



FAENA

MIAMI BEACH

FAENA



FAENA

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Faena Miami Beach is a place of art, of music, of theatre, of dance and romance, of food and wine, of lovers' kisses and children's laughter, of purpose, of poetry, of quiet moonlit nights and sensual speakeasies, of endless skies and oceans and dreams, of warm winds and deep sleeps, a place to renew the body and detox the soul, a place set amidst gardens tumbling and secret, in cathedrals of stone and towers of glass, with architecture both classic and modern.

Faena Miami Beach is a place [...] like no other.

Encompassing six blocks stretching along white sands and azure waters, it is the brainchild of southern visionary, Alan Faena, who, in his home country Argentina, has already realized the now legendary Faena Buenos Aires.

BAZ LUHRMANN

**PERSONAL
GEOGRAPHIES**



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In Miami Beach, we are creating a new epicenter for the city.

Acting as curators, we are commissioning a group of standout talents to create an urban installation without equal.

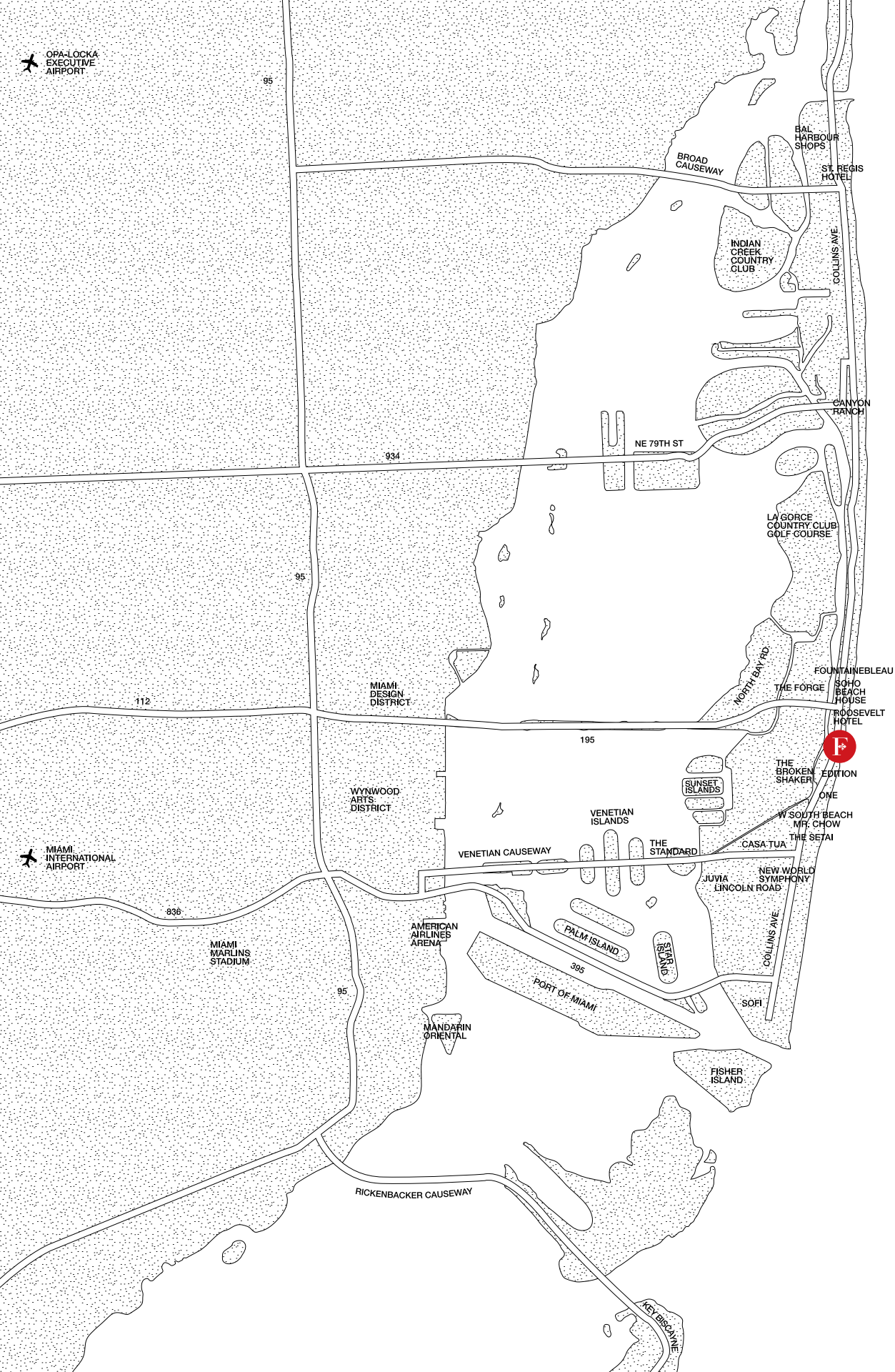
This installation is a perfect balance between art, architecture, nature and technology, and has been conceived to enhance people's lives. The interconnection between humanity and nature embodies our holistic southern vision.

