



FAENA GROUP ANNOUNCES FALL 2015 OPENING OF FAENA DISTRICT MIAMI BEACH



Aerial View of Faena District. Rendering courtesy Faena/OMA.

First Phase of Faena District Miami Beach Includes Residential Faena House, Faena Hotel Miami Beach, and the District's Cultural Centerpiece, Faena Forum

Faena District Features Mix of Restored Art Deco Icons and New Buildings Designed by OMA, Foster + Partners, Brandon Haw, Baz Luhrmann and Catherine Martin

Miami Beach, FL, April 14, 2015 – Faena Group announces the fall 2015 opening of Faena District Miami Beach, conceived by founder Alan Faena in collaboration with architects, designers and artists. With the opening of the first phase—which includes Faena House, luxury oceanfront residences designed by Foster + Partners; Faena Hotel Miami Beach redesigned in collaboration with Baz Luhrmann and Catherine Martin; and Faena Forum, a trailblazing new cultural space designed by OMA—Faena District will provide the city of Miami Beach with a neighborhood integrating cultural, residential, hotel, retail, culinary, and public environments with a dynamic combination of art, culture, and design as their foundation. The new district will be framed by the lush landscaping of Raymond Jungles.

“Building on our success of rejuvenating the Puerto Madero neighborhood of Buenos Aires, the upcoming debut of Faena District Miami Beach will provide people from Miami and from around the world with a new type of urban oasis—a neighborhood that dynamically integrates the arts,

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culture, and ideas, in the broadest sense of the terms,” noted Alan Faena. “Cultural exchange and creativity are central to Faena’s identity and core values, and the launch of Faena District is a fulfilment of our mission to create inspiring and engaging urban communities that redefine how we live.”

Founded by Alan Faena, Faena Group is a pioneer in its field, specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects that integrate residences and hotels with art and cultural spaces. Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. The projects it develops are platforms for personal expression and cultural interaction, destination landmarks that inspire original thinking. Alan Faena has been a business partner and creative collaborator with Len Blavatnik since 2000 on the vision, creation, and development of the Faena District in Puerto Madero in Buenos Aires. In addition to his financial backing, Blavatnik has been instrumental in the expansion and continued success of the Faena District of Miami Beach and on its conceptualization as a new urban development and community that fosters engagement with arts, culture, and groundbreaking ideas.

“We have envisioned the Faena District as a significant new destination of the “best in the world” quality, which combines the most creative minds of our times with the highest cultural expressions, and the finest architecture and design, in a city that is ready to receive this new type of urban development for the 21st century,” said Blavatnik. “I have always felt that a world-class project with these characteristics is what was needed here in the United States, and I was certain that Miami Beach was the place to develop it.”

With the recent approval for the creation of the Faena District from the Miami Beach City Commission, the properties encompassed by the District received a significant new designation, which will allow for the full implementation of Faena Group’s vision of creating a vibrant, fully integrated community with art and culture at its heart. Before the new zoning overlay of the district, the only uses permitted on the west side of Collins Avenue were hotel and residential, with a very limited ability for any other kind of public space. The new zoning now allows additional uses on the west side of Collins Avenue as principal purposes for standalone buildings, specifically Faena Forum and Faena Bazaar. This shift for Miami Beach plays a critical role in fulfilling Faena’s vision to foster a neighborhood of residential, hotel, culinary, and public spaces seamlessly woven together by culture and design.

The next phase of development includes Faena Versailles Classic, the original Versailles Hotel restored and converted to residences by William Sofield; Faena Versailles Contemporary, a new residential tower designed by Brandon Haw of Leitersdorf Haw Architects; and Faena Bazaar (a retail and restaurant space), Marina, and Parking, all designed by OMA. Lush outdoor spaces designed by landscape architect Raymond Jungles will frame and unify the buildings.

Faena House

Foster + Partners (Brandon Haw)

Opening Summer 2015

Designed by Foster + Partners (Brandon Haw), Faena House is an 18-story luxury condominium, located on the widest stretch of white sand in all of Miami Beach, on the east side of Collins Avenue overlooking the Atlantic Ocean. Faena House presents a residential offering unlike any previously seen in Miami Beach. Faena House's sleek modern lines resonate with the local Art Deco style, while the building's efficient form is designed to reduce the need for mechanical cooling during the hot summer months. Each residence is designed to maximize ocean views, with sweeping, wrap-around terraces that dissolve the boundary between inside and outside, drawing inspiration from Faena's roots in Argentina's outdoor lifestyle. Faena House is sold out and occupancy will begin in Summer 2015.

