

# 1

HOTEL & HOMES  
SOUTH BEACH

ORAL REPRESENTATIONS CANNOT BE RELIED UPON AS CORRECTLY STATING REPRESENTATIONS OF THE DEVELOPER. FOR CORRECT REPRESENTATIONS, MAKE REFERENCE TO THIS BROCHURE AND TO THE DOCUMENTS REQUIRED BY SECTION 718.503, FLORIDA STATUTES, TO BE FURNISHED BY A DEVELOPER TO A BUYER OR LESSEE.

1 IS ABOUT NATURE.

1 CELEBRATES THE SIMPLE RELATIONSHIP BETWEEN NATURE AND PEOPLE. IT'S A REMARKABLE PLACE FORGED FROM BEAUTIFUL STONE, TEXTURED WOODS AND ORGANIC INGREDIENTS THAT WERE HARVESTED AND SELECTED IN AN ECO-FRIENDLY MANNER.

IT'S A UNIQUE PLACE TO BE AT ONE WITH YOURSELF, WITH YOUR FAMILY AND WITH YOUR SURROUNDINGS.

**BARRY STERNLICHT**, CEO OF STARWOOD CAPITAL GROUP



## A NEW BRAND

1 is the hotel Barry Sternlicht always wanted to build. A recognized visionary and entrepreneur who created W Hotels and launched St. Regis as a global brand, Mr. Sternlicht enjoys a keen sense of design and environmental conscience. "I've been waiting for just this moment," said Mr. Sternlicht. "It's a time when our appreciation of the natural world has finally aligned with the technology that can help us preserve and enjoy it."

1 Hotels is foremost about celebrating nature. On quick glance, the graceful twist of driftwood furnishings, the ever-present sounds of the ocean, and the overabundance of plants and flowers symbolizing renewal are calming to the senses and the soul. This is the purpose of 1—experiences and design that encourage guests to stop and recalibrate. Come to 1 and feel a drop in your blood pressure, a smile in your step, and relax and enjoy real time with your family and friends.

To the fast-paced, often intense Sternlicht, 1 embodies the refuge he always sought. And now he is delighted to be able to share it with you. Welcome to 1 Hotel & Homes South Beach.



THE HOTEL WELCOMES GUESTS WITH BOUGAINVILLEA DRAPED TRELLISES AND REDEFINES THE COLLINS AVENUE STREETScape WITH A NEW VIBRANT RETAIL HUB.

**THE PLACE TO UNWIND.** CATCHING  
THE LAST RAYS OF THE SETTING SUN  
AS THE DAY FADES.



THE LOBBY OPENS ONTO GARDENS AND DINING  
AREAS WITH COLLINS AVENUE BEYOND.



## LIVING AT 1

1 Hotel & Homes South Beach brings a new lifestyle to Miami Beach. It's a simple, natural way of life with all the energy, comfort and cool of Miami. These spacious, oceanfront homes range from large one-bedroom residences to spectacular penthouses and duplexes—all designed to use less and mean more.

Design elements in each home were created to emphasize the exceptional qualities of living in one of Miami Beach's best locations, while celebrating the best of nature through eco-friendly design. Extraordinary views of the sky and sparkling Atlantic Ocean or Miami's dramatic skyline are part of your life at 1. Residences are graced with oversized windows and sliding glass doors that allow for an abundance of natural light, as well as expansive private balconies to enjoy the rising and setting sun. The hotel's spectacular rooftop bar and sand-filled cabana lounges offer still more settings to relax and spend an afternoon—or linger through the evening.

It's a totally new approach to living on Miami Beach.



**YOUR DAILY RETREAT.** LUSH TROPICAL GARDENS AND LIVING GREEN WALLS BLEND INTO THE MULTI-LEVEL, OCEANFRONT POOL AND LOUNGE DECKS.

