

REAL ESTATE

Aston Martin extends Art of Living concept to real estate venture

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Rendering of Aston Martin Residences in Miami

By STAFF REPORTS

British automaker Aston Martin has partnered with a real estate developer to design luxury residences in downtown Miami, translating its brand ethos to at-home comforts.

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Through its partnership with G and G Business Developments, Aston Martin will bring its design sensibilities and elegance to the Miami skyline. Located at 300 Biscayne Boulevard Way and the mouth of the Miami River, Aston Martin Residences will be one of the most in-demand addresses in South Florida.

Sailing into residences

Aston Martin's new-build residential tower, the brand's first real estate venture, will be 66 floors with approximately 390 condominiums, offering panoramic views of the Miami area and Biscayne Bay.

As with its automotive dealings, Aston Martin will bring to the sail-shaped tower exclusivity, craftsmanship, design and attention to detail. Similarly to its luxury vehicles, each unit will understand the balance between beauty and performance.

The building will be designed by Revuelta Architecture and Bodas Mian Anger, known for the creation of bold and aesthetically pleasing landmark properties. Led by executive vice president and chief creative officer, Marek Reichman, Aston Martin's design team will handle the interior spaces of the residential tower including its two private lobbies, fitness center and full-service spa.

Scheduled to open to residents in 2021, the Aston Martin Residences will boast seven penthouses and a duplex penthouse, each with its own private pool and terraces. The building will also house a range of one to four bedroom condominium units.

Aston Martin's venture into private residences is a continuation of the Art of Living portfolio. The concept takes Aston Martin enthusiasts beyond its automobiles to express its design and culture through lifestyle products and experiences ([see story](#)).

Bringing this to life, Aston Martin Residences will exude the Art of Living through multiple touch points within the

building. Features include doors with bespoke Aston Martin handles, number plinths and tan leather door tabs, while in the lobby reception staff will be seated at an Aston Martin-designed desk adorned with the automaker's halo.

The halo iconography has also been used in design details in the shared areas of the Aston Martin Residences including the infinity pool found on the 55th floor.



Computer rendering of Aston Martin Residences in Miami

"For over a century Aston Martin has delighted in working with talented people who not only understand our ethos, but embody it," said Katia Bassi, vice president Aston Martin and managing Director of AM Brands, in a statement. "G and G Business Developments are just such people and we are excited to be collaborating with them to create truly exemplary residences.

"This remarkable new venture realizes our long-term vision of entering the world of luxury real estate, and is a natural extension of the Aston Martin brand," she said. "We create beautiful cars for those who appreciate automotive fine art, and we are excited to extend our expertise in design and craftsmanship into a project of this caliber.

"Such ventures enable us to further enhance and grow the brand into new aspects of the luxury world that appeal to both our existing and future customers."

Aston Martin will open a sales center for the Aston Martin Residences in March 2017. The project will break ground in summer 2017.

Fitting of its new-build project in Miami, Aston Martin's Art of Living has also translated the brand's DNA to nautical design.

During the Monaco Yacht Show in September, Aston Martin unveiled its first speedboat, developed in partnership with Quintessence Yachts. The AM37 combines the knowledge of Aston Martin's craftsmen with the boat maker's engineering ([see story](#)).