

**The Standard**

**RESIDENCES**

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**MIDTOWN MIAMI**

**THE PLACE TO BE  
IS NOW THE PLACE  
TO LIVE**



ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING THE REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS  
REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.



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.





# THE STANDARD TEAM

MEET THE CREW



# 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—be it a hotel, a rooftop discothèque, or a magazine—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

# 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](http://rossodev.com)



Carlos Rosso



# 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

# 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

Samantha Corrochano

# 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 multifamily 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, 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.



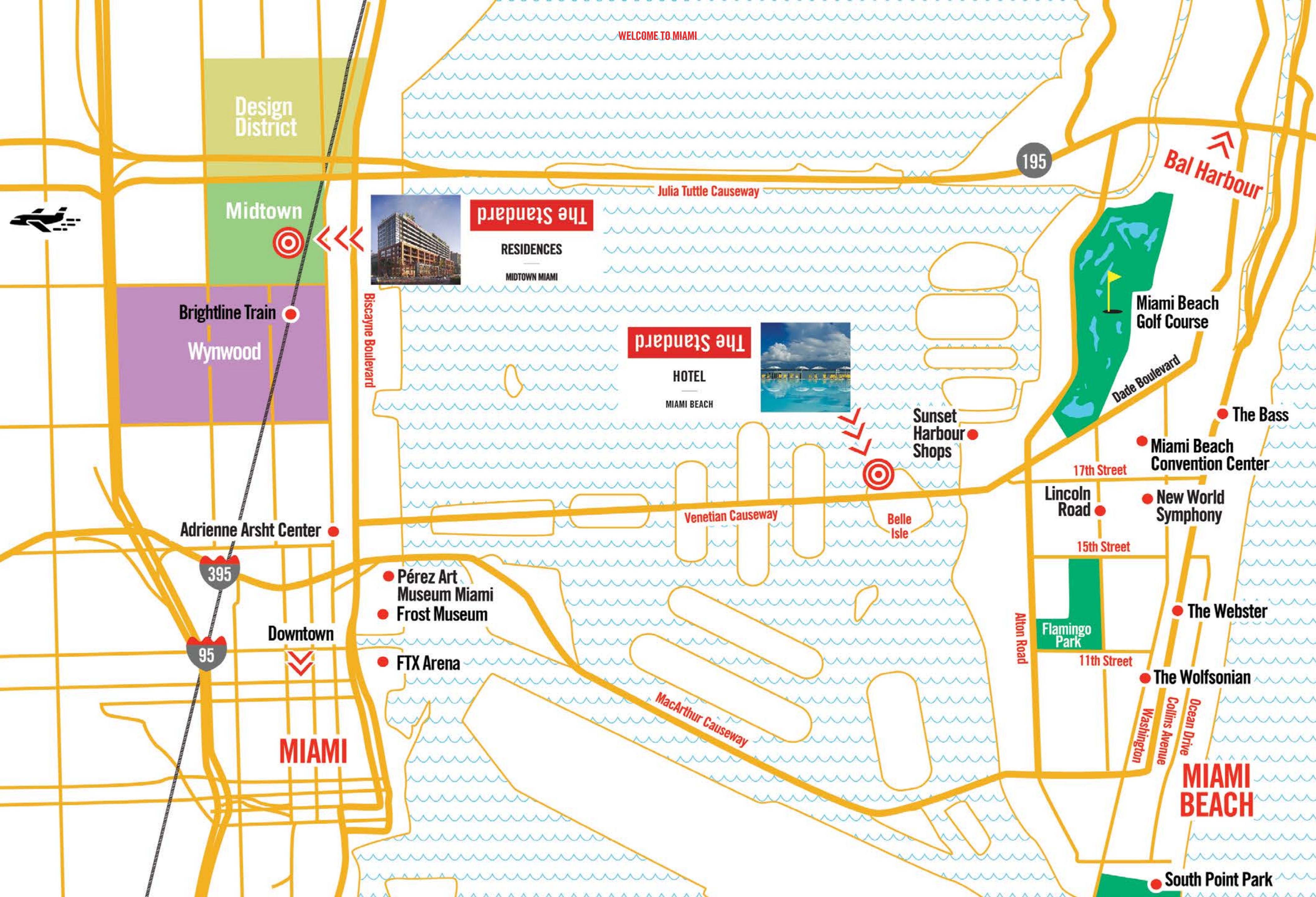
