

The background consists of several overlapping, semi-transparent geometric shapes in shades of orange and red. A large, dark red shape is positioned in the upper right, while a lighter orange shape is in the lower left. These shapes create a dynamic, layered effect. Centered in the middle of the composition is the text "IGNITE YOUR LIFE." in a white, uppercase, sans-serif font.

IGNITE YOUR LIFE.



**THE CRIMSON**  
RESIDENCES ON BISCAYNE BAY

The background consists of several overlapping, semi-transparent geometric shapes in various shades of orange and red. These shapes create a layered, abstract effect with sharp edges and varying opacities. The colors range from a bright, almost white orange to a deep, saturated red.

Vision. Style. Desire.

**The Crimson** is Miami hot, a spectacular addition to the waterfront on Biscayne Bay. Eighteen stories splashed with South Beach colors, surrounded by water, boardwalks and lush tropical landscaping. This is Miami style. This is a tropical paradise. This is architectural design that redefines warm weather living.

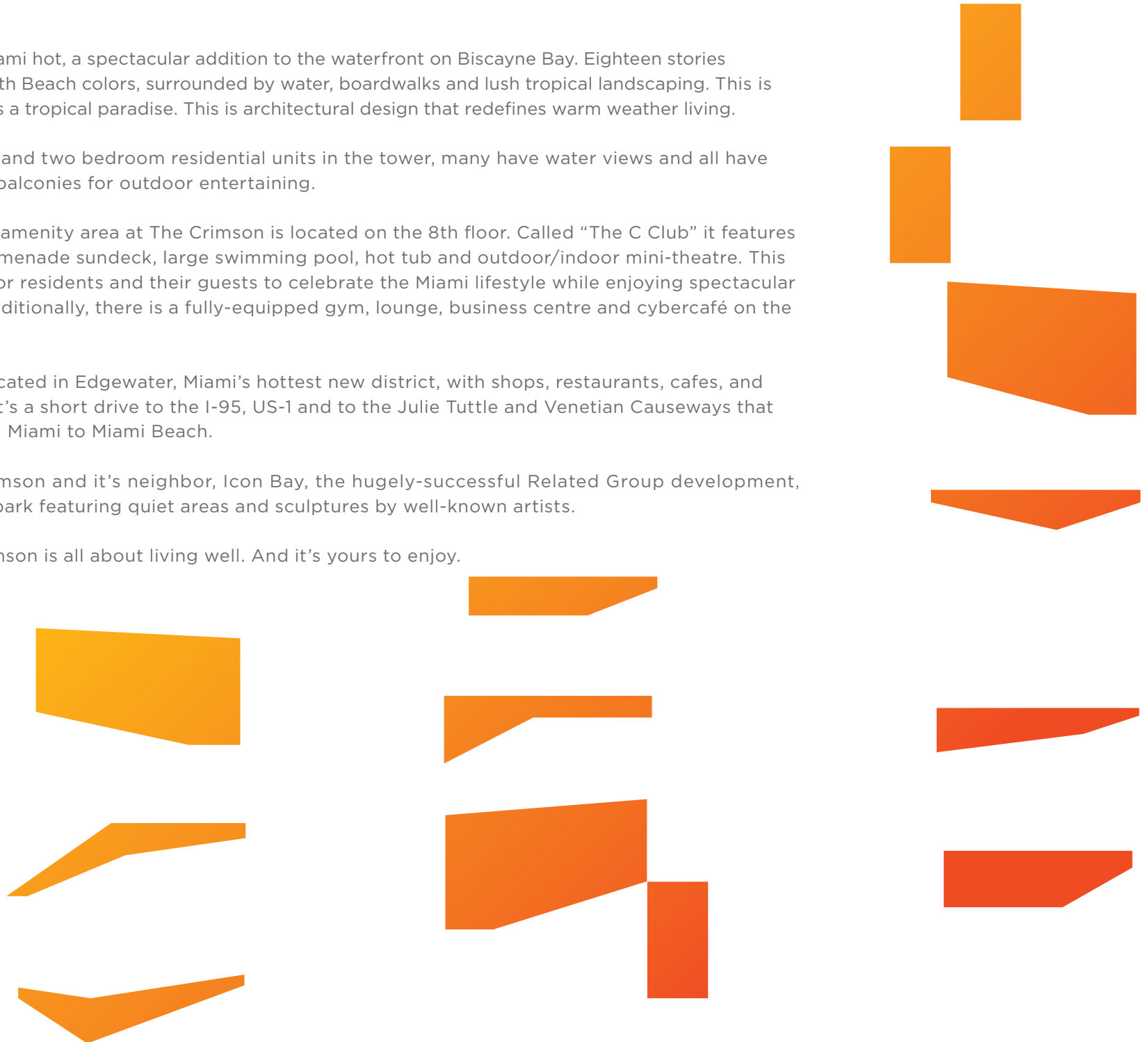
There are 90 one and two bedroom residential units in the tower, many have water views and all have large terraces or balconies for outdoor entertaining.