ALAN FAENA, December 2013

You start with an IDEA
You end up with a CULTURE



A NEW BEATING HEART
at the very center of Miami Beach



By perceiving the city as a living organism, we are creating an urban **EPICENTER** of immense regenerative power, a fertile soil for truly great ideas to germinate and flourish.



FAENA ARTS CENTER
+ ARTIST RESIDENCES





FAENA SAXONY
HOTEL

BAZ LUHRMANN
& CATHERINE MARTIN

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Alan, along with his super-band of star architects and artisans realize worlds that are created in their own “immaculate reality,” places that though otherworldly and romantic are nonetheless believable, human and true. Indeed, what Alan does in reality is what we reach for in the theatre and cinema. So it seems natural to us that we would be drawn together to collaborate, a collaboration that is genuine and all encompassing, and for us an exhilarating and uncharted creative adventure.

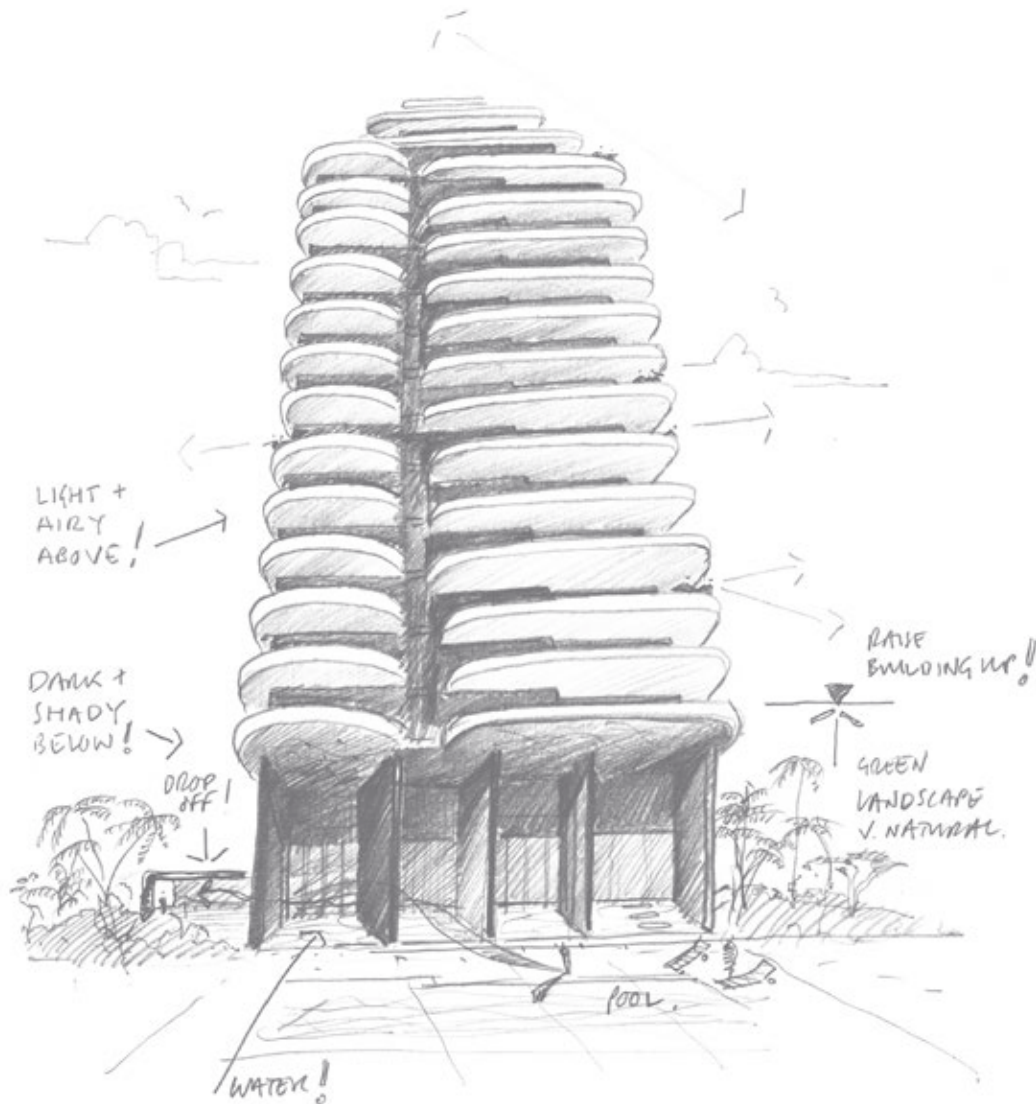
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In 1947, George Sax built a hotel to reach far beyond all other experiences possible, the epitome of modern glamour and sensuality, where Frank and Sammy and Dean entertained the crowds, who whispered amongst themselves that Marilyn was upstairs (in nothing but Chanel no. 5) and tomorrow the president will visit Miami...

