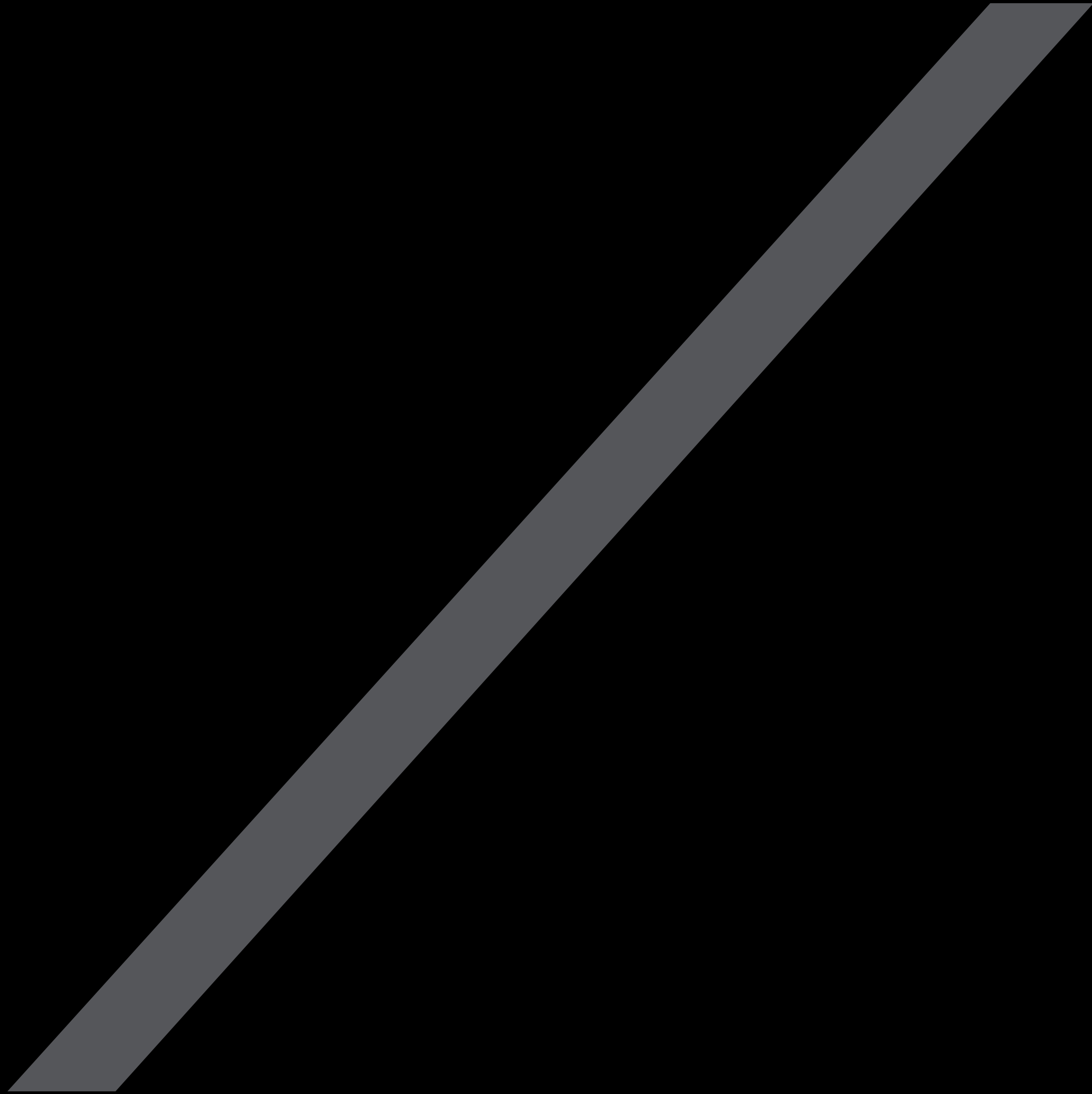


LOFTY™ BRICKELL



PENTHOUSE
COLLECTION
by artefacto



Artist's Conceptual Rendering



LUXURY RESIDENCES.
FULLY FINISHED
AND FURNISHED.
DESIGNED FOR
SHORT-TERM RENTALS .

THE LOFTY PENTHOUSE
COLLECTION

A limited collection of endlessly elevated residences defined by life at the top—spacious and soaring, with extensive water views—entirely curated by revered design firm Artefacto and their team of globally renowned designers, architects, and artists.

artefacto

CONNOISSEURS OF CONTEMPORARY DESIGN

"Our 45th anniversary is a celebration of luxury and family, which is the DNA of all Artefacto projects."