Faena Hotel Miami Beach

Bazmark (Baz Luhrmann and Catherine Martin)

Opening Fall 2015

In collaboration with Alan Faena, renowned film director/producer Baz Luhrmann and four-time Academy Award® winning production and costume designer Catherine Martin are designing a comprehensive restoration and reimagining of Faena Hotel Miami Beach, formerly the iconic Saxony Hotel. First opened in 1948, the Saxony Hotel was designed by Roy F. France and was one of Miami Beach's first luxury hotels, the epitome of modern glamour. Alan Faena enlisted Luhrmann and Martin to bring his vision for this revitalization to life and create a hotel that will carry on this legacy and be defined by South America's warm hospitality and lively spirit. Faena Hotel Miami Beach hotel will feature 169 rooms and suites and 13 one-of-a-kind penthouse residences spanning the top two floors of the property.

Luhrmann and Martin will infuse their elegant and playful aesthetic into the design of the hotel's interiors and public spaces, which includes a private screening room, Tierra Santa Spa and an open-fire restaurant Los Fuegos by renowned Argentine Chef Francis Mallmann—his first in North America, offering an authentic South American dining experience. Faena Hotel Miami Beach will also include a 35-seat private screening room and intimate 250-seat theater for live performances.

Faena Forum

OMA

Opening Winter 2016

Envisioned by Faena as the centerpiece of Faena District Miami Beach, Faena Forum is a groundbreaking new space dedicated to the development of cultural programming that transcends disciplines and encourages collaborations across artistic, intellectual, and geographic boundaries. Designed by OMA, the 50,000 square-foot building located at 33rd Street and on the west side of Collins Avenue in Miami Beach, will open in winter 2016. Faena Forum has been designed as a series of large flexible spaces that support the production of new projects, commissions,

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performances, and events, and further advance Faena Forum's mission to catalyze experimentation within and across cultural disciplines.

The building takes the form of a cylinder and cube. The cylinder is an open, soaring space rising 40 feet to a dome that features a central glazed oculus. It also features a walkway that spirals up the interior wall from street level to the oculus, providing a range of perspectives of the central space and access to presentation spaces throughout the building. The cube features two large spaces that interlock with each other and the dome that can be combined or subdivided to accommodate a range of installations and performative productions. The two volumes were also shaped to create new opportunities for public spaces within Faena District. Along Collins, the curved shape of the east volume accommodates an expanded public plaza that is in dialogue with Faena Hotel Miami Beach across Collins and also Faena Bazaar across 34th Street. On the west side, cutting the cube volume perpendicular to 32nd Street creates a new plaza along Indian Creek and a secondary entry to the Forum.

Faena Bazaar

OMA

Opening Winter 2016

Faena Bazaar will be located on the site of the former historic Atlantic Beach Hotel, on the north side of 34th Street facing Collins Avenue. The program of Faena Bazaar will unite retail, restaurant and office spaces across four levels—all positioned around internal and external courtyards. A new opening on the south façade of Faena Bazaar will visually connect with the main entrance to Faena Forum and provide access to the internal courtyard directly from 34th Street.

Parking for Faena District will occupy a currently empty lot along Collins Avenue and 35th Street. All parking will be valet and the structure will include a mechanical system for maximum efficiency, featuring elevators transporting vehicles between levels, exposed to 35th Street; a façade of angled perforations will allow for adequate airflow with controlled views. Faena Parking will also include two retail spaces—one on the ground level and the second located above the parking levels.

Located on Indian Creek, Faena Marina will provide an exclusive entrance to Faena District, allowing visitors to dock directly outside the secondary entrance to Faena Forum. The Marina's spiraled ramp also orients visitors to the Forum's distinct spiraled circulation.