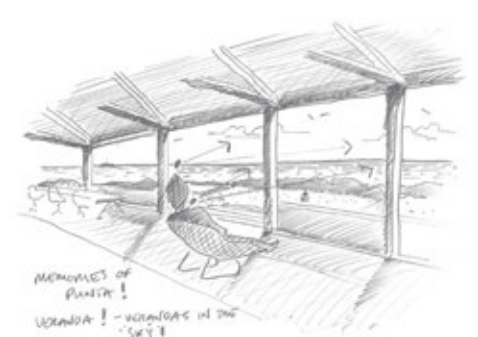
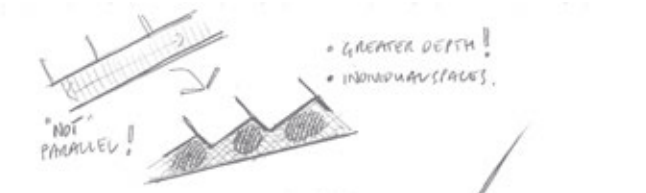
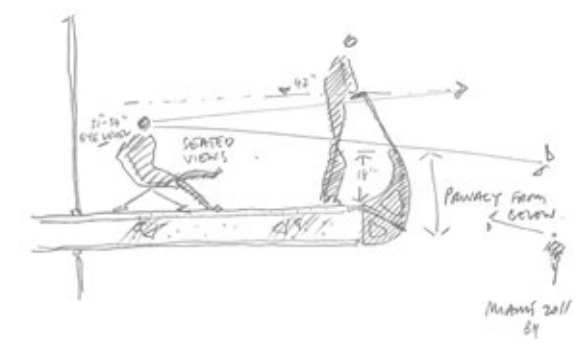
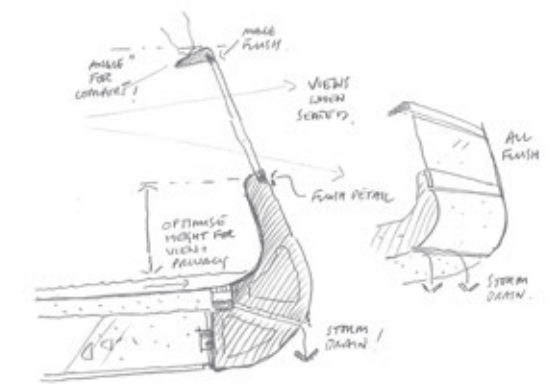
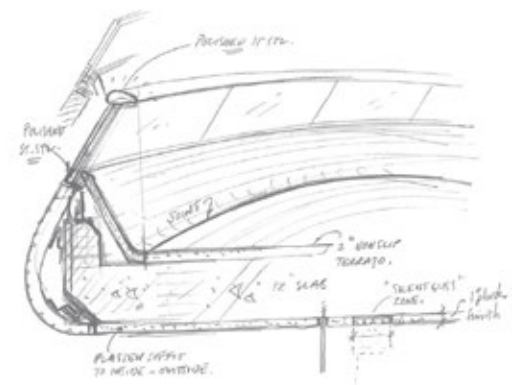
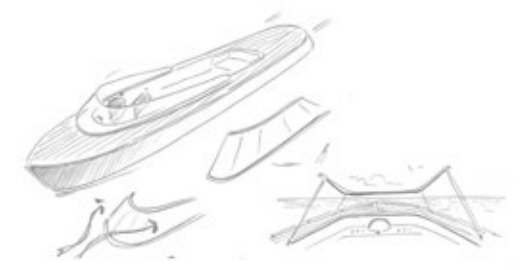
Drawing from this DNA, and inspired by the vision of Alan Faena, the Saxony is to be about infinite possibility, a mythical utopia that enthralls and transforms all who come, that seduces them to surrender, where the joie de vivre of the cabaret invites all to dance and leaves guests dreaming towards the point to which it is guiding them: the place beyond the horizon of infinite possibility, hope, love and life.