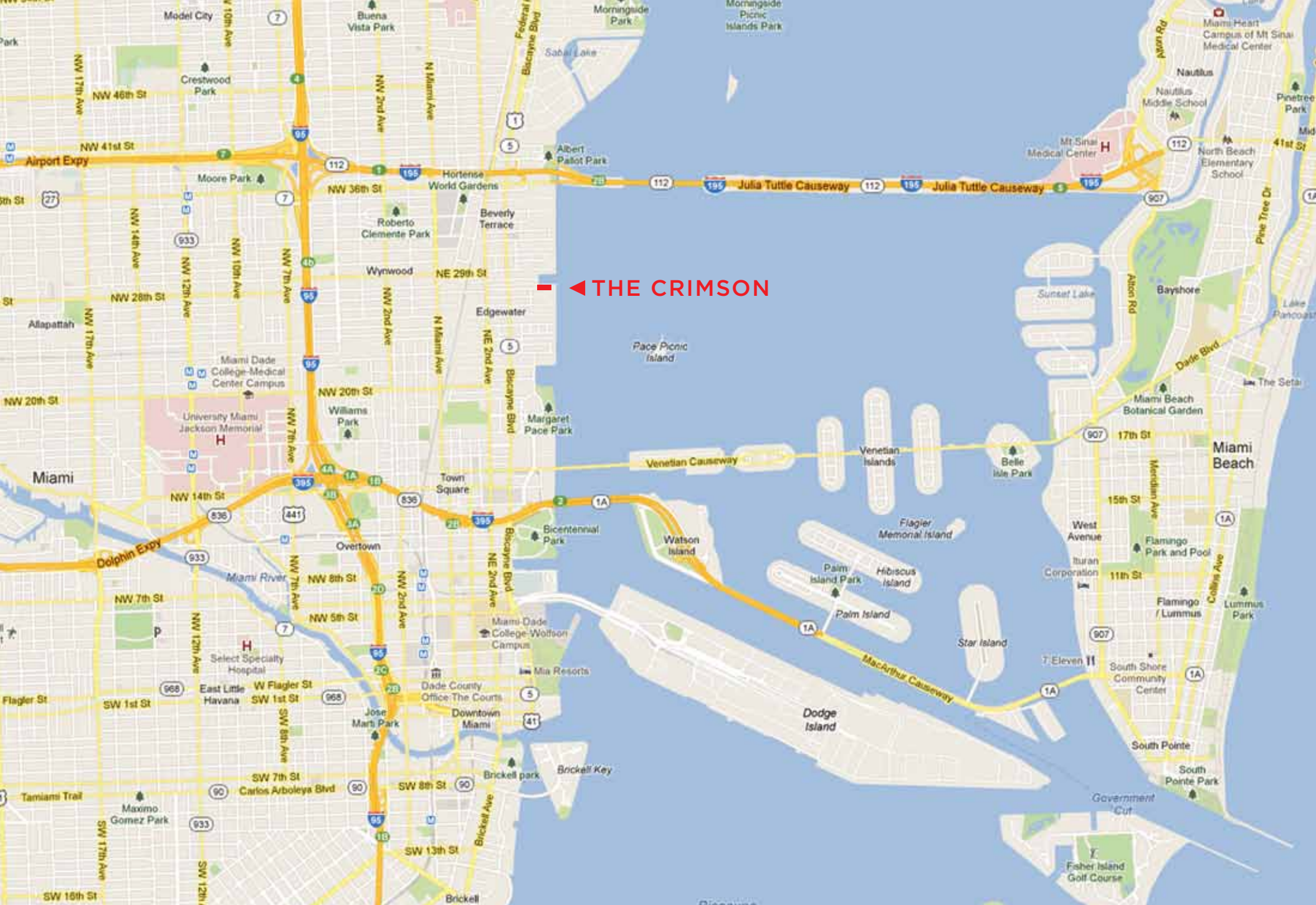
The breathtaking amenity area at The Crimson is located on the 8th floor. Called “The C Club” it features a landscaped promenade sundeck, large swimming pool, hot tub and outdoor/indoor mini-theatre. This is a private club for residents and their guests to celebrate the Miami lifestyle while enjoying spectacular poolside days. Additionally, there is a fully-equipped gym, lounge, business centre and cybercafé on the mezzine floor.

The Crimson is located in Edgewater, Miami’s hottest new district, with shops, restaurants, cafes, and clubs all nearby. It’s a short drive to the I-95, US-1 and to the Julie Tuttle and Venetian Causeways that connect mainland Miami to Miami Beach.

Between The Crimson and it’s neighbor, Icon Bay, the hugely-successful Related Group development, is a beautiful art park featuring quiet areas and sculptures by well-known artists.

Living at The Crimson is all about living well. And it’s yours to enjoy.





— ◀ THE CRIMSON

The spectacular architectural design of The Crimson was inspired by the Florida sunshine, Miami style and the buildings stunning waterfront location.

Designed by IDEA Architects, The Crimson is a landmark building in a landmark setting. The design details are beautiful and remarkable. From the soaring double-height entry to its sculptural extended elements of the balconies, to the bright splashes of color that punctuate the exterior facades, to its unparalleled precision of form and function. The Crimson will transform the life and lifestyle of residents.

The Crimson, defines the spirit and vitality of Miami and the essence of living well.







**THE CRIMSON**  
RESIDENCES ON BISCAYNE BAY

Architecture.





**THE CRIMSON**  
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Architecture.





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Architecture.