# MAP OF THE PROPERTY

1. RESIDENCES ENTRY
2. HOTEL ENTRY
3. POOL ACCESS
4. POOLSIDE RESTAURANT AND BAR
5. HOTEL OCEAN VIEW CABANAS
6. HOTEL ROOFTOP POOL
7. ROOFTOP RESTAURANT AND BAR
8. HOTEL ROOFTOP CABANAS
9. SIGNATURE RESTAURANT
10. BOUTIQUE RETAIL
11. BEACH ACCESS
12. MIAMI BEACH BOARDWALK
13. STK RESTAURANT

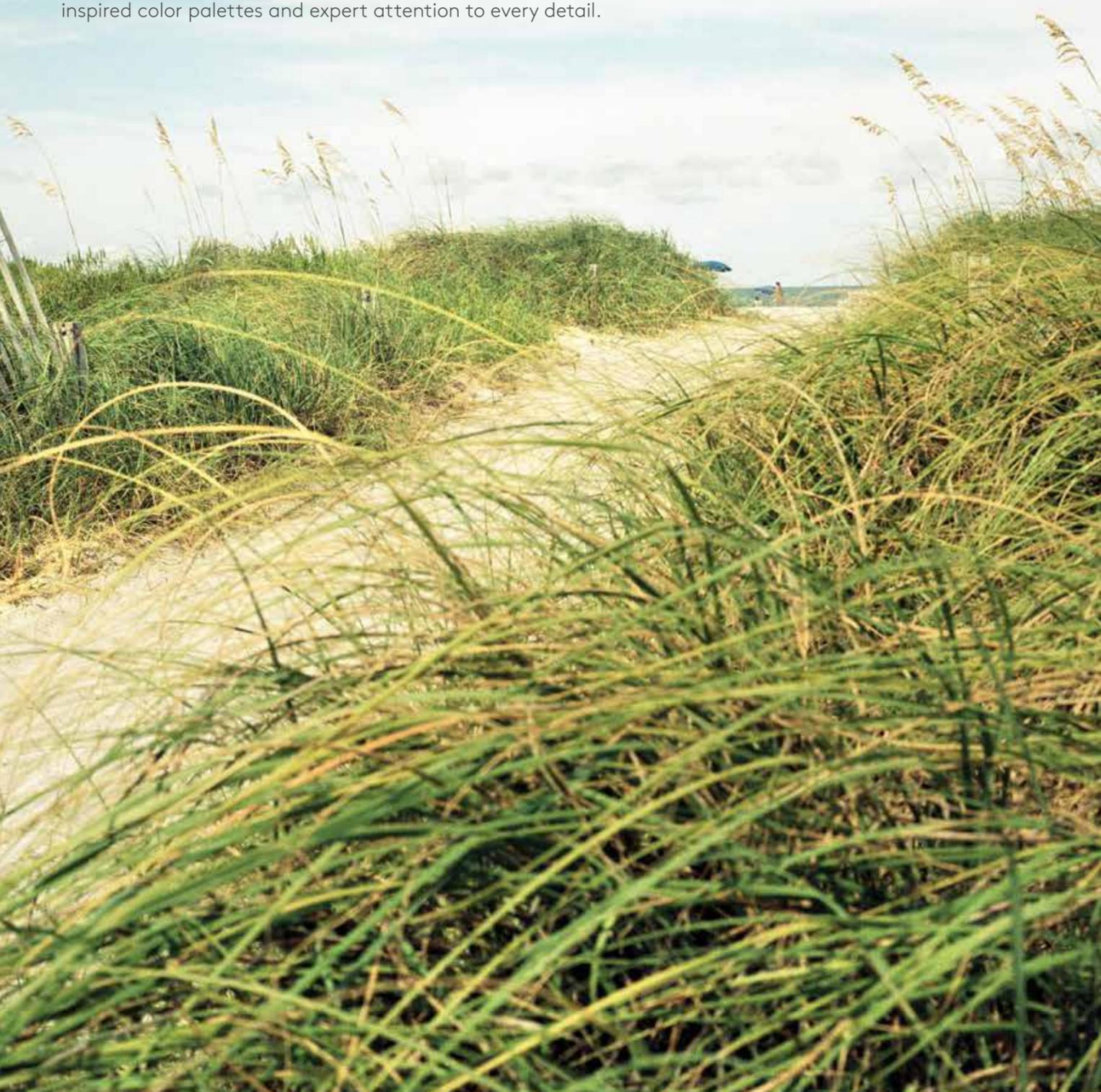


**LIFE, REFRESHED.** IMAGINE A NEW WAY OF LIVING, WHERE ALL THE AMENITIES OF 1 HOTEL SOUTH BEACH ARE AT YOUR FINGERTIPS.

OCEAN VIEW SWIMMING POOL AREAS OFFER INVITING SPACES TO RELAX OR DINE BENEATH BOUNDLESS SKIES.