Andres Arcila



**PLAY,  
RELAX  
AND VIBE**

**THE NEIGHBORHOOD**





WELCOME TO MIAMI

Design District

Midtown

Brightline Train

Wynwood

Adrienne Arsht Center

395

95

Downtown

MIAMI

Biscayne Boulevard



The Standard

RESIDENCES

MIDTOWN MIAMI

Julia Tuttle Causeway

The Standard

HOTEL

MIAMI BEACH



Sunset Harbour Shops

Venetian Causeway

Belle Isle

MacArthur Causeway

- Pérez Art Museum Miami
- Frost Museum

- FTX Arena

Bal Harbour

Miami Beach Golf Course

Date Boulevard

The Bass

Miami Beach Convention Center

New World Symphony

The Webster

The Wolfsonian

Ocean Drive

Collins Avenue

Washington

MIAMI BEACH

South Point Park

17th Street

Lincoln Road

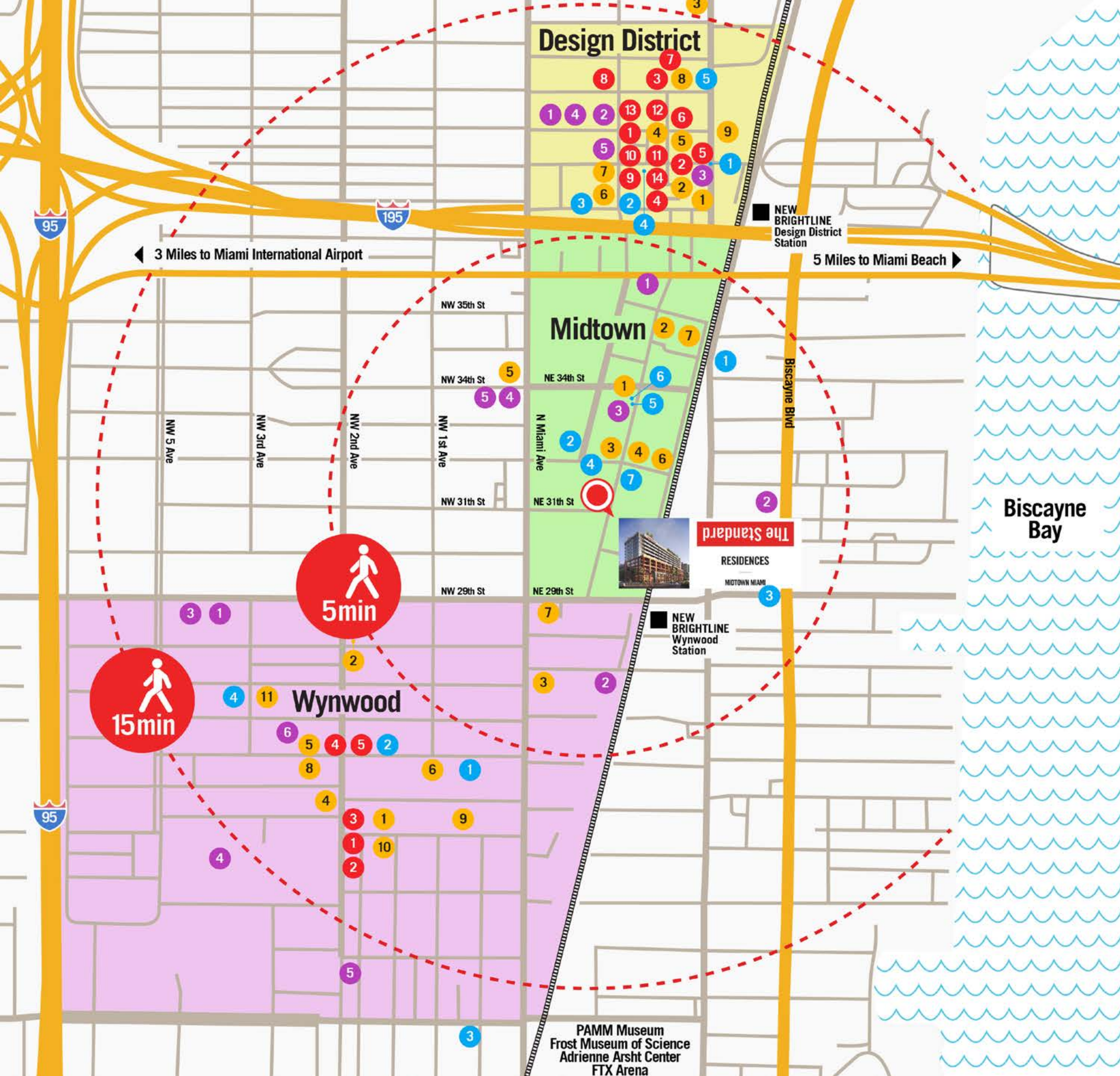
15th Street

Flamingo Park

11th Street

Alton Road







# 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 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**





IN THE CENTER  
OF IT ALL









# 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 co-working 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.