north east



south west

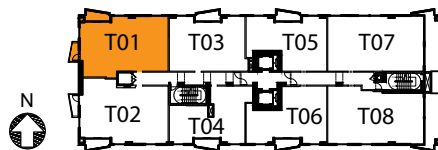
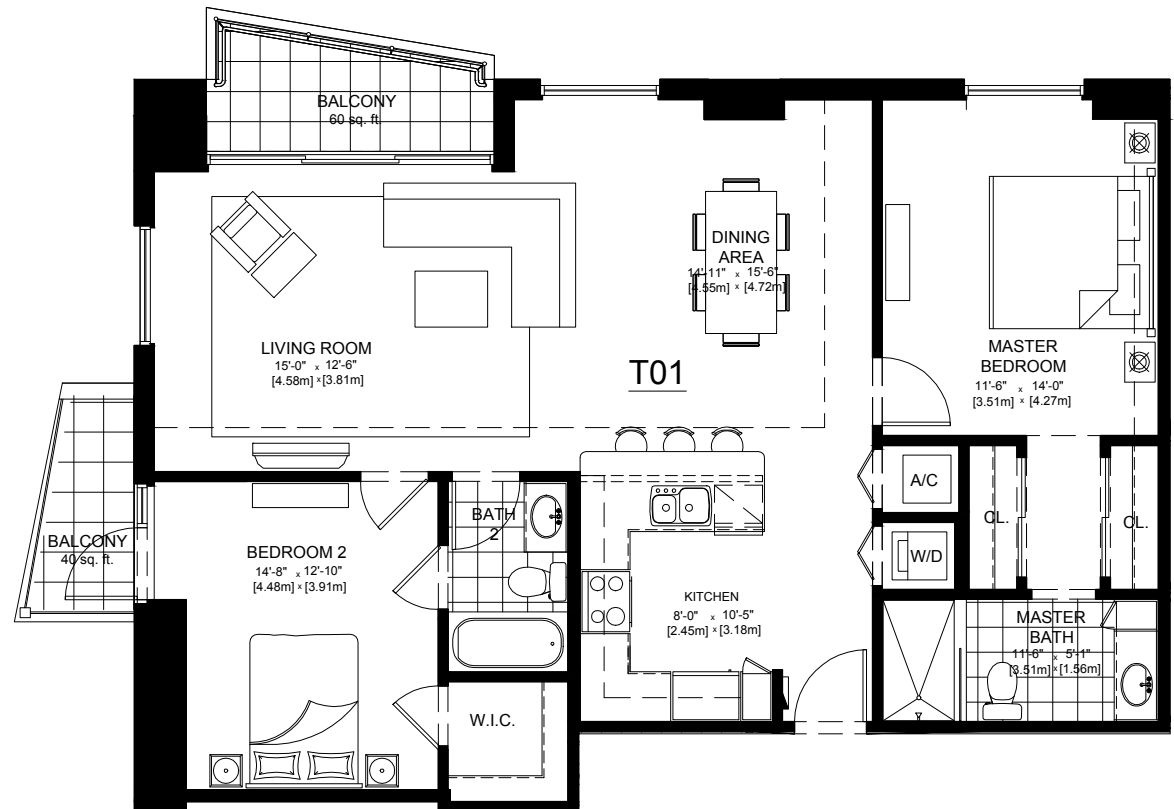


south east

## 2 Bedroom

Unit A/C \_ 1,164SF (108m<sup>2</sup>)

Balcony \_ 100SF (9.2m<sup>2</sup>)



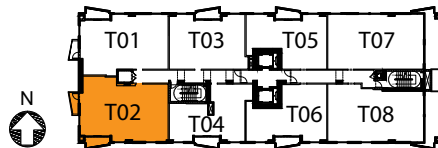
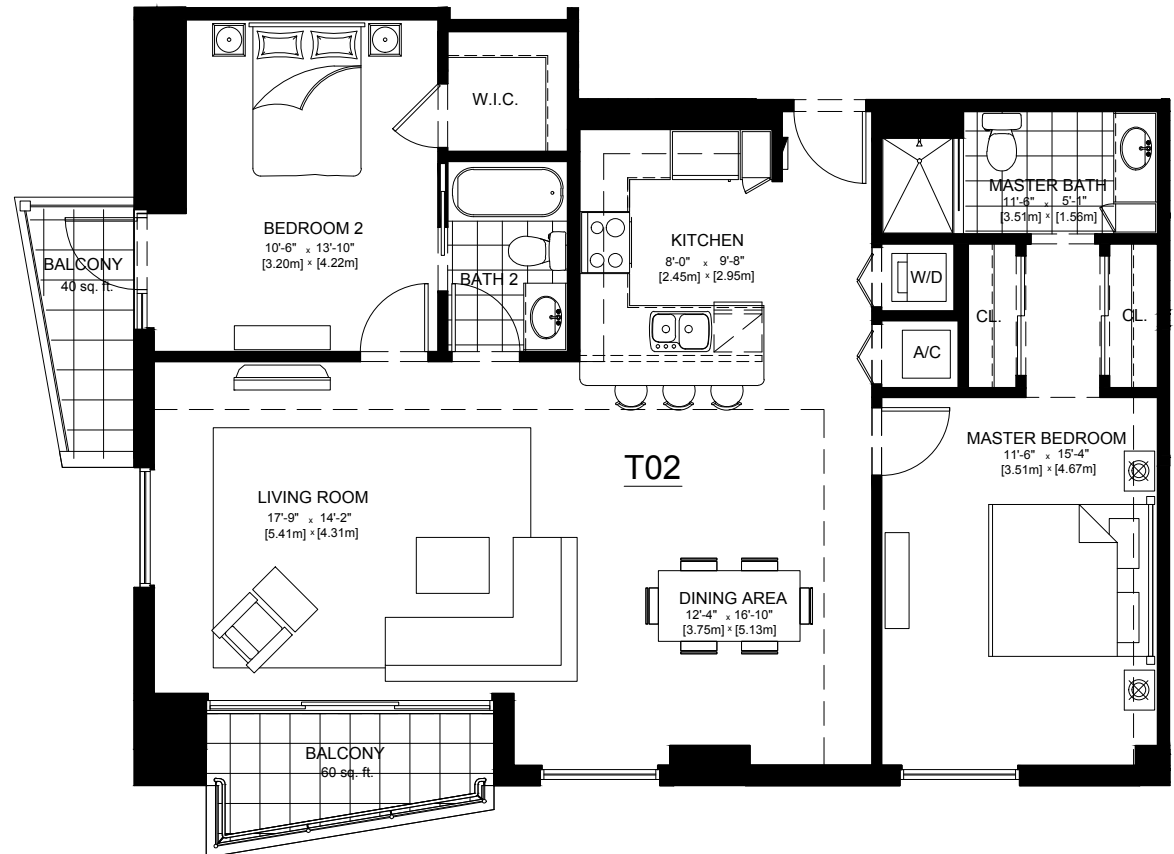
FLOORS 8-17