# A SENSE OF STYLE

Award-winning Brazilian interior designer Debora Aguiar introduces a fresh style for the residences that resonates with the spirit of 1—where open spaces and natural materials delight the senses. Her design aesthetic provides sophisticated comfort, with beach-inspired color palettes and expert attention to every detail.



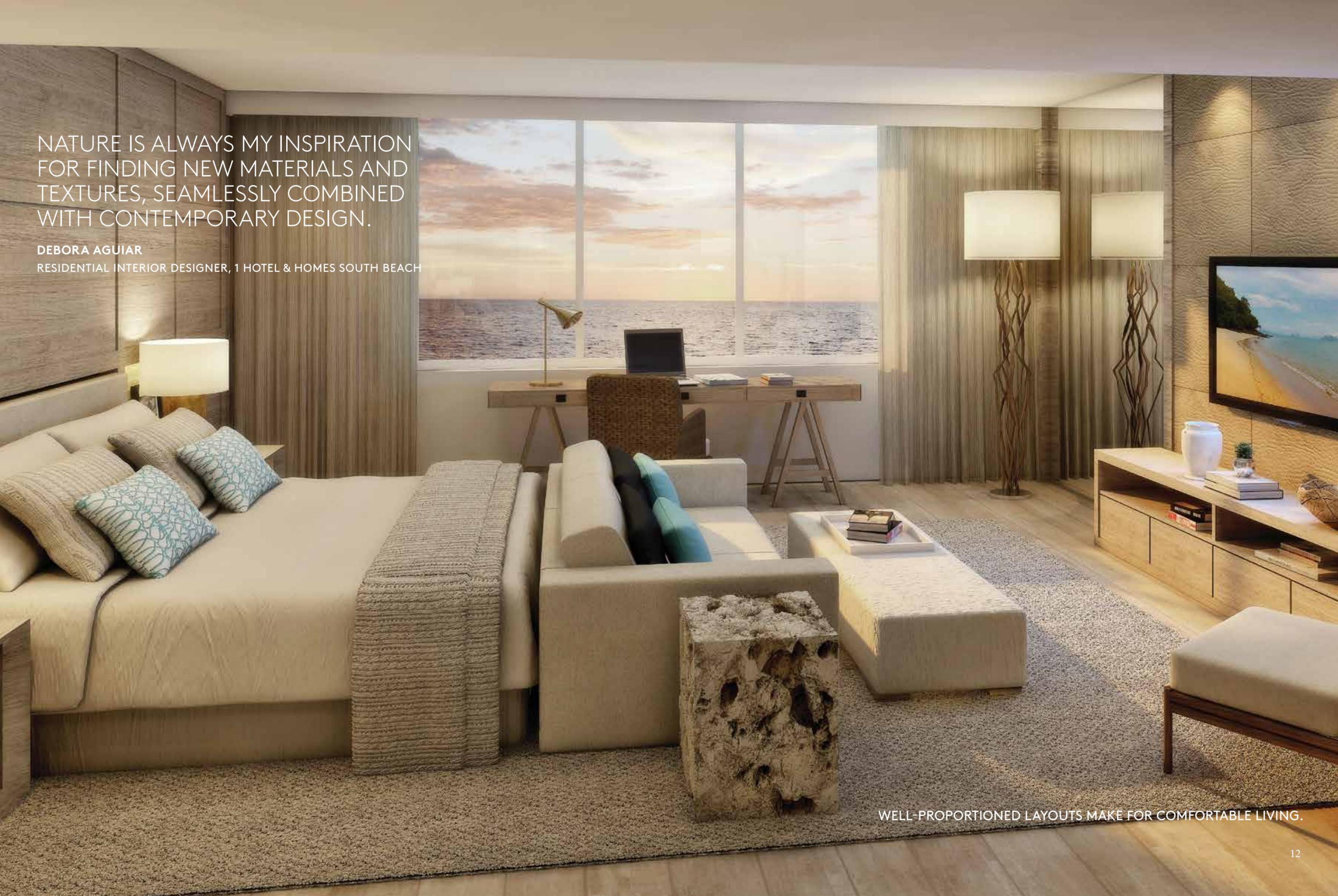
OPEN PLANS AND LARGE SPACES  
CREATE A LOFT-LIKE LIFESTYLE THAT  
FEELS PERFECT IN MIAMI.