BAZ LUHRMANN & CATHERINE MARTIN



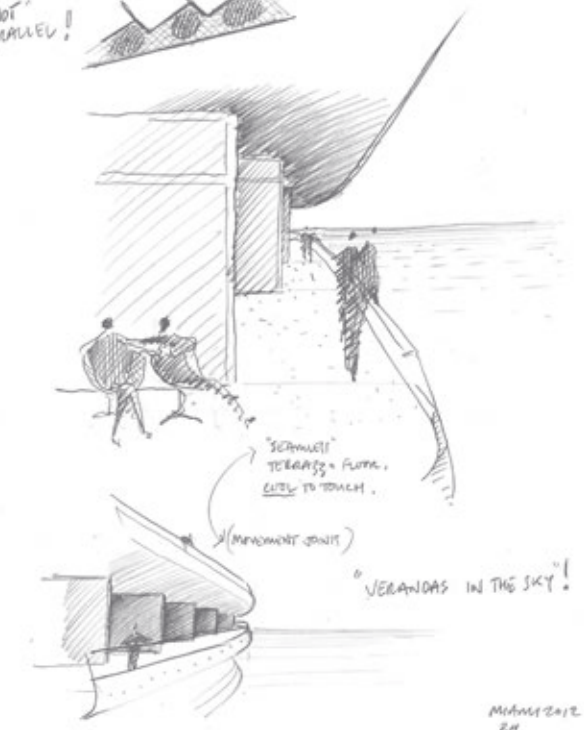


Miami 2011
84



MEMORIES OF PAST!
VERANDA! - VERANDAS IN THE SKY!
THE BEAUTY OF GASING AT THE SEA - TO LIVE OUTSIDE - SHADDED FROM THE SUN - SHELTERED FROM THE WIND, ...

Miami 2011
84







FAENA HOUSE is a dream of indoor/outdoor living come true, on the longest stretch of white sand on all of Miami Beach. These extraordinary, oceanfront residences are meticulously constructed to exist in perfect harmony with their oceanfront setting, like a ship gracefully sailing on the breeze into the future.