## 2 Bedroom

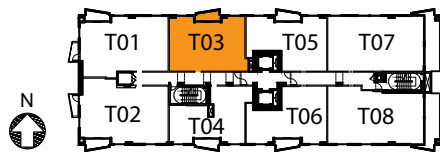
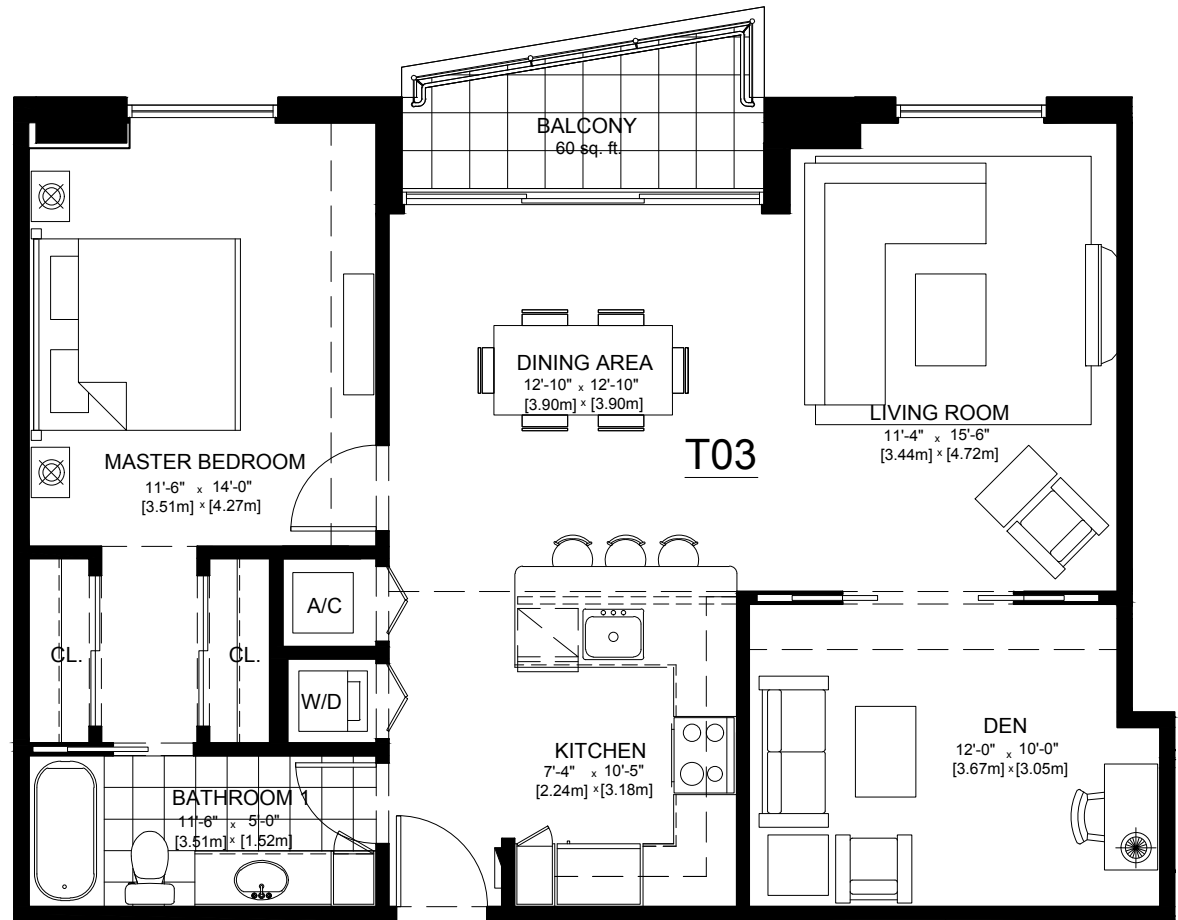
Unit A/C \_ 1,234sf (114.6m<sup>2</sup>)

Balcony \_ 100sf (9.2m<sup>2</sup>)



FLOORS 8-17

1 Bedroom + Den  
Unit A/C \_ 957SF (89m<sup>2</sup>)  
Balcony \_ 60SF (5.6m<sup>2</sup>)

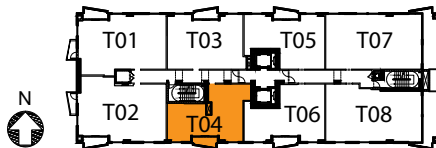
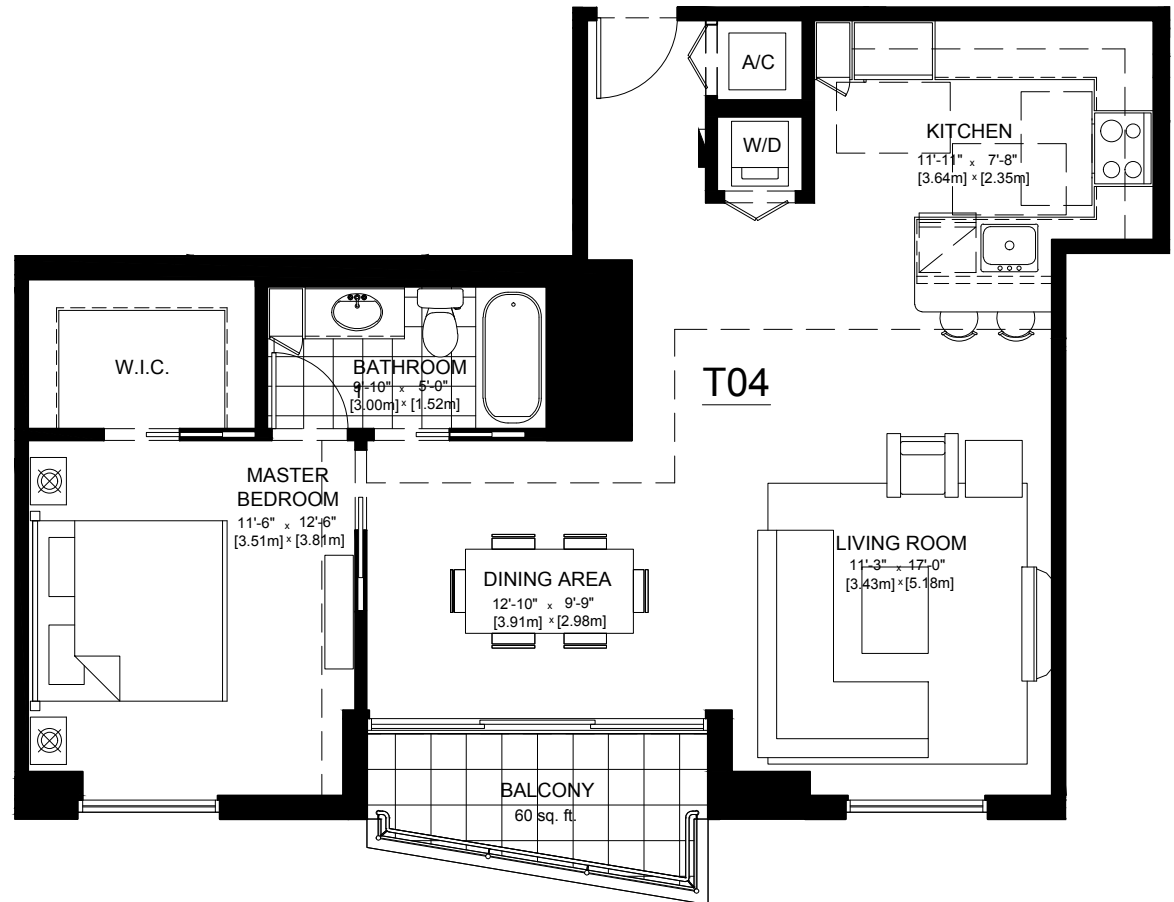