A FOCUS ON NATURAL TEXTURES DRIVES  
THE DESIGN IN EVERY HOME AND ADDS A  
LAYER OF DETAIL AND WARMTH.

NATURE IS ALWAYS MY INSPIRATION FOR FINDING NEW MATERIALS AND TEXTURES, SEAMLESSLY COMBINED WITH CONTEMPORARY DESIGN.

DEBORA AGUIAR  
RESIDENTIAL INTERIOR DESIGNER, 1 HOTEL & HOMES SOUTH BEACH



WELL-PROPORTIONED LAYOUTS MAKE FOR COMFORTABLE LIVING.



**WATER AND SKY.** SOUTH BEACH'S ONLY ROOFTOP POOL AND BAR ARE AN EXQUISITE HOTEL VENUE FOR RELAXING AND ENTERTAINING, DAY AND NIGHT. SIGNATURE COCKTAILS AND REFRESHMENTS—WITH 360-DEGREE VIEWS—AND FULL SUN ALL DAY MAKE THIS A UNIQUE DESTINATION IN MIAMI.

**MORNING SUNRISE,  
EVENING CALM.**  
MEMORABLE VIEWS ARE  
A MAGNIFICENT PART OF  
DAILY LIFE AT 1.

A SPECTACULAR PENTHOUSE UNIT WITH  
UNOBSTRUCTED VISTAS OF THE ATLANTIC OCEAN.



THE RESIDENTIAL LOBBY WELCOMES YOU HOME WITH LIVING WALLS AND A SERENE ATMOSPHERE.

## RESIDENCES FEATURES

**PRIVATE ENTRANCE STAFFED BY 1 HOTEL CONCIERGE • RESIDENTIAL LOBBY** DESIGNED BY ACCLAIMED BRAZILIAN DESIGNER DEBORA AGUIAR • **EXPANSIVE FLOOR PLAN LAYOUTS** PROVIDE OPPORTUNITIES FOR GRACIOUS LIVING • **NEW SLIDING GLASS BALCONY DOORS AND ENERGY-EFFICIENT, CASEMENT WINDOWS • SPACIOUS PRIVATE BALCONIES** WITH SPECTACULAR VIEWS OF THE ATLANTIC OCEAN OR THE MIAMI CITY SKYLINE • **CUSTOM KITCHENS** WITH BUILT-IN LIGHTING DESIGNED BY DEBORA AGUIAR AND CREATED BY ITALKRAFT, FEATURE STAINLESS STEEL APPLIANCES BY SUB-ZERO AND BOSCH, GROHE FIXTURES AND KOHLER SINK BASINS • **WHITE QUARTZ KITCHEN COUNTERS** AND YAKARTA BLANCO PORCELAIN BACKSPLASHES SIT ATOP WHITE, DEEP-GRAINED WOOD VENEER LOWER CABINETS WITH FRAMELESS, WHITE GLASS UPPER CABINETS • BATHROOMS FINISHED IN BEAUTIFUL, **FLOOR-TO-CEILING TRAVERTINE WITH LEED™ COMPLIANT FIXTURES BY WATERWORKS** AND DUAL-FLUSH TOILETS • **ENTRY DOOR HARDWARE** WITH ADVANCED ELECTRONIC LOCKING SYSTEM • IN-UNIT HEATING AND AIR CONDITIONING SYSTEM WITH **INTEGRATED INNCOM ENERGY MANAGEMENT TECHNOLOGY**



HOTEL TERRACE RENDERING



RESIDENTS ENJOY ACCESS TO AN ARRAY OF UNIQUE EXPERIENCES—WHETHER IT'S INDULGING IN AN OCEANFRONT MASSAGE, SIPPING ORGANIC WINE AT THE OCEAN'S EDGE, OR EXPLORING THE NATURAL BEAUTY OF MIAMI BEACH.



**FRESH FLAVORS.** THE SIGNATURE FARM-TO-TABLE RESTAURANT CREATED BY NEW YORK-BASED, JAMES BEARD AWARD-WINNING CHEF TOM COLICCHIO CELEBRATES LOCAL, ORGANIC INGREDIENTS.



