

GOT AM

SPECIAL SECTION:
MIAMI REAL ESTATE
BUYING INTO
BILLIONAIRE BEACH



HAIL TO THE CHIEF!

HOUSE OF CARDS' KEVIN SPACEY ON CHANGING TELEVISION, SAVING THE EARTH

THE ROCKEFELLERS ROCK THE OIL INDUSTRY

EARTH DAY FROM CLIMATE CHANGE TO ECO CHIC, WE'RE TALKING ABOUT IT!

PLUS PAUL ANDREW, DEBBIE HARRY, AMANDA CREW, ANDRÉ BALAZS

HOT NEIGHBORHOOD

BRICKELL

An urban lifestyle, with palm trees.

Go to Miami and not live right on the beach? At one time, the mere idea would have been heresy. But that was before a bunch of canny developers decided that Brickell Avenue, which in the 1900s had been known as Miami's "Millionaires' Row," could be so again, with the addition of luxury condominiums among the cluster of office towers and hotels that dominated the landscape. Back in the 1970s, recalls Related Group's Jorge Pérez, the streets in the area were empty on any weekday after 5 PM, and those on the north side of the bridge in the heart of downtown were vacant even during daylight hours.

Pérez was one of the developers who fought to change that vibe. His Philippe Starck–designed Icon Brickell (475 Brickell Ave., 305-371-1411; iconbrickell.com) is only one of a vast array of condo towers that have made Brickell one of the most densely populated neighborhoods in the country—and one of the hottest areas for Miami's urban aficionados. In spite of all the frenzied building in Brickell over the last decade, real estate price tags remain well below those that buyers would confront for beachfront property, often topping out at around \$1,000 per square foot. And they are getting higher—Property Markets Group's Echo Brickell properties (1451 Brickell Ave., 305-931-6511; echobrickell.com) are being offered at a record \$1,200 per square foot. A 10,500-square-foot penthouse is on the market for \$40 million—a breathtaking sum for a property that faces Biscayne Bay rather than the ocean.

Still, those aren't Miami Beach prices. And it's that relative value proposition that tempts early players in Brickell to keep returning. One of these is Ugo Colombo, whose latest Brickell project is a 65-story glass tower, the Brickell Flatiron (1001 S. Miami Ave., 305-400-7400; brickellflatiron.com), which will have Julian Schnabel as "artist in residence." Schnabel will play a role in the design, and his work will be showcased throughout the public spaces. "Living with art is the most luxurious amenity I could provide," says Colombo.



Condos at Echo Brickell are averaging \$1,200 a square foot.



// POWER PLAYER //

EDGARDO DEFORTUNA

A new partnership helps bring Manhattan to Miami.

When Argentine-born Edgardo Defortuna was completing his MBA at the University of Miami in the early 1980s, he realized that real estate buyers from Latin America—like himself and members of his family—weren't getting the kind of attention and service they felt they needed. So Defortuna founded Fortune International—and built what was missing himself. The first step was creating a real estate brokerage and sales division, and Defortuna hopped on planes for Buenos Aires, Rio, Santiago, and other major Latin-American hubs, becoming a one-man marketing machine, preaching the many advantages of owning real estate in Miami and telling prospective buyers just how easy it was to do so. "Life here was incredible: the weather, the beaches, the safety—you could drive the car you wanted and not worry about being kidnapped."

These days, Defortuna's business empire has expanded exponentially, as has the list of features that he can offer customers of both his brokerage business and his real estate development firm. Currently, he's building the ultra-luxury Jade Signature condominium complex (1300 Brickell Ave., 305-940-0335; jade-signature.com) in Sunny Isles in partnership with the Château Group as well as working on two ventures with the Related Group, one in Brickell and one in Fort Lauderdale. And while Defortuna may have built his business by catering to Latin-American buyers, increasingly he's looking northward for new clients. In February, he announced a pact with Town Residential (25 W. 39th St., 212-398-9800; townrealestate.com), a New York brokerage firm, which will see the two companies combine their websites, databases, and marketing efforts. "Miamians would like properties in New York, and more New Yorkers are very, very interested in what is available here; they are following members of their social circle southward," Defortuna says.



Ceviche Clásico at La Mar, made with fluke, cilantro, and red onions.

WHO'S HERE: Once a millionaire's playground where South American and European business whizzes liked to buy second homes, the neighborhood now attracts up-and-comers from abroad as well as the northeastern US, who scoop up properties for year-round use.

WHERE TO EAT: At Japanese hot spot Zuma (270 Biscayne Boulevard Way, 305-577-0277; zumarestaurant.com), expect a stary crowd, including Bill Clinton and David Beckham, who like to dine on the riverside terrace. Daisy Fuentes and Will Smith head to La Mar at the Mandarin Oriental (500 Brickell Key Dr., 305-913-8358; mandarinoriental.com/miami) for celebrity chef Gaston Acurio's menu, known for its authentic

ceviches, while the modern American fare at OTC restaurant (1250 S. Miami Ave., 305-374-4612; otc-restaurants.com) is a magnet for Miami's young creatives.

HAPPY HOUR: Mary Brickell Village has a lively happy hour scene with hangouts like Perricone's (15 SE 10th St., 305-374-9449; perricones.com), noted for its wine list. For a glam stop, head to Tamarina (600 Brickell Ave., 305-579-1888; tamarinarestaurants.com), where Michael Caine likes to grab a glass of bubbly at the alfresco Champagne bar.

WHERE TO SHOP: When the Brickell City Centre (801 Brickell Ave.; brickellcitycentre.com) opens this year with 500,000 square feet of retail stores, including Saks Fifth Avenue and Apple, luxury shoppers will have an alternative to shopping mecca (and codeveloper) Bal Harbour Shops.

CULTURE: The new Museum Park, located between American Airlines Arena and the Adrienne Arsht Center for the Performing Arts, is home to the buzzy Herzog & de Meuron-designed Pérez Art Museum (1103 Biscayne Blvd., 305-375-3000; pamm.org). In 2016 the Patricia and Phillip Frost Museum of Science (3280 S. Miami Ave., 305-646-4400; miamisci.org) will make its debut with interactive exhibits and an aquarium within its 250,000-square-foot space.—E.R.