Paulo Bacchi, CEO, Artefacto

THREE GENERATIONS OF EXCELLENCE

Artefacto, launched in 1976 by Albino Bacchi, began with a collection made from renewable natural fibers. This would mark the inception of the renowned global firm known for its unique intersection of advanced tech and true craftsmanship. Every design, color, detail, fixture, finish, and material is created and used purposefully to enrich the connection between a home and the people who live there.

Under the leadership of Bacchi's son, Paulo, who represents Artefacto's second generation, the firm delivers an impeccable caliber of taste with an equal level of design mastery—a unique, standard-setting union of high-tech design and custom-built pieces, hand-held tools and industrial machinery.

Artefacto operates its own, self-sufficient 750,000 square foot product system—located in Iperó, São Paulo's countryside—developing, crafting, and maintaining Artefacto's extraordinary standards.

Looking ahead, Paulo Bacchi's twin sons, Pietro and Bruno, look to evolve the family tradition of excellence into the third generation.

Artefacto's partnership with LOFTY reflects the elevated standards of both brands, which have artfully come together to create a limited-edition collection of penthouses that define life at the top.





“Paulo Bacchi and I have been in talks for years about a collaboration, and LOFTY presents the right moment to introduce a collection of branded residences that deliver elevated experiences for our penthouse residents and their guests.”

Harvey Hernandez, CEO of Newgard

THE ARTEFACTO AESTHETIC

Artefacto approaches every furnishing, every accent, every finish as a carefully curated concept that creates a genuine connection between owners and their residences. The firm combines technology and craftsmanship with elegance and impeccable details, resulting in entirely bespoke, highly sought after, ageless interiors that inspire.

Exclusive

PREMIERE



THE PENTHOUSE COLLECTION

LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you go—now in a collection of penthouses that go above and beyond.

DESIGNED FOR LIVING THE HIGH LIFE

A first-of-its-kind partnership uniting global furnishings brand Artefacto and the innovative LOFTY flexible-ownership tower—featuring a collection of branded penthouses. Set above and apart, the limited-edition LOFTY PH Collection will occupy the tower's top nine floors, featuring the collaborative designs of Artefacto x INC, the multi-disciplinary NYC studio responsible for LOFTY's 44 stories of elite interiors.

Each home offers 10-foot ceilings and sweeping views of the waterfront and Downtown. The LOFTY tower includes 40,000 square feet of thoughtfully curated amenities, including a private marina, waterfront dining, members-only social club, resort pool deck and fitness center, indoor/outdoor cigar lounge, co-working lounge, and meeting rooms. Poised to become the best-developed flexible ownership residences in the country, the LOFTY PH Collection is envisioned for sophisticated buyers seeking next-level luxury and flexibility, featuring 53 impeccably-styled turn-key homes by Artefacto, the most coveted name in Miami's multi-million-dollar real estate industry.

“We are taking the highest floors with the best views and delivering a singular Artefacto lifestyle for a select group of buyers who will be surrounded by style, energy, and scenery in every direction. These are next-generation dream homes to be enjoyed and shared.”

Paulo Bacchi, CEO of Artefacto





LIVING ON WATER

THE BOOK

WORLD OF FOLIA

Artist's Conceptual Rendering







LIFE ON THE WATERFRONT

Set along a dynamic marina with a vibrant yachting scene, and views of city and sea everywhere you turn. Just steps from Brickell City Centre, a sprawling cosmopolitan mecca of haute couture, Michelin-starred restaurants, next-level nightlife, international finance, and world-class art. The district is also home to Miami Worldcenter and Brickell Village, glamorous oases of shopping, entertainment, and cuisine, as well as the iconic Design District, known for its sleek architecture, innovative fashion houses, interior design galleries, and the Institute of Contemporary Art.



Artist's Conceptual Rendering



The Underline

vizpeople

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FEATURES

BUILDING FEATURES

44-story landmark building designed by the internationally acclaimed architecture firm Arquitectonica

Prestigious Brickell waterfront location, steps from Brickell City Centre

Private marina with 400 linear feet on the Miami River

Short-term rentals permitted as-of-right

5-star waterfront restaurant

Jewel box double-height ground floor lobby with floor-to-ceiling windows

Grand escalator connecting lobby to second floor

Spectacular views of the Miami River and the Miami skyline

Smart-wired residences with ultra-high speed, fiber optic wireless internet access throughout common areas

Custom mobile app designed exclusively for LOFTY owners

Cutting-edge green building technology

Four high-speed passenger elevators with access control and destination technology

Dedicated 24-hour check-in desk for guests

PENTHOUSE RESIDENTIAL FEATURES

Lofty signature sand benches

All residences are delivered fully finished and furnished, specially curated by Artefacto