**OUTDOOR LIVING.** POOLSIDE COCKTAILS AND OPEN-AIR DINING AT THE MAIN POOL RESTAURANT AND BAR ARE A QUINTESSENTIAL 1 EXPERIENCE.

## THE BENEFITS OF LIVING AT 1 HOTEL & HOMES SOUTH BEACH

**MORE THAN 600 LINEAR FEET OF PRISTINE BEACHFRONT BORDERING THE ATLANTIC OCEAN • CENTERED IN THE HEART OF SOUTH BEACH, STEPS FROM MIAMI'S BEST RESTAURANTS, CULTURAL CENTERS AND RETAIL BOUTIQUES • THOUGHTFULLY IMPLEMENTED GREEN BUILDING COMPONENTS DESIGNED FOR WATER AND ENERGY CONSERVATION • FOUR SWIMMING POOLS, INCLUDING THE HOTEL'S STUNNING ROOFTOP POOL AND RESTAURANT-BAR WITH PANORAMIC VIEWS OF THE OCEAN AND MIAMI CITY SKYLINE • SIGNATURE FARM-TO-TABLE RESTAURANT** CREATED IN PARTNERSHIP WITH AWARD-WINNING, WORLD-RENOWNED NEW YORK CHEF TOM COLICCHIO • **24-HOUR IN-HOME DINING** FEATURING SIGNATURE MENUS • **CATERING AND PRIVATE CHEF SERVICES • OWNER PRIVILEGES AT 1 HOTELS IN OTHER LOCATIONS • 24-HOUR CONCIERGE, VALET PARKING, ACCESS CONTROL AND BELLMAN SERVICES • RESIDENTIAL SIGNING PRIVILEGES** AND DIRECT BILLING SERVICES AT THE SIGNATURE RESTAURANT, POOLS, SPA AND OTHER ENTERTAINMENT FACILITIES ON PROPERTY • **PRIORITY STATUS FOR HOTEL ROOM RESERVATIONS** AT SPECIAL RESIDENT RATES, AND ROOM UPGRADES BASED ON AVAILABILITY • ACCESS TO **FULL-SERVICE FITNESS CENTER AND SPA • CUSTOM-DESIGNED POOL-DECK CABANAS • IN-RESIDENCE MASSAGE, SPA AND FITNESS SERVICES, INCLUDING PERSONAL TRAINING • PERSONAL SHOPPING** AND DELIVERY SERVICES INCLUDING ORGANIC GROCERIES, DRY CLEANING AND PHARMACIES • **PRE-ARRIVAL KITCHEN AND PANTRY STOCKING, WITH LOCAL ORGANIC OPTIONS • IN-HOME NATURAL CARE BOTANICAL SERVICE • ECO-CONSCIOUS HOUSEKEEPING SERVICES** AND LINEN SERVICES • **ON-DEMAND MAINTENANCE SERVICES • CATERING SERVICES AND EVENT PLANNING** FOR PRIVATE MEETINGS AND EVENTS • **ACCESS TO OTHER HOTEL FACILITIES AND AMENITIES, INCLUDING MEETING ROOMS AND BUSINESS CENTER • TECHNICAL SUPPORT SERVICES** FOR COMPUTERS, ENTERTAINMENT CENTERS AND TELECOMMUNICATION EQUIPMENT

Certain services listed above are provided a la carte by the Hotel or Third Parties for additional fees. Certain hotel facilities and amenities listed above are provided at the discretion of the Hotel. Services offered by the Hotel or Third Parties may be changed or modified.



**FULL-SERVICE CABANAS.** COMPLETE WITH OVERSCALED FURNITURE ON SAND FLOORS—ALLOW RESIDENTS TO GAZE AT THE OCEAN BEYOND THE CABANA POOL.



WHY WOULD YOU WANT TO LIVE  
ANYWHERE ELSE?