**LEVEL 01**

# THE LOBBY LOUNGE

**CAFÈ WITH OUTDOOR TERRACE AND 'CAFECITO' WINDOW**

**PET GROOMING SPA**

**BICYCLE STORAGE**

**MAILROOM**



# THE LOBBY LOUNGE: BUZZY AND BOLD

GROUND FLOOR

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





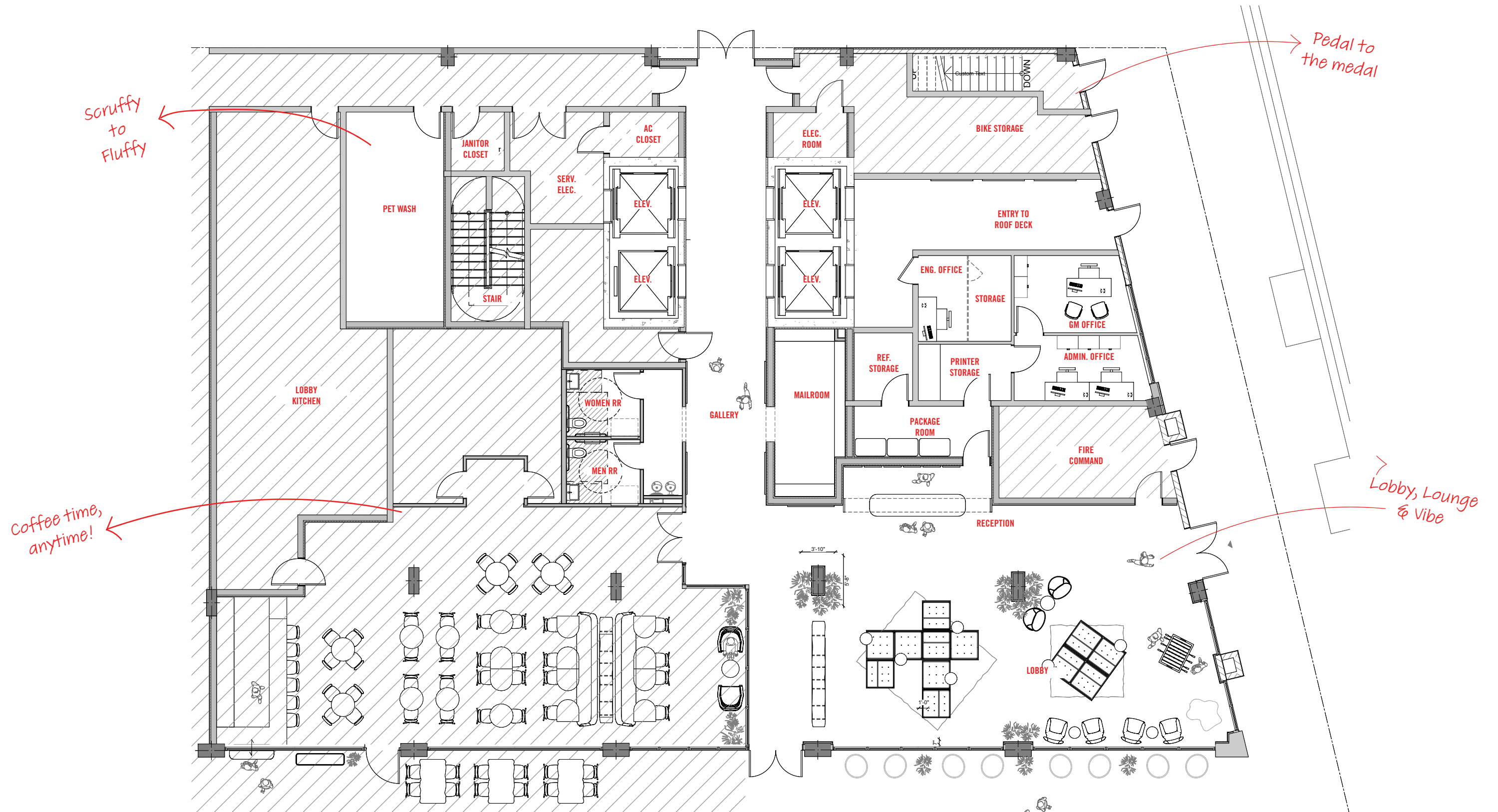
Lobby and Chill?



## THE STANDARD CAFÉ: SIGNATURE SIPS

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





## GROUND FLOOR - THE LOBBY LOUNGE

Stated dimensions are measured to the exterior boundaries of the exterior walls and the centerline of interior demising walls and in fact vary from the dimensions that would be determined by using the description and definition of the Unit; set forth in the Declaration (which generally only includes the interior airspace between the perimeter walls and excludes interior structural components). For your reference, the area of the Unit, determined in accordance with those defined unit boundaries, is set forth in the Declaration included as an Exhibit to the Prospectus. Note that measurements of rooms set forth on this floor plan are generally taken at the greatest points of each given room (as if the room were a perfect rectangle), without regard for any cutouts. Accordingly, the area of the actual room will typically be smaller than the product obtained by multiplying the stated length times width. All dimensions are approximate and may vary with actual construction, and all floor plans and development plans are subject to change.