FLOORS 8-17

# 1 Bedroom

Unit A/C \_ 827SF (76.8m<sup>2</sup>)

Balcony \_ 60SF (5.6m<sup>2</sup>)



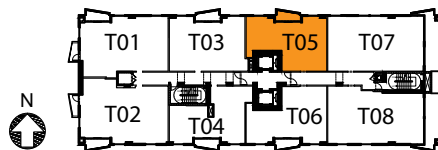
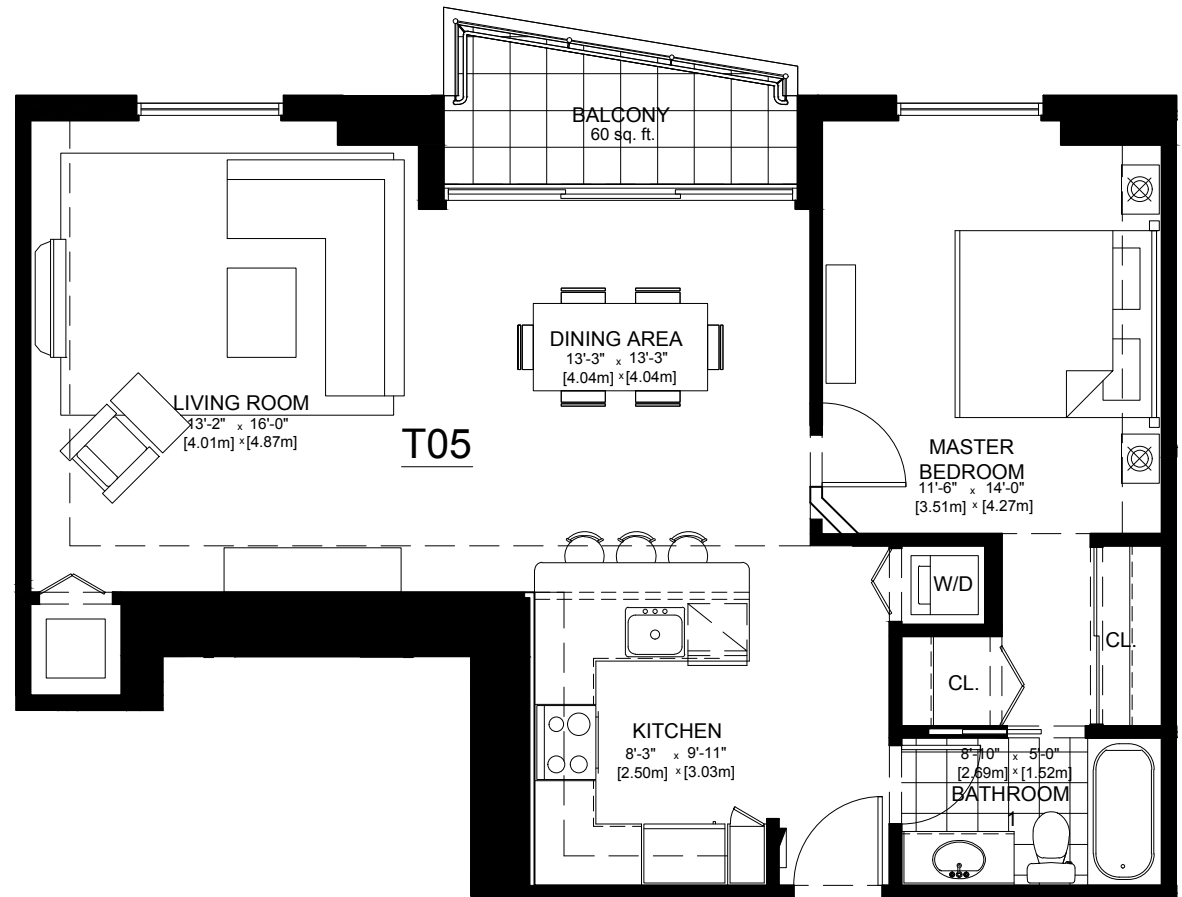
FLOORS 8-17



# 1 Bedroom

Unit A/C \_ 854SF (79m<sup>2</sup>)

Balcony \_ 60SF (5.6m<sup>2</sup>)