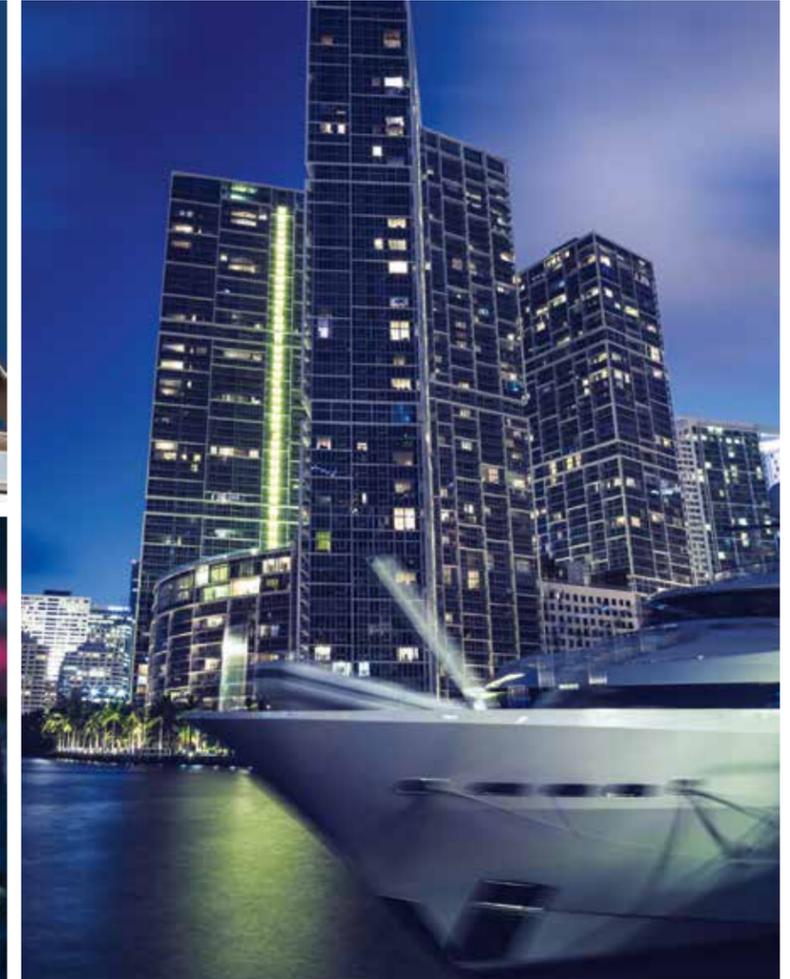
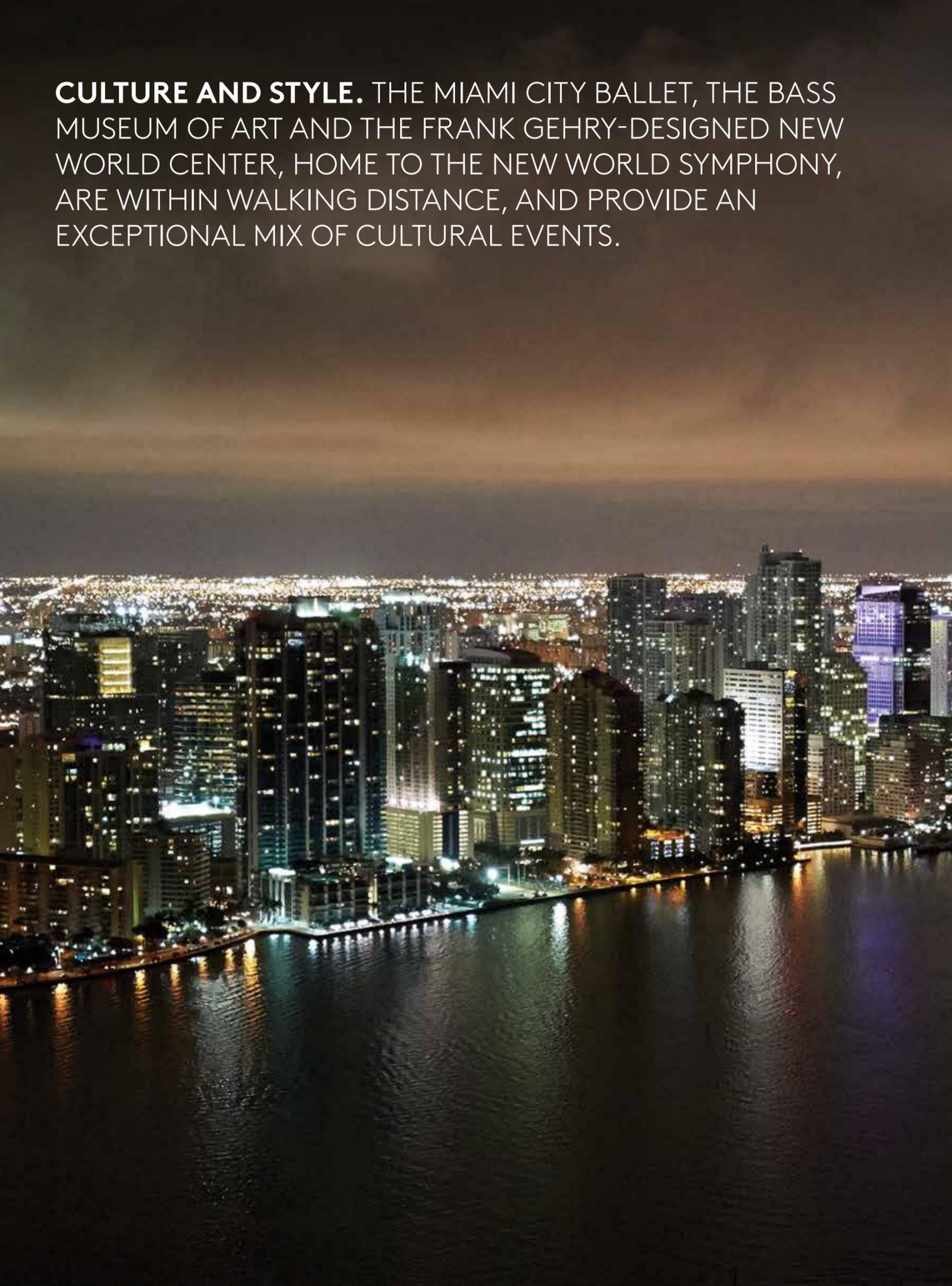
RICHARD LEFRAK, CHAIRMAN & CEO OF LEFRAK