PRESENTATION IS FOR DESIGN INTENT PURPOSES ONLY - NOT FOR CONSTRUCTION



**LEVEL 02**

# THE SWEAT FLOOR

**HOT & HEAVY FITNESS CENTER**

**YOGA AND MEDITATION STUDIO**

**THE STRETCH ZONE**

**INFRARED SAUNAS**



## Hot & Heavy Fitness Center







Infrared Sauna



Aerial Yoga



THE STRETCH ZONE







**LEVEL 03**

# THE SOCIAL FLOOR

**REC ROOM**

**THE STANDARD SOCIAL CLUB**

**PRIVATE SCREENING ROOM**

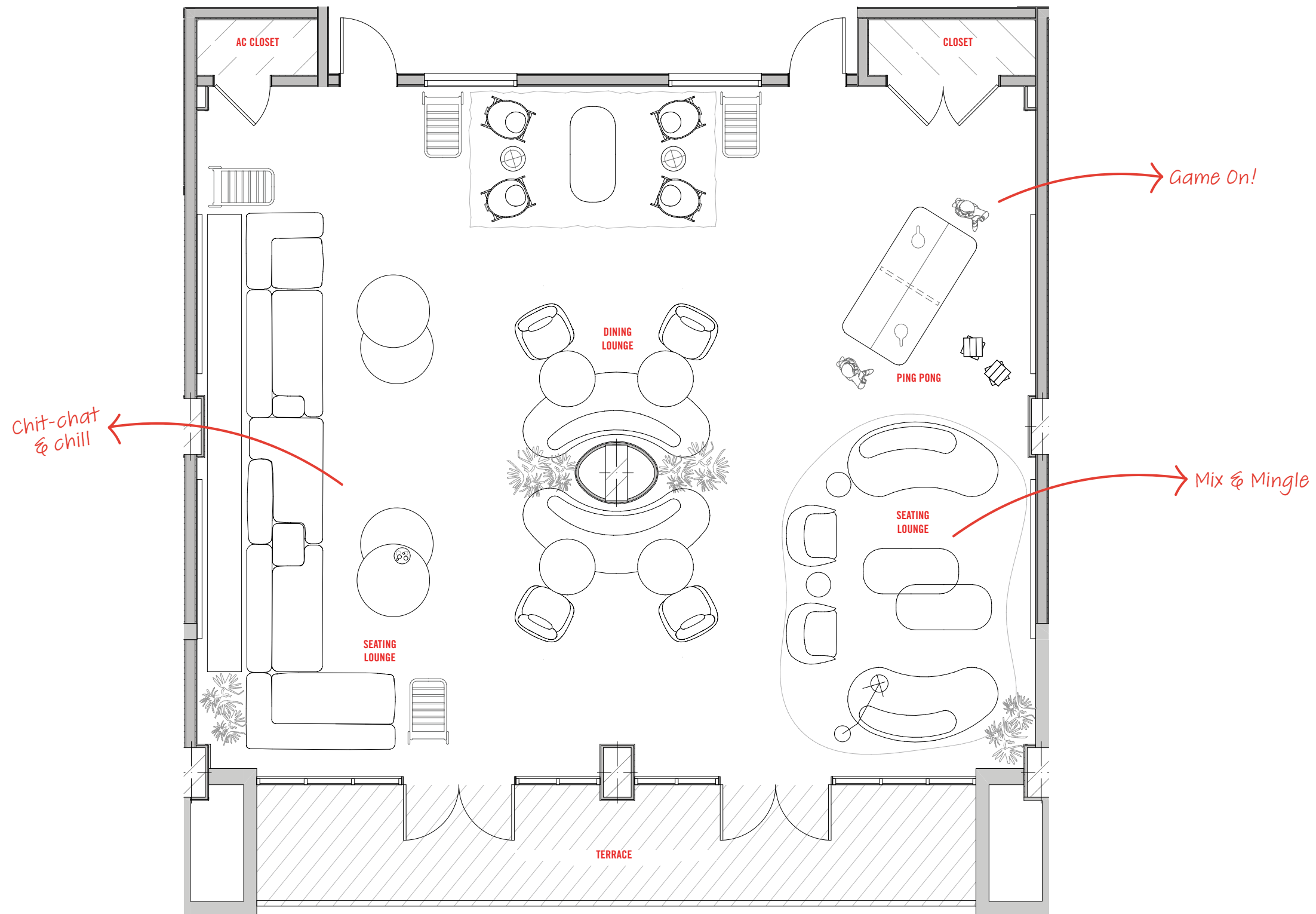
**KARAOKE BAR**





MUSICASA - Connecting musicians with music lovers through intimate home concerts



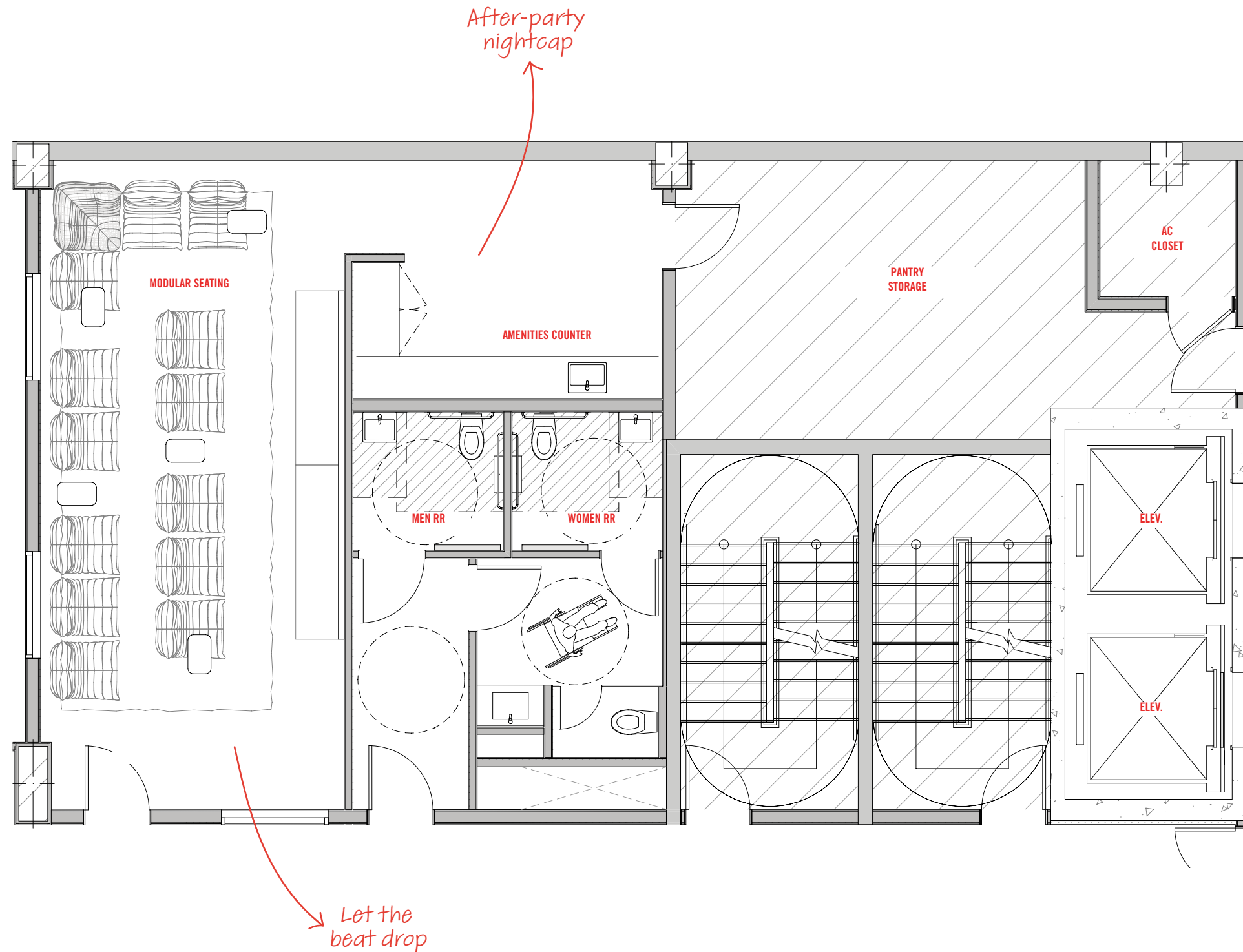


## LEVEL 03 - THE STANDARD SOCIAL CLUB

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## LEVEL 03 - REC ROOM

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**The Standard Social Club**