Modern, open layouts from 997 SF to 1859 SF

Two- to three-bedroom + den residences

Panoramic Miami River and skyline views

Private balconies for every residence

10-ft. ceilings

Owner closets in every residence

Floor-to-ceiling sliding glass doors with sound attenuating, impact-resistant laminated glass throughout

Smart wiring for HDTV, multiple data lines, and ultra-high speed internet access

Individually controlled, energy-efficient central air conditioning and heating system

SPA-INSPIRED BATHS

Imported European cabinets with premium hardware

Elegant imported stone countertops and backsplashes

Custom-finished floors and walls in wet areas

Frameless glass shower enclosure

Premium European-style fixtures and accessories

DREAM KITCHENS

Imported Italian cabinets with premium hardware

Top-of-the-line Miele appliance package including refrigerator, cook-top, speed oven and hood, dishwasher, and sink disposal

Sleek stone countertops and backsplashes

Contemporary under-mounted sink

High-arc gourmet faucet with integral sprayer

EACH RESIDENCE IS
COLORFULLY CURATED
AND METICULOUSLY
FINISHED TO CREATE
AN ATMOSPHERE OF
ELEVATED ENERGY AND
PLAYFUL CHARACTER.



ALL THE AMENITIES

LOBBY

Riverwalk access
 LOFTY MasterHost and 24-hour concierge
 Welcome reception
 Package room for owner deliveries

2ND FLOOR LOUNGE

Check-in desk for guests
 Living room lounge & co-working area
 Riverfront covered terrace
 Private meeting room
 Ultra-high-speed WiFi
 DJ station
 Bar with coffee and snacks service
 Game areas

9TH FLOOR POOL DECK

Artfully landscaped resort-style pool deck
 Poolside lounge chairs and daybeds
 Pool attendants and towel service
 Hammocks garden
 Ultra-high-speed WiFi
 Outdoor rain shower
 Outdoor covered living area

9TH FLOOR FITNESS & SPA

3000-square-foot fitness center with expansive river and city views
 Private yoga studio
 Men's and women's locker rooms
 Private treatment rooms
 Ultra-high-speed WiFi
 Sauna, steam rooms, cold plunge pool, and shower
 Fresh juice bar

ROOFTOP

Stunning 360-degree river and city views
 Rooftop pool overlooking the Miami skyline
 Wraparound balcony with lounge seating
 Private treatment rooms
 Ultra-high-speed WiFi
 Exclusive-to-owners lounge and bar

BESPOKE BUILDING SERVICES

24-hour valet parking service
 24/7 security
 On-site hospitality management
 LOFTY house car services exclusively for owners
 Dock master for LOFTY marina visitors

LOFTY CLUB FOR MEMBERS ONLY

Private entrance with check-in area
 Members only riverfront terrace
 Social bar
 Social lounge
 Private rum and cigar room
 Live-music stage
 Tastefully appointed gathering living room, featuring small plates, bespoke cocktails, and wines
 Live evening entertainment

EXCLUSIVE PH OBSERVATORY

An entire amenity space dedicated exclusively to PH Collection owners and guests
 Private dining room and event space
 Coffee and afternoon drinks service
 Co-working space
 International newspapers
 Wine tastings events
 Sweeping riverfront and city views from observatory
 Concierge services for PH Collection and guests



THE LOFTY EXPERIENCE

Welcome to life on your terms: a stunning home wherever you go, the most sought-after destinations, and services designed for every whim—each inflected with the energy and character of the local setting.

LOFTY offers a consistently elevated experience and lifestyle designed to reflect the way we live now: with an enduring desire to move freely across the world while maintaining a sense of place wherever you go.

Life at LOFTY is an immersive experience reflected in both the residences and the environment: vibrant, social, and exhilarating. Grounded in the spontaneity of travel and new connections, LOFTY also creates a genuine feeling of familiarity and community within an elite setting. In every home, each detail has been selected and integrated by a collective of revered designers, artists and creators—whether it's a playlist for the lobby or the preparation of an early evening cocktail. LOFTY offers a world of experiences for people who travel the world, all with the freedom of flexible ownership—taken to an unprecedented new level.