## SOUTH BEACH MIAMI

At the heart of Miami Beach between 23rd and 24th Streets on Collins Avenue, 1 Hotel & Homes South Beach enjoys the most sought-after address. A shopping and entertainment destination, features include a signature Tom Colicchio restaurant, STK and boutique retail.

The neighborhood's most enriching activities and attractions are all just steps away, with an abundance of museums, galleries, theaters and exciting nightlife. Whether it's a stroll along legendary Lincoln Road, the pedestrian esplanade of upscale retail and dining, or joining an endless array of surf- and sun-based diversions on the pristine beach, 1 Hotel & Homes South Beach offers easy access to endless possibilities.

**CULTURE AND STYLE.** THE MIAMI CITY BALLET, THE BASS MUSEUM OF ART AND THE FRANK GEHRY-DESIGNED NEW WORLD CENTER, HOME TO THE NEW WORLD SYMPHONY, ARE WITHIN WALKING DISTANCE, AND PROVIDE AN EXCEPTIONAL MIX OF CULTURAL EVENTS.





- 1. HOTEL & HOMES SOUTH BEACH
- 2. BASS MUSEUM OF ART
- 3. SUNSET HARBOUR MARINA & SHOPS
- 4. MIAMI BEACH GOLF COURSE
- 5. MIAMI BEACH CONVENTION CENTER
- 6. DOWNTOWN
- 7. PORT OF MIAMI
- 8. BRICKELL
- 9. LINCOLN ROAD
- 10. NEW WORLD CENTER
- 11. STAR ISLAND
- 12. MIAMI BEACH MARINA
- 13. OCEAN DRIVE
- 14. SOFI (SOUTH OF FIFTH)
- 15. FISHER ISLAND
- 16. KEY BISCAIYNE