Faena Versailles Classic

William Sofield – Studio Sofield

Opening in 2017

Located in the former historic, Roy F. France-designed Versailles Hotel, at 35th Street and Collins Avenue, Faena Versailles Classic will present a modern interpretation of the Art Deco gem. The aesthetic will be in keeping with Art Deco—maintaining and enhancing the building's historic façade created in 1940 during the height of Miami Art Déco. The interiors will further reflect this

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historical aesthetic while infusing a high level of detailing and a focus on rich materials throughout. The grand lobby, flanked by four grand columns, terrazzo flooring, and custom chandeliers, looks upon an outdoor garden with a large reflecting pool and views out to the ocean. The thoughtfully appointed residences will each boast terrazzo floors with inset borders, custom hardware, architectural lighting and sconces, as well as ocean views. The kitchens and bathrooms will be custom by William Sofield and feature stone, white lacquer and antiqued mirror. Each residence will marry the flexibility of open-plan modern beach living with the urbane sophistication and classic style for which William Sofield is renowned.

Faena Versailles Contemporary

Brandon Haw – Leitersdorf Haw Architecture

Opening in 2017

Located adjacent to Faena Versailles Classic, Faena Versailles Contemporary is designed in harmony with its natural setting and marries the historical and contemporary. Faena Versailles Contemporary creates an architectural statement that is perfectly in tune with the area's historic landmarks, while presenting a new vision for the destination. Architect Brandon Haw emphasized the connection between the two Versailles towers by echoing the gently undulating façade in his own design, forming a rhythmic ripple that runs throughout Faena District. Faena Versailles Contemporary has been designed to maximize views both to the ocean and city, articulated by large sweeping terraces east and west that modulate down to a combination of large bay windows with window seats and curved terraces. Each residence will boast an expansive, private balcony, custom terrazzo and hardwood flooring, custom full-height doors and master bedrooms with walk-in closets, many featuring sitting areas and morning kitchens. Boasting a Lower and Upper Penthouse, the exclusive rooftop pool area of the Upper Penthouse will have three decks, spectacular infinity pool and outdoor kitchen.

ABOUT ALAN FAENA

Alan Faena is a revolutionary at heart and one of the most visionary leaders in South America. A modern impresario, Faena has made an indelible mark across a range of industries including hospitality, fashion, art, real estate and urbanism. Since 2000, Alan Faena has collaborated with Len Blavatnik, an American citizen, businessman and philanthropist with global interests in natural resources, media, entertainment, telecommunications, and real estate; together they have transformed an abandoned stretch of property, the docklands of Puerto Madero, into one of the most valuable pieces of real estate in Buenos Aires. In 2004, Faena created Faena Hotel Buenos Aires and since opening its doors, the urban resort has completely redefined the experience of travel by merging the elements of art, culture, entertainment, sustainable architecture and cutting-edge technology. Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of Faena Group's global expansion.

ABOUT LEN BLAVATNIK

Founding member of the Faena Creative Team, Len Blavatnik is a global business leader and philanthropist. He is the founder and Chairman of Access Industries, a privately held industrial group through which he controls his holdings. Incorporated in 1986, Access Industries has strategic investments in the United States, Europe and South America. Blavatnik, a U.S. citizen, was raised in Russia and immigrated to the United States with his family in 1978, becoming a citizen in 1984. He received his Master's degree from Columbia University and his MBA from Harvard Business School. He sits on boards at Cambridge University and Tel Aviv University, and is a member of Harvard University's Committee on University Resources. An active philanthropist, Blavatnik and the Blavatnik Family Foundation have been generous supporters of numerous leading cultural and charity institutions including The National Gallery of Art, The Metropolitan Museum of Art, Tate, the National Portrait Gallery, the Royal Academy of Arts and the Prince's Trust. He is a member of the Board of Governors of The New York Academy of Sciences, and a Trustee of the State Hermitage Museum in St. Petersburg, Russia. In 2007, Blavatnik created the New York Academy of Sciences Blavatnik Awards for Young Scientists to acknowledge the excellence of the most noteworthy young scientists and engineers in New York, New Jersey and Connecticut. In 2010, Blavatnik established the Blavatnik School of Government at the University of Oxford. In 2013, the Blavatnik Family Foundation expanded to a national level the Blavatnik Awards for Young Scientists program commencing in 2014.

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