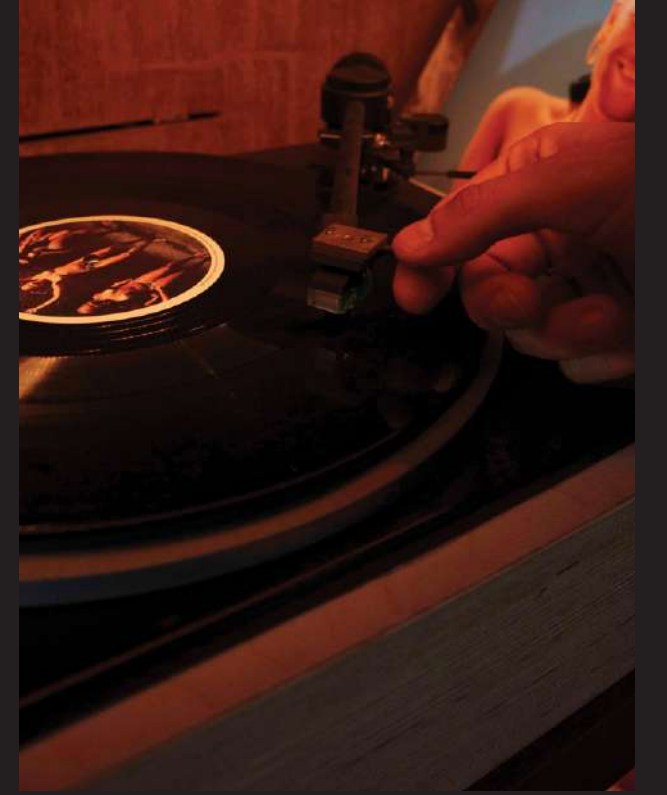
Artist's Conceptual Rendering



Among the LOFTY suite of exclusive amenities: a private marina and dockmaster, rooftop bar and infinity pool, 5-star waterfront restaurant, as well as an elite owners-only access to a private bar and lounge.



Experience the insider status and dynamic vibe of an elite private club, with the unmatched customized services to which its members are accustomed.



LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you go—now in a Penthouse Collection that goes above and beyond.

REQUEST A PRIVATE VIEWING



THE TEAM

Newgard

DEVELOPER

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing, and construction. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles, and cutting-edge amenities. Newgard's property design reflects a commitment to both architectural aesthetic and the desires of its owners and guests. The firm's dedication to quality extends to its top-tier construction team, ensuring superior attention to detail and exceptional finishes. Newgard's recent projects include Natiivo Austin, Natiivo Miami, Gale Residences Fort Lauderdale Beach, Gale Hotel, Brickell House, Centro, and One Flagler, among others.

Cervera

SALES AND MARKETING

Cervera Real Estate is a Miami-based, family-owned and operated, full-service international real estate brokerage with the most condominium sellouts in South Florida. Founded in 1969, Cervera has exclusively represented over 118 luxury high-rise condominium towers across the region, closed more than \$16 billion in sales, and played an integral role in the revitalization of neighborhoods, including Brickell, Miami Beach's South of Fifth, Downtown Miami, and East Edgewater. As the first real estate brokerage to exclusively represent developers in the sales and marketing of their projects, Cervera created a specialized field within the industry and was first to market extensively internationally. Today, Cervera continues to broaden its U.S. domestic and global broker relationships while expanding its reach. In 2021, the firm was selected for membership in Leading Real Estate Companies of the World™ and Luxury Portfolio International™.

Artefacto

PENTHOUSE INTERIOR DESIGN

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Arquitectonica

ARCHITECT

Founded in 1977, Arquitectonica received acclaim from day one, thanks to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. The firm has designed many of Miami's most recognizable buildings and virtually created the city's iconic shorescape. A major presence on the world architectural stage with hundreds of design awards received, Arquitectonica's groundbreaking work has been the subject of exhibitions at numerous museums and institutions. Their own brand of humanistic, modern design can be seen in the firm's world-renowned projects including Microsoft Europe Headquarters in Paris, Bronx Museum and Westin Times Square in New York, Festival Walk and the Cyberport Technology Campus in Hong Kong, Mall of Asia in Manila, Banco Santander Headquarters and W Torre Plaza in Sao Paulo, US Embassy in Lima, Hilton Americas in Houston, and others.

INC

INTERIOR DESIGN

INC is an open-source architecture and design studio with experience across a wide range of projects. They work globally and act locally, integrating environmental best practices into each endeavor. The firm leverages their multi-disciplinary strengths to mastermind rich, immersive spaces that carry emotional impact through careful consideration of context, details, and associated technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's projects include 1 Hotel Brooklyn Bridge, The LINE Hotel DC, and the TWA Hotel.

Urban Robot Associates

LANDSCAPE DESIGN

A full-service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture, and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects, creating a unique vision and experiences that are meaningful and memorable. URA strives to elevate the human experience from the quotidian to the cinematic. The firm draws on its team's diverse backgrounds to design singular narratives highly customized for each project.

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LOFTY LOUNGE
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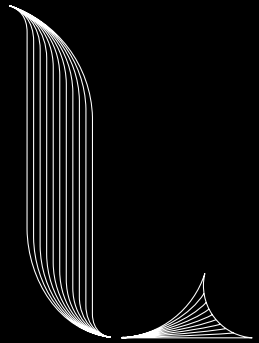
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SALES BY **CERVERA**
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