**LEVEL 04**

# THE WORK FLOOR

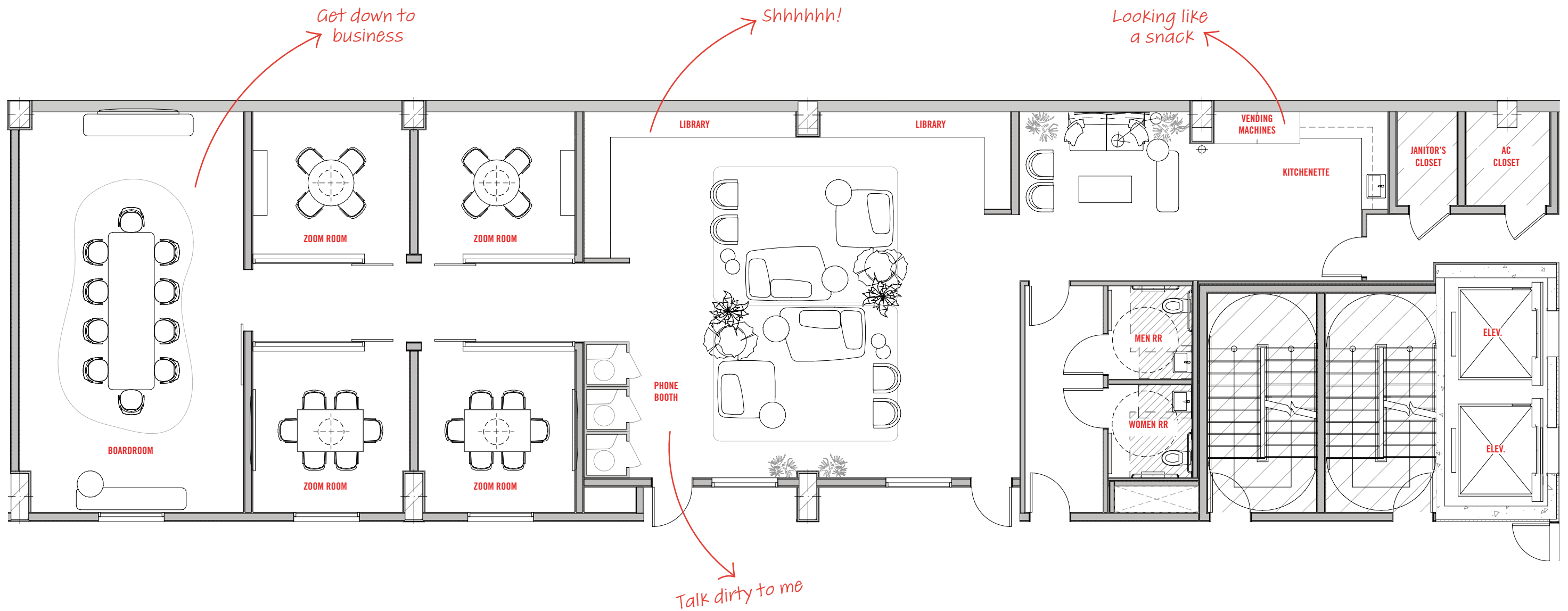
**LIBRARY**

**COWORKING SPACES**

**FOUR ZOOM ROOMS**

**PRIVATE BOARD ROOM**





## LEVEL 04 - COWORKING

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Phone Booths



Library at The Standard Hotel in London













**LEVEL 12**

# THE ROOFTOP





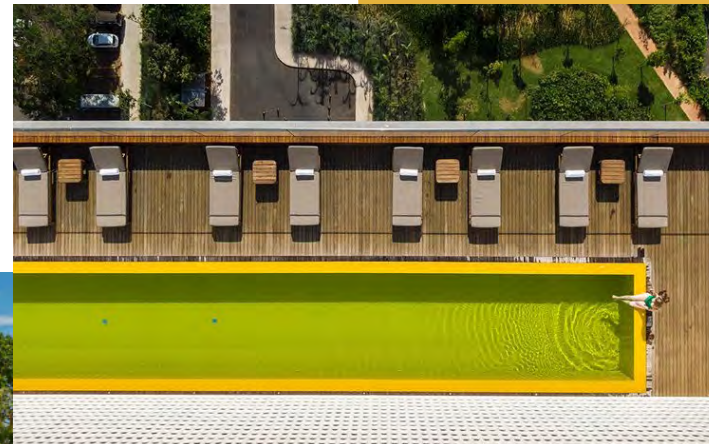




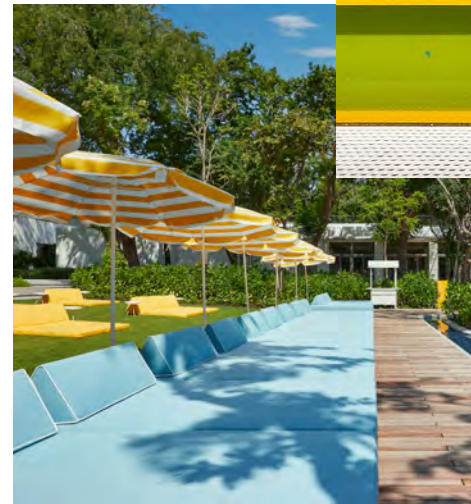
Rooftop Bar



Feature Round Daybed Concept