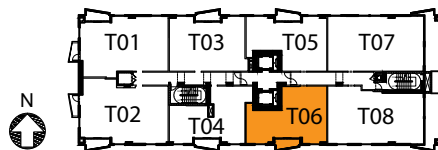
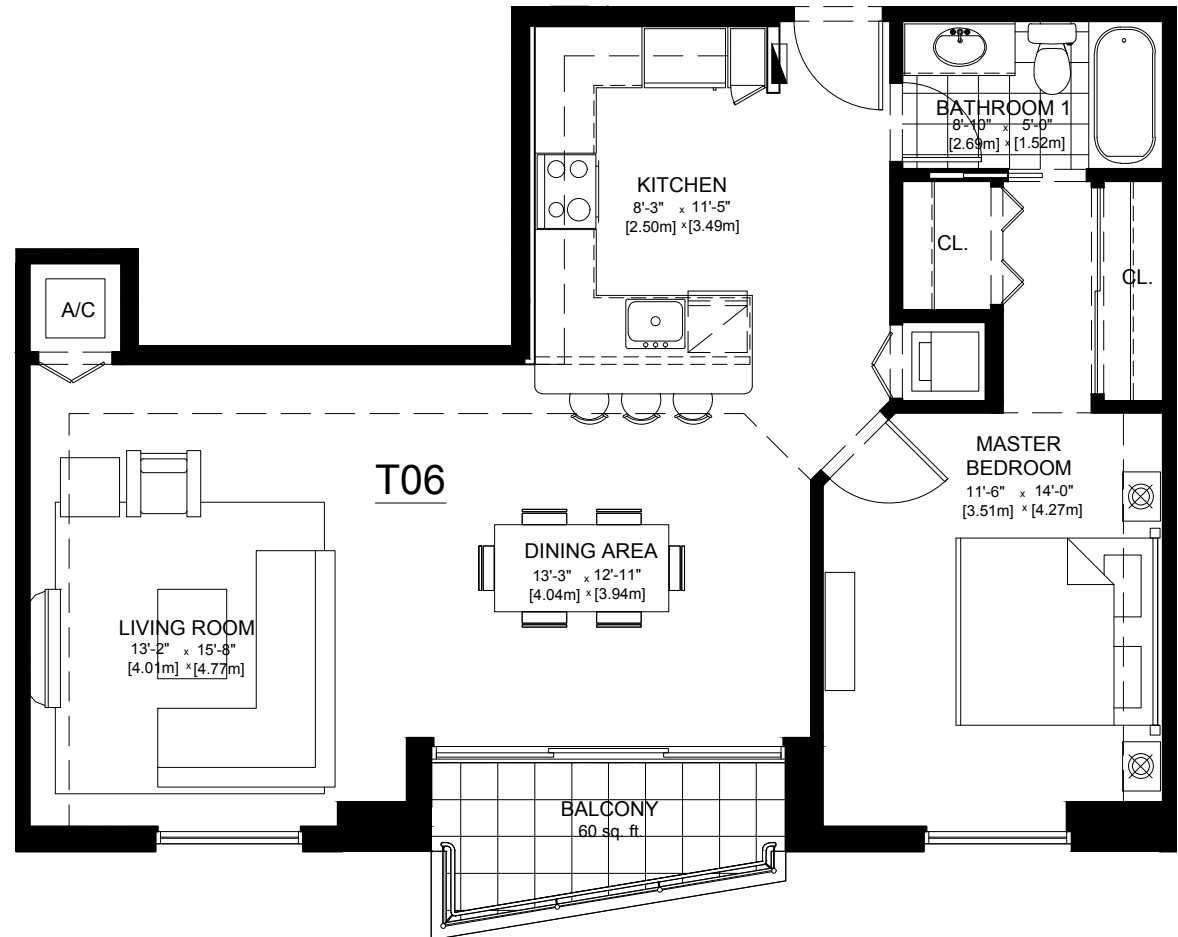


FLOORS 8-17

# 1 Bedroom

Unit A/C \_ 877SF (81.4m<sup>2</sup>)

Balcony \_ 60SF (5.6m<sup>2</sup>)

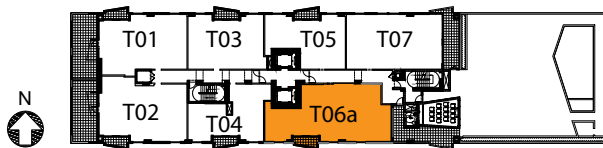
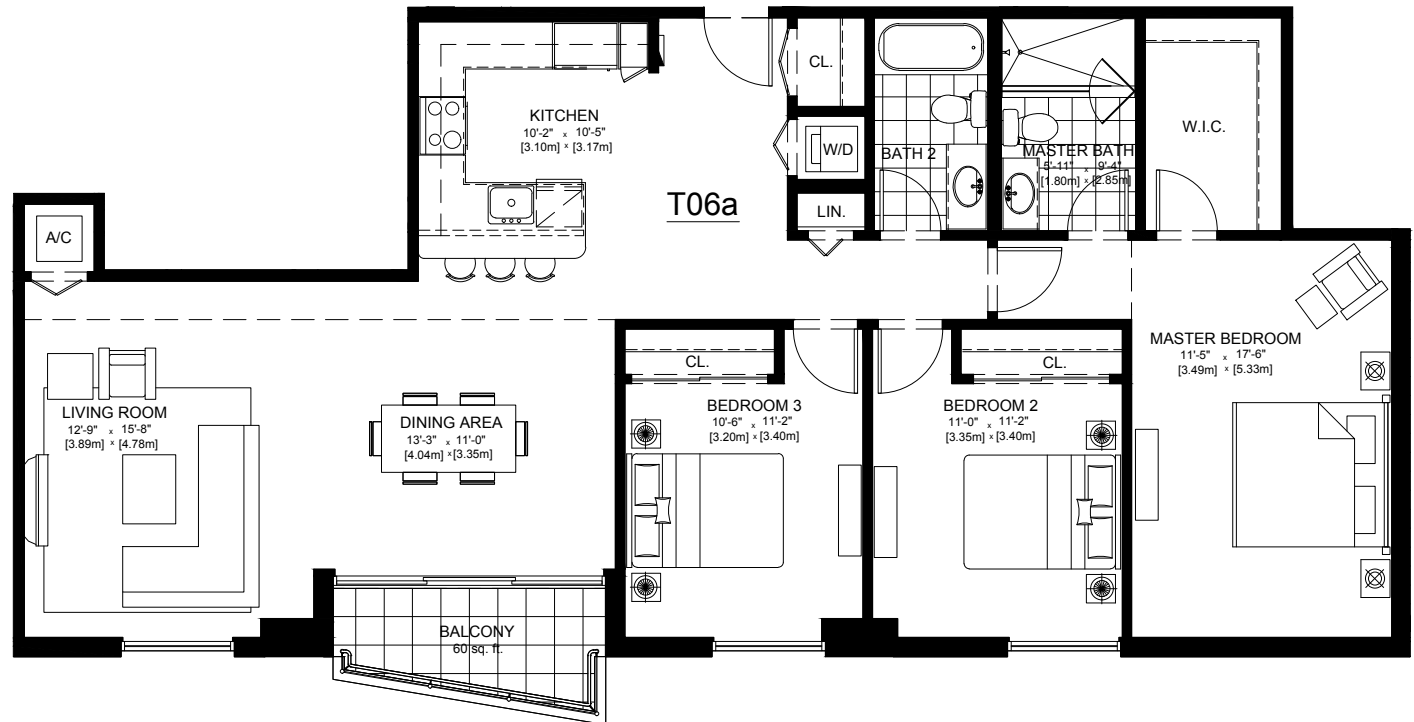


