

AUTOMOTIVE

Mercedes-Benz bringing first branded residences to US

February 29, 2024



The structure will house more than 2.5 million square feet of space upon its opening. Image credit: Mercedes-Benz/JDS Development Group

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is lending its signature style to an “urban oasis” in Miami.

Slated to open in 2027, construction of Mercedes-Benz Places in Florida’s second-most populous city is underway, marking the automotive company’s first real estate venture in the United States. Once completed, the 67-story building will be home to 791 branded luxury residences overlooking the metropolis, Biscayne Bay and the Atlantic Ocean.

“Our branded real-estate venture in Miami embodies the strategy behind Mercedes-Benz Places,” said Eva Wiese, head of customer solutions at [Mercedes-Benz GmbH](#), in a statement.

“We want to develop exclusive residences with our partner that are undeniably Mercedes-Benz and create a new mode of urban living with vibrant communities,” Ms. Wiese said. “Ultimately, we want to create places to come home to, in a location worth living in.”

Architectural statement

The motif of “Timeless Design, Inspired by Miami” will inspire the building’s more than 2.5 million square feet of space upon its opening in three years.

Working with real estate firm JDS Development Group and design agency SHoP Architects, the building is stated to mesh with Mercedes-Benz’s philosophy of “sensual purity” through its composition. The structure is based upon a cuboidal design, with each block stacking into the sky, slightly offset from one another.

Welcome to Mercedes-Benz Places in Miami the distinctive urban oasis that combines sophistication, convenience, and sustainable living, all in one extraordinary location.

Our joint branded residential project, together with JDS Development Group, establishes a one-of-a-kind, pic.twitter.com/3p1gBWZxDE

Mercedes-Benz USA (@MercedesBenzUSA) February 27, 2024

Silver, black and white will be the color scheme of the building, fitting in with the automaker's aesthetic while contrasting with the rest of Miami's skyline, creating a striking look from up close or afar.

"Our distinctive style is Sensual Purity," said Gorden Wagener, chief design officer at Mercedes-Benz AG, in a statement.

"This philosophy, based on the duality of emotion and intelligence, consists of a hot and a cool pole," Mr. Wagener said. "The cool aspect represents very much the tradition of geometric German long live design originated in the Bauhaus.

"This crucial part of our brand was the inspiration for the architecture of this extraordinary new Mercedes-Benz Places landmark in Miami."



Renderings showcase the potential of the building's views and interplay with the Miami skyline. Image credit: Mercedes-Benz/JDS Development Group

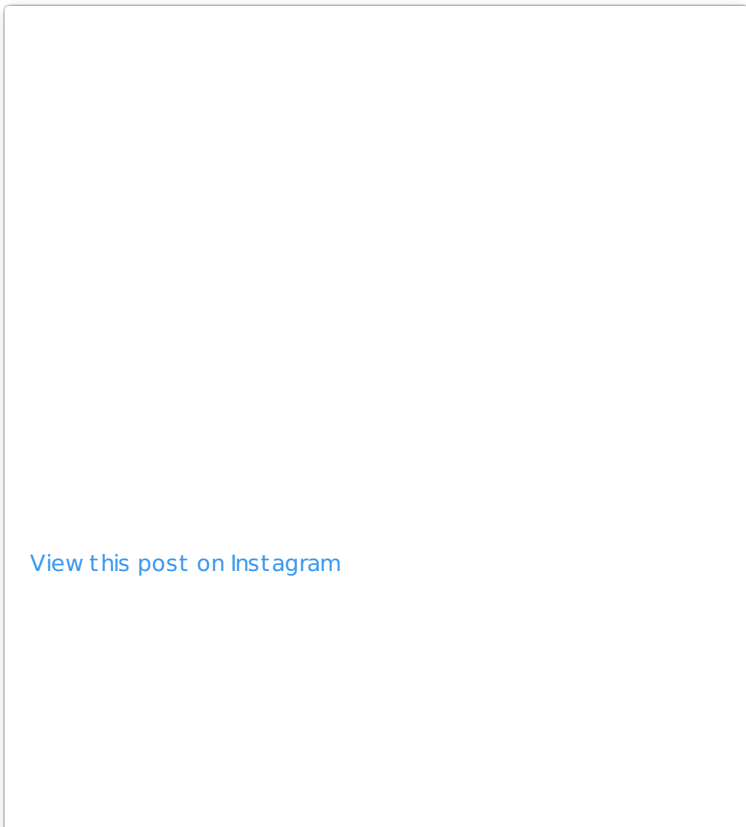
Spanning nearly 800 residential units, tenants will have options ranging from studios to three-bedroom condominiums.

Traditional occupancies are not all the development will offer come 2027.

Mercedes-Benz Places Miami aims to set a new standard for intelligent city-dwelling. There will be a range of amenities and hospitality options, as over 130,000 square feet of the space will be dedicated to consumer-centric areas.

Upon completion, a 174-key hotel, health and fitness facilities, retail outlets and 200,000 square feet of office space will be included in the mixed-use building.

On-site parking will feature valet services, EV charging stations, a fleet of vehicles, and shareable bikes and scooters for residents to use.



A post shared by Mercedes-Benz (@mercedesbenz)

Set within Miami's Brickell neighborhood at 1 Southside Park, the development will also seek to rejuvenate the surrounding outdoor recreation area.

In partnership with urban landscape designers Field Operations, the duo will help maintain native vegetation while upholding energy efficiency and water conservation.

"It is a privilege to work with Mercedes-Benz and move beyond a traditional residential building to create a new community for the future," said Michael Stern, founder and CEO of JDS Development Group, in a statement.

"Underpinned by sustainable building methods and design, MercedesBenz Places in Miami will create a legacy not just for Brickell, but Florida as a whole."

Mercedes-Benz entered the branded residence space at the tail-end of 2023, announcing a 65-story luxury living space in downtown Dubai ([see story](#)).

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.