Elongated Pool



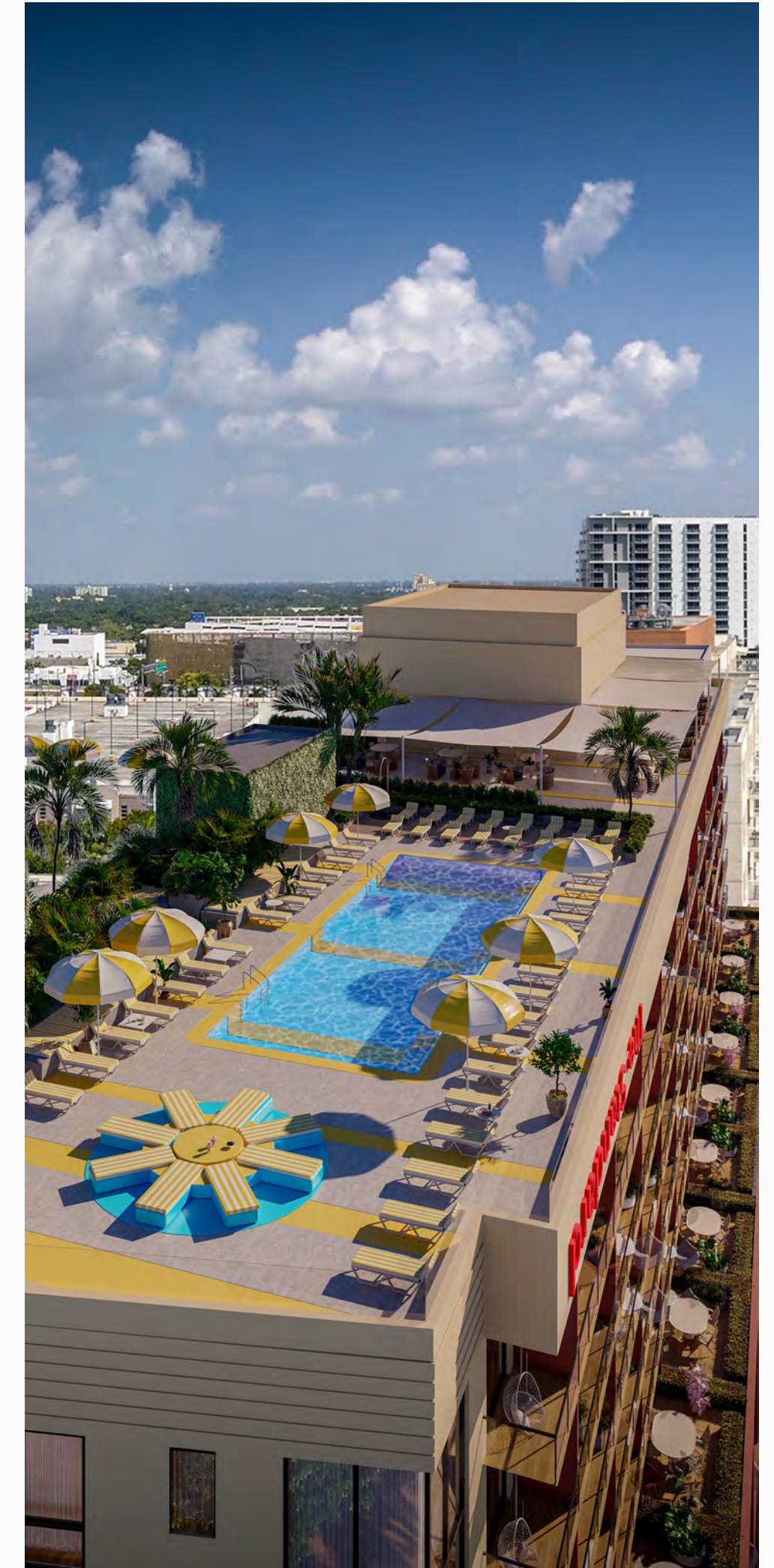
Pool Deck at The Standard Hotel in Hua Hin



Accent Upholstered Sun Loungers

ROOFTOP DESIGN IN COLLABORATION WITH NATURALFICIAL





## 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

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





# 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 porcelain flooring, 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 hi-speed internet