FLOORS 8-17

## 3 Bedroom

Unit A/C \_ 1,453sf (134.9m<sup>2</sup>)

Balcony \_ 60sf (5.5m<sup>2</sup>)

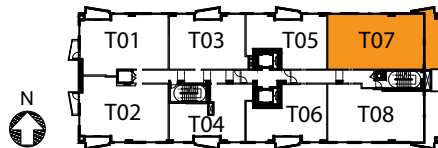
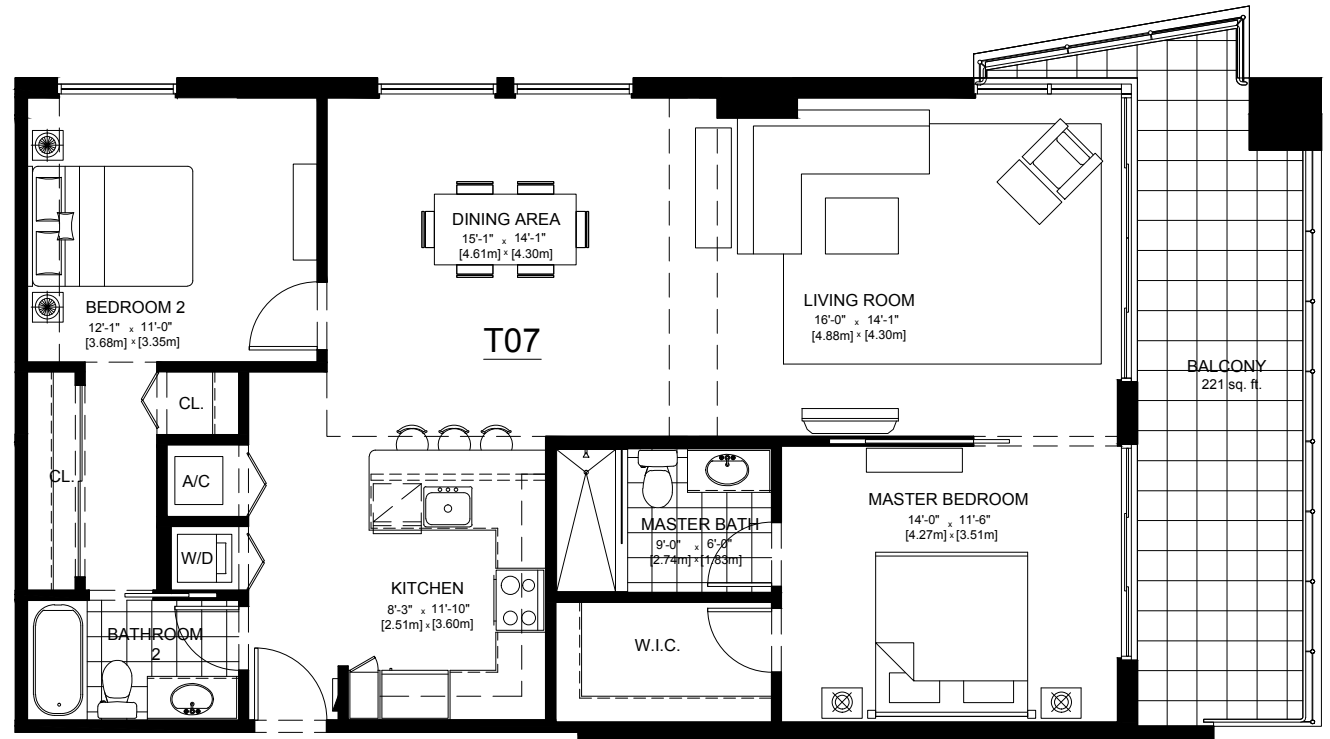




## 2 Bedroom

Unit A/C \_ 1,252SF (116m<sup>2</sup>)

Balcony \_ 221SF (20.5m<sup>2</sup>)