THE
PENTHOUSES









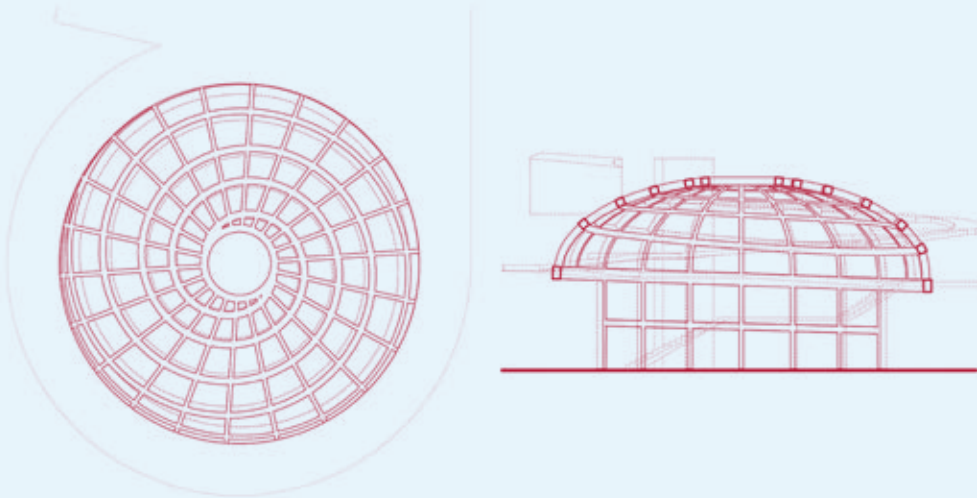
COLLABORATORY

Grand dreams come from **VISIONARIES**;
to make them come true takes **GENIUS**

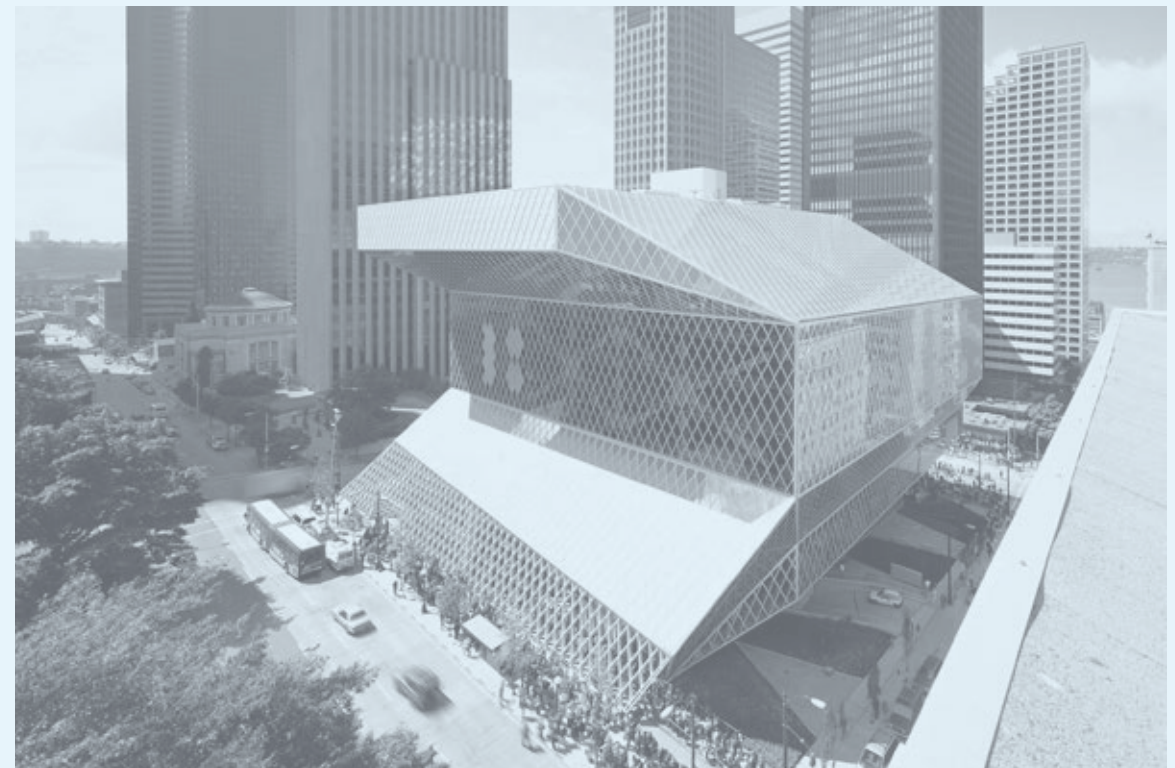
**REM KOOLHAAS
OMA**



ARCHITECTURE, URBANISM, AND CULTURAL ANALYSIS



CCTV Hq.



Seattle Public Library

OMA is a leading international partnership practicing architecture, urbanism, and cultural analysis. OMA's buildings and masterplans around the world insist on intelligent forms while inventing new possibilities for content and everyday use. OMA is led by six partners—Rem Koolhaas, Ellen van Loon, Reinier de Graaf, Shohei Shigematsu, Iyad Alsaka, and David Gianotten—and sustains an international practice with offices in Rotterdam, New York, Beijing, Hong Kong, and Doha. Their Collaboration with Faena Group will be reflected in the creation of an arts center, a marina, a bazaar and a monumental park space.

BAZ LUHRMANN + CATHERINE MARTIN

CINEMATIC VISIONARIES



The Bazmark team lends its presence to the unique creative relationship with Faena Group. While focusing specifically on the design and vision of the Faena Saxony Hotel, the multi-award-winning film, theatre, and musical writer/producer/director, Baz Luhrmann, and his wife, double Oscar-winning costume and production designer, Catherine Martin, will also be consulting and contributing on all aspects of Faena Miami Beach.



Faena is COLLABORATION.