**RESTAURANTS, MARKETS & NIGHTLIFE**

- |                   |                 |                    |
|-------------------|-----------------|--------------------|
| 1. BARCELONETA    | 11. JELSMOMO    | 21. OLA            |
| 2. THE BAZAAR     | 12. JUGO FRESH  | 22. PUBBELLY STEAK |
| 3. BIANCA         | 13. JUVIA       | 23. PUBBELLY SUSHI |
| 4. BOOKS & BOOKS  | 14. KATSUYA     | 24. QUATTRO        |
| 5. CASA TUA       | 15. VILLA AZUR  | 25. SARDINIA       |
| 6. DOLCE ITALIAN  | 16. MEAT MARKET | 26. SEGAFREDO      |
| 7. DORAKU SUSHI   | 17. MOKAI       | 27. STK            |
| 8. THE DUTCH      | 18. MR. CHOW    | 28. VAN DYKE CAFE  |
| 9. EPICURE MARKET | 19. MYNT LOUNGE | 29. VILLA AZUR     |
| 10. FRESHMARKET   | 20. NOBU        | 30. WALL           |

**CULTURE**

31. ARTS CENTER/SOUTH FLORIDA
32. AVANT GALLERY
33. BASS MUSEUM OF ART
34. COLONY THEATRE
35. CONVENTION CENTER
36. THE FILLMORE MIAMI BEACH
37. HOLOCAUST MEMORIAL
38. MIAMI BEACH LIBRARY
39. MIAMI CITY BALLET
40. NEW WORLD SYMPHONY

**RETAIL**

- |                    |                           |
|--------------------|---------------------------|
| 41. ADIDAS Y-3     | 51. H&M                   |
| 42. ALCHEMIST      | 52. JESSIE                |
| 43. APPLE STORE    | 53. KOTO                  |
| 44. ATRIUM         | 54. OPTICAL SHOP OF ASPEN |
| 45. BABALU         | 55. OSKLEN                |
| 46. BASE           | 56. PENGUIN               |
| 47. BIG DROP NYC   | 57. SCOOP                 |
| 48. BRITTO CENTRAL | 58. TASCHEN BOOKS         |
| 49. COLTORTI       | 59. THERAPY               |
| 50. EBERJEY        | 60. TUCCIA DI CAPRI       |

**HOTELS**

61. DELANO
62. THE RITZ-CARLTON
63. THE SETAI
64. SLS
65. W SOUTH BEACH

**SALONS**

66. THIERRY MAS
67. WARREN TRICOMI

**RECREATION AND PARKS**

68. BOTANICAL GARDEN
69. COLLINS PARK
70. DAVID BARTON GYM
71. DECOBIKE
72. WATERSPORT RENTALS
73. LUCKY STRIKE LANES
74. MIAMI BEACH BOARDWALK
75. MIAMI BEACH GOLF COURSE
76. PADDLEBOARD/SUNSET HARBOUR
77. REGAL CINEMA
78. FLYWHEEL

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This is not intended to be an offer to sell, or solicitation to buy, condominium units in any jurisdiction where prohibited by law, and your eligibility for purchase will depend upon your state of residency. This offering is made only by the prospectus for the condominium and no statement should be relied upon if not made in the prospectus.

The sketches, renderings, graphic materials, plans, specifications, terms, conditions and statements contained in this brochure are proposed only, and the Developer reserves the right to modify, revise or withdraw any or all of same in its sole discretion and without prior notice.

These drawings and depictions are conceptual only and are for the convenience of reference. They should not be relied upon as representations, express or implied, of the final detail of the residences or other portions of 1 Hotel & Homes South Beach. The developer expressly reserves the right to make modifications, revisions, and changes it deems desirable in its sole and absolute discretion.

All depictions of furnishings, finishes, appliances, counters, soffits, floor coverings and other matters of detail, including, without limitation, items of finish and decoration, are conceptual only and are not necessarily included in each Unit. Consult your Purchase Agreement and the Prospectus for the items included with the Unit.

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The Residences are a component of a total complex including the integrated 1 Hotel and Residences which includes or is intended to include (without creating any obligation) hotel and retail components as well as shared infrastructure, facilities and amenities with the Roney Palace Condominium. While services and/or benefits may be offered by the Hotel or commercial components, these services will be provided at the discretion of and the Hotel and there is no assurance that such services and benefits shall be offered or for how long and under what terms and conditions. Services and benefits offered by the Hotel or commercial components (if any) may also be made available to hotel guest or other invitees of the Hotel of commercial component and/or to other members of the public. The purchase of a Unit shall not entitle Buyer to rights in or to and/or benefits and/or services from the Hotel and/or commercial components of the Resort.

We are pledged to the letter and spirit of the U.S. policy for achievement of Equal Housing Opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.

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