24-hour security systems, high speed elevators and controlled property access
- High-speed internet access in all public areas

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## A HIGHER STANDARD

A collection of refined studio,  
one-bedroom, one-bedroom + den,  
and two-bedroom pieds-à-terre

- Custom finishes designed 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 wood-inspired ceramic 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, outdoor terraces in select residences seamlessly connect with the vibrant energy of Midtown Miami

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## THE DETAILS

- Studios / 1 Bath from 432 to 535 square feet
- 1 Bedroom / 1 Bath from 587 to 817 square feet
- 1 Bedroom + Den / 2 Baths from 786 to 965 square feet
- 2 Bedrooms / 2 Baths from 785 to 965 square feet

## DEPOSIT STRUCTURE

- 10% at Reservation
- 10% at Contract
- 10% at Groundbreaking
- 10% Six Months After Groundbreaking
- 10% at Top Off

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# THE TEAM

## 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.

## Developer: Midtown Development

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.

## 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.

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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.

## Interior Design: 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.

## Sales & Marketing: Douglas Elliman Development Marketing (DEDM)

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.

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**ROSSO** Development