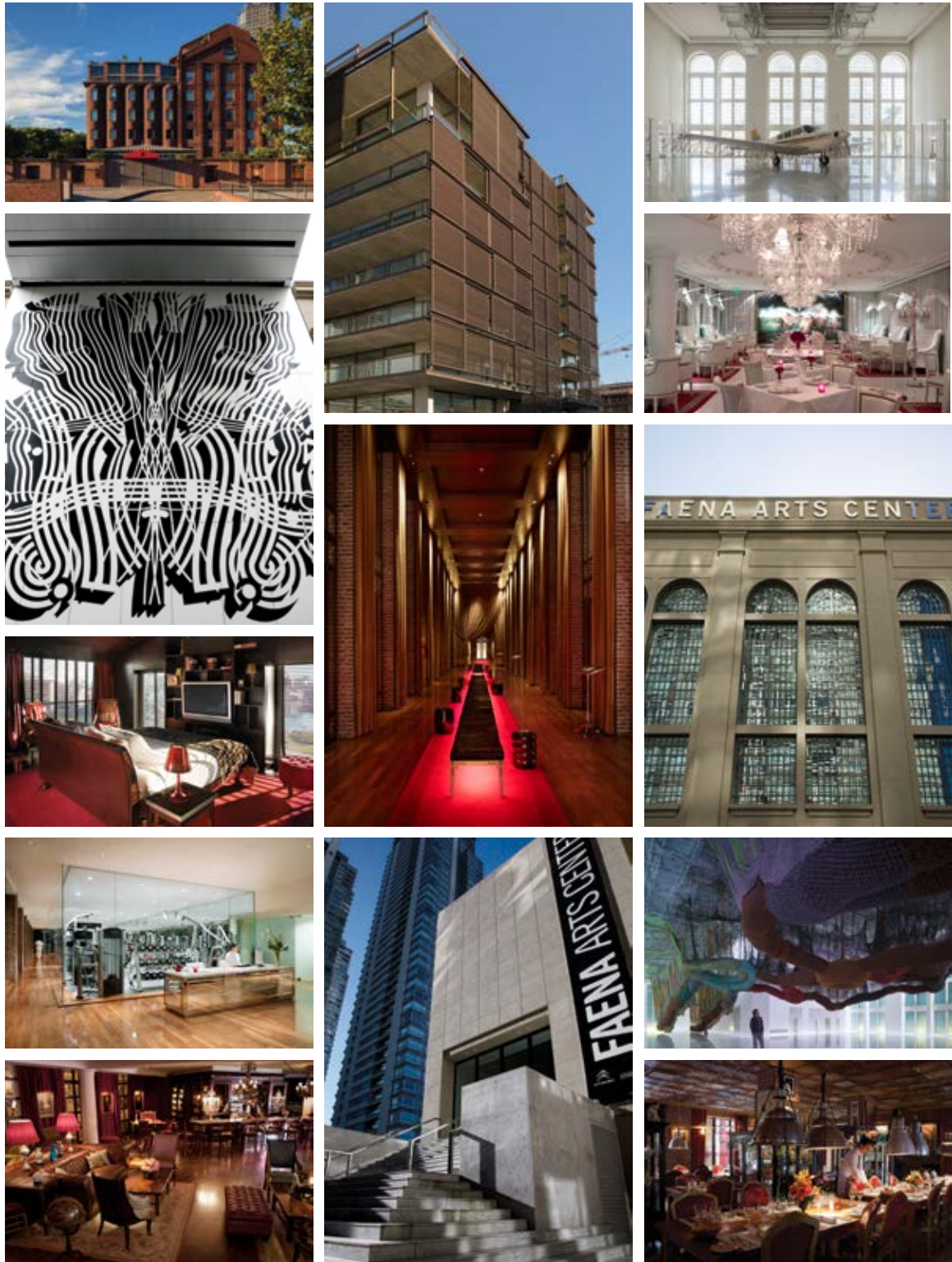
Faena is EXPERIENCE.

Faena is CULTURE.

Faena is COMMUNITY.

Faena is HOME.





Founded by Alan Faena, Faena Group is a thriving pioneering business specializing in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects, and ranging from residences and hotels to 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.

Since 2000, Alan Faena has been partnered by Len Blavatnik, a business leader 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.

The Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2014, Miami Beach will see the launch of the first phase of the Faena Group's global expansion.



Hayes Davidson



Hayes Davidson



Nikolas Koenig



Hayes Davidson



／
Dbox



／
"The Conquer Of Paradise"
Juan Gatti



／
Hayes Davidson



／
Nikolas Koenig



FAENA