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

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









A SENSE  
OF PLACE

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







# 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



# 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  
YOUR COVERED

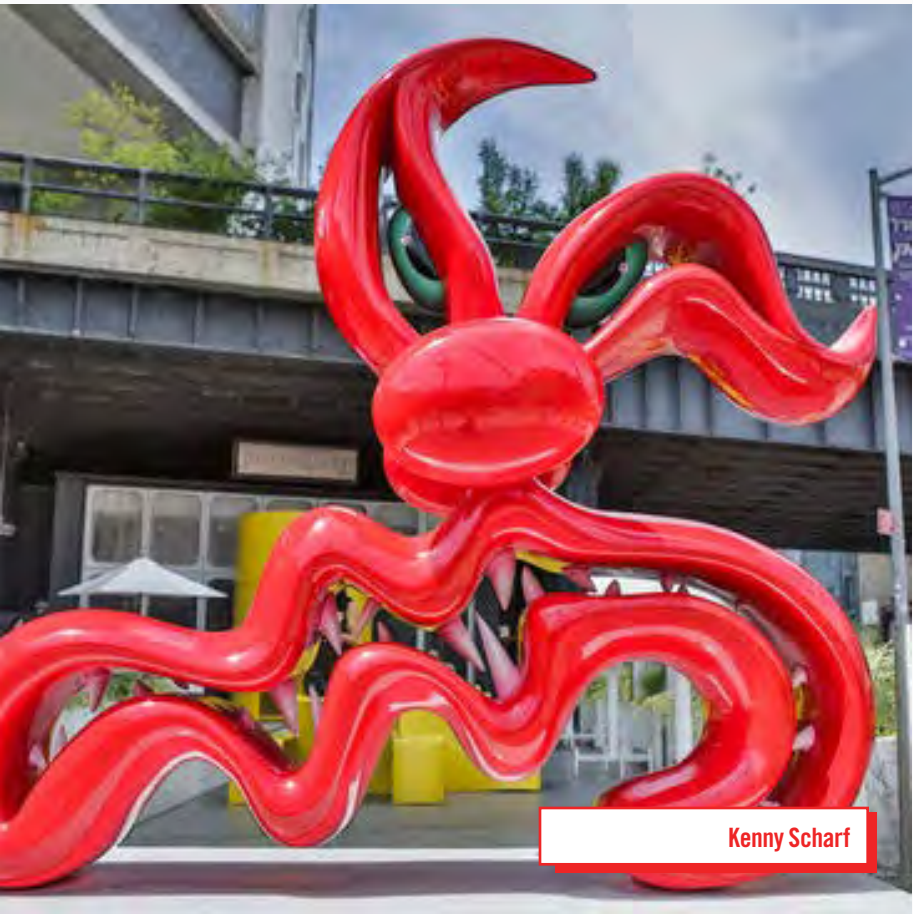


# THE CORE STANDARDS: ART AND CULTURE

## ART & CULTURE



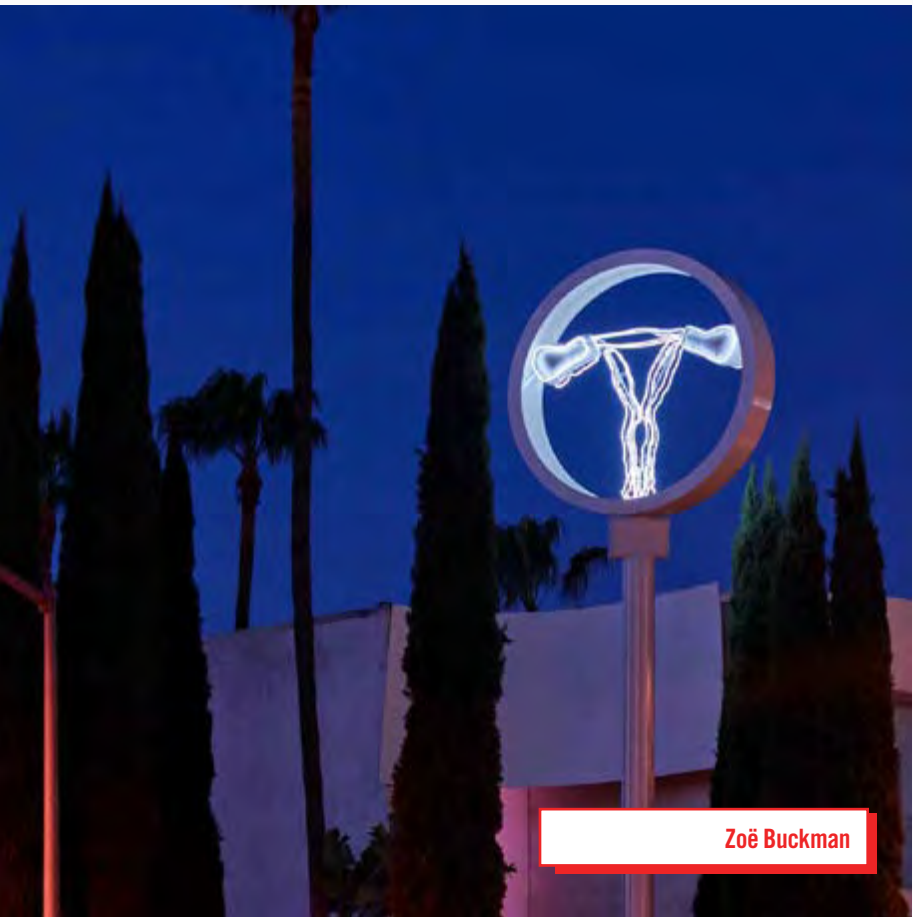
Friends With You



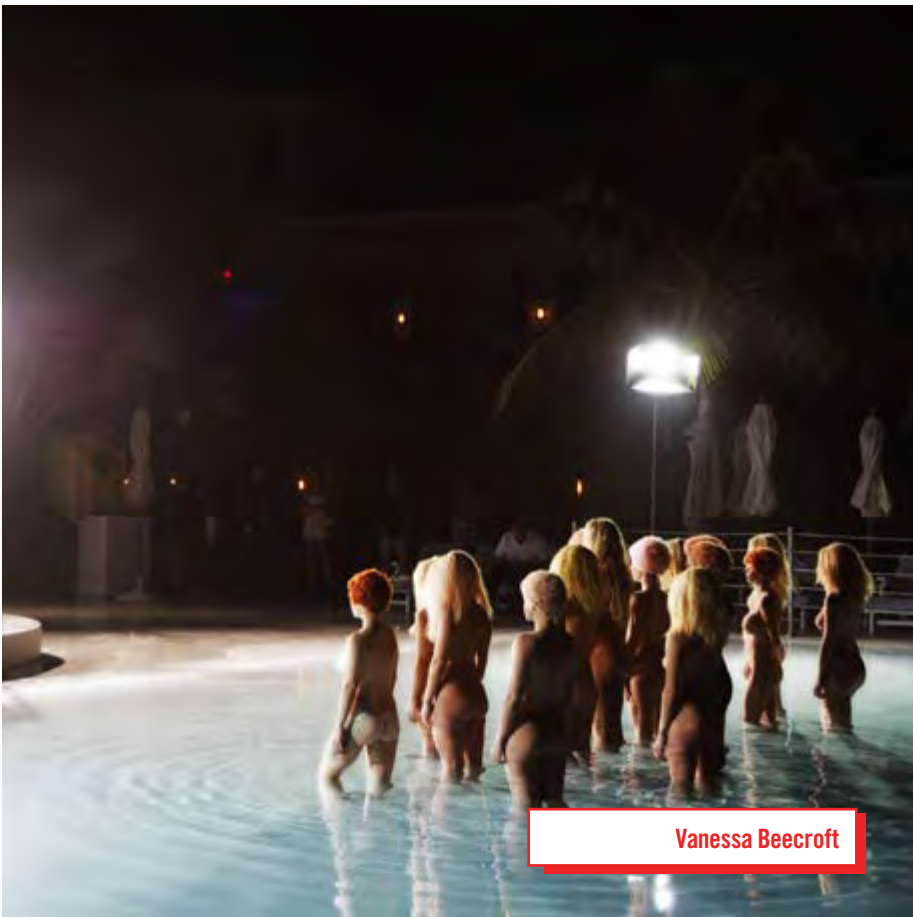
Kenny Scharf



PRUNE NOURRY



Zoë Buckman



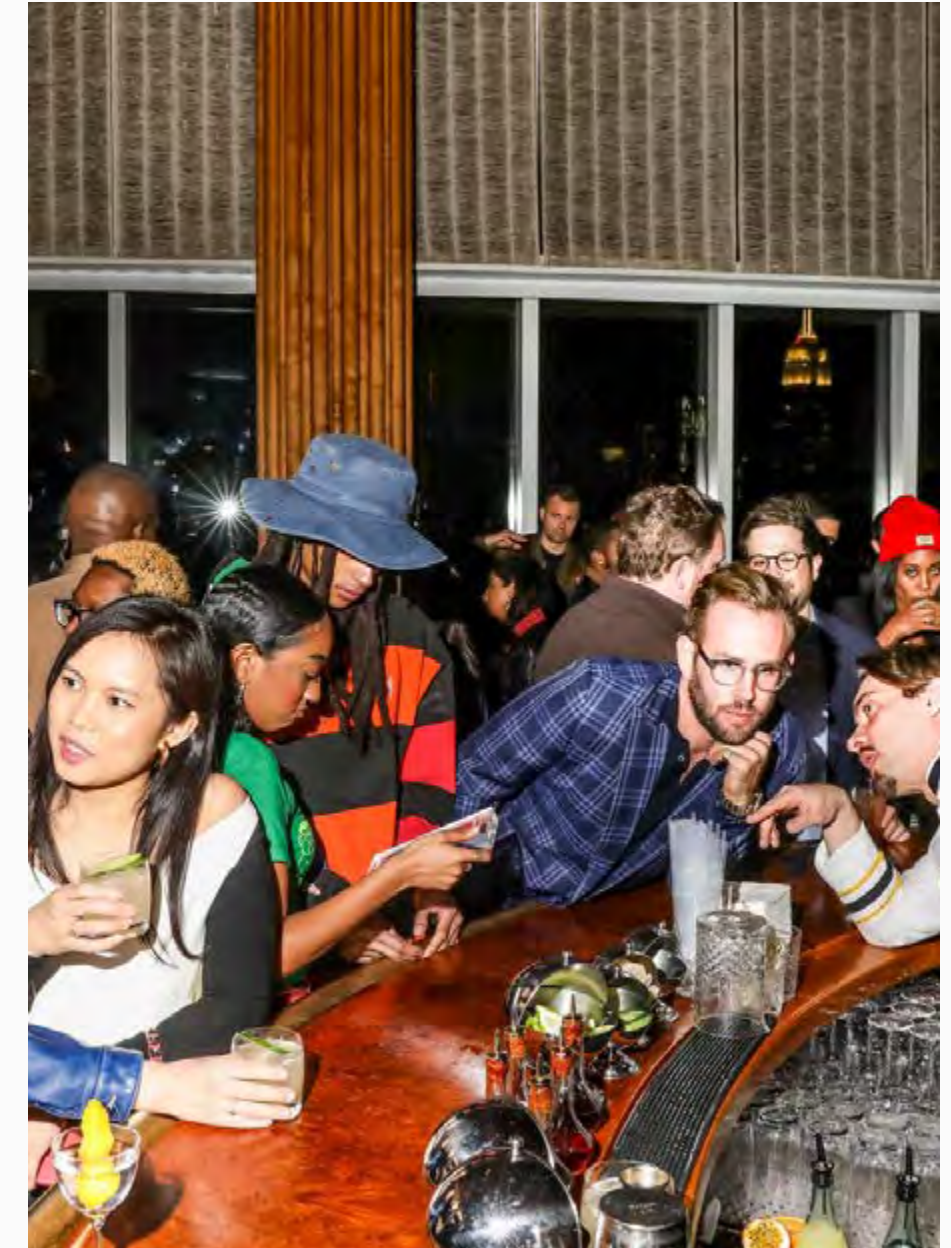
Vanessa Beecroft

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.





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IS NOW THE PLACE  
TO LIVE**



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## PAYMENT STRUCTURE

- 20% at Contract
- 10% Two Months after Contract
- 10% Six Months after Contract
- 10% at Top Off

## TIMING OF COMPLETION

- Q1/Q2 2025 (est.)

## MAINTAINENCE FEE

- \$0.99/sf without reserves
- \$1.07/sf with reserves