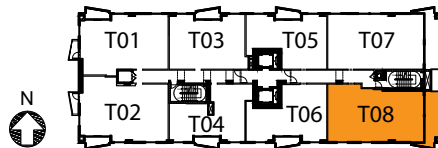
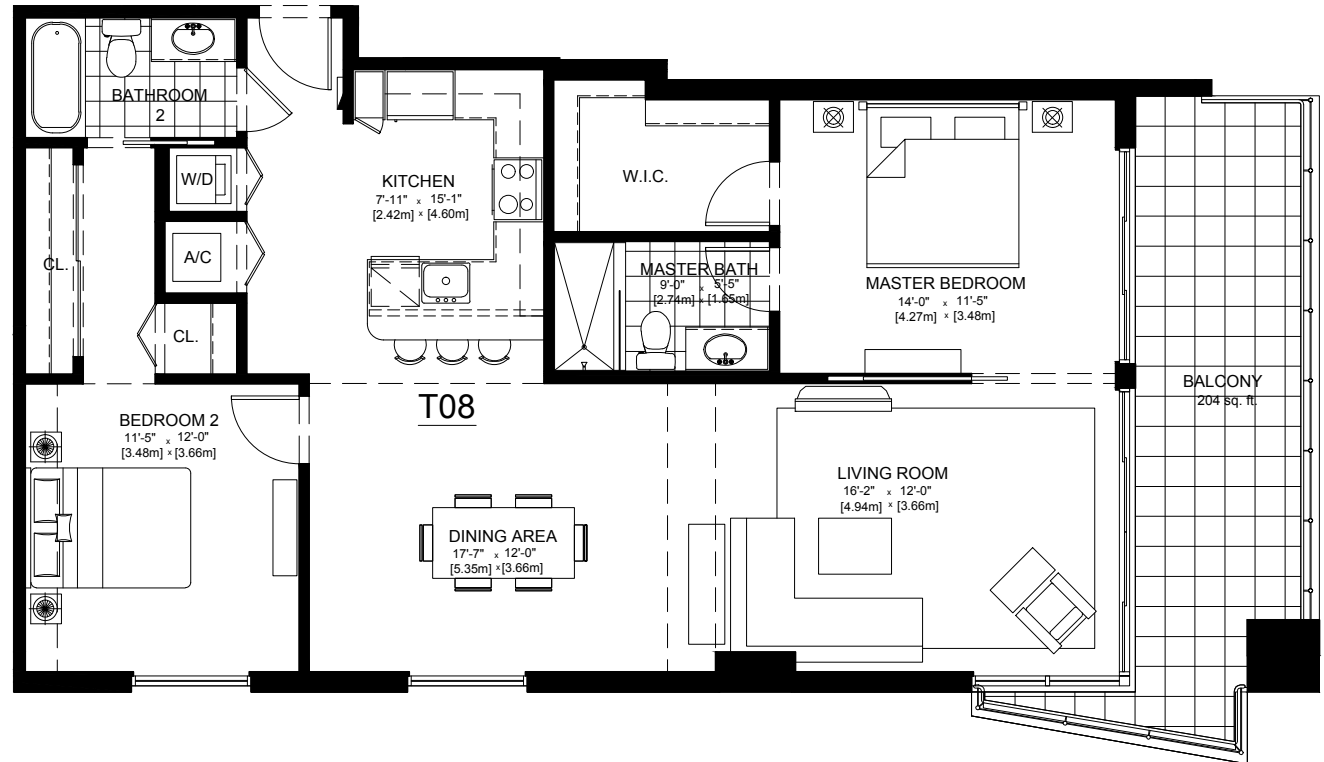


FLOORS 8-17

## 2 Bedroom

Unit A/C \_ 1,215SF (112.8m<sup>2</sup>)

Balcony \_ 204SF (18.9m<sup>2</sup>)



FLOORS 8-17

## Fernando Levy Hara.

Levy Hara is likewise Stephan Gietl a principal and co-founder of Aventura, FL-based mckafka Development Group. He serves as a Managing Partner and Chief Executive Officer, as well as the Broker and Founder of mckafka Realty, LLC, one of three separate divisions under the company umbrella.

From the inception of the company until today mckafka Development Group has acquired properties and development sites close to \$50 million in value and has sold more than 300 units mostly to international investors. With its 2 latest developments “Crimson Tower” and “Crimson Plaza” mckafka Development Group will definitely leave an imprint on Miami’s skyline

Prior to his engagement with mckafka Development Group Levy Hara operated G&D Developers, a development company founded in 1985. With this company he has planned, designed and developed more than 1 million square feet of commercial and residential projects in South and Central Florida, including Bayview Lofts and Regatta, both in Miami Beach, FL. and One Aventura Executive Center in Aventura, FL.

Prior to this, he worked as a designer and developer in Buenos Aires from 1988 to 2001 completing more than 1.3 million square feet of residential and commercial development. He relocated to Florida in 2002 with his wife Jaqui and his two kids, Brian and Ivan.

Levy Hara is a contributor and guest columnist for several real estate publications and is often called upon for authoritative commentary on real estate panels and at seminars. He wrote in 2010 as a co-author the book “El arte de financiar proyectos inmobiliarios” (The Art of financing real estate projects), published in Argentina by Bienes Raices Ediciones.

He is Professor of Real Estate Development in the Master in Urban Economy at Universidad Di Tella in Buenos Aires, and he is a LEED-AP certified by the US Green Building Council. He is also a director of Harvard’s Real Estate Academic Initiative (REAL), Vice Chairman of the Aventura Marketing Council, Trustee Member of the Argentina-Florida Chamber of Commerce and a Member of the Business Tax Equity Advisory Board of the City of Aventura, FL.

Levy Hara as well as Gietl are frequent speakers and instructors at various executive programs held at Harvard University. Levy Hara was born in Buenos Aires, Argentina. He received his Masters Degree in Architecture from the University of Buenos Aires in 1989, as well as his Masters in Urban Economy degree from the Universidad Torcuato Di Tella in 1999, where he has been a frequent guest lecturer and a professor of Real Estate Development since 2005. In 2010, Levy Hara graduated from the Advanced Management Development Program in Real Estate at Harvard University Graduate School of Design.



# Stephan Gietl.

Stephan Gietl is likewise Fernando Levy Hara a principal and co-founder of Aventura, FL-based mckafka Development Group. He serves as the Chief Finance Officer and Chief Operating Officer of the company.

From the inception of the company until today mckafka Development Group has acquired properties and development sites close to \$50 million in value and has sold more than 300 units mostly to international investors. With its 2 latest developments “Crimson Tower” and “Crimson Plaza” mckafka Development Group will definitely leave an imprint on Miami’s skyline.

Prior to his engagement with mckafka Development Group, Gietl operated European Property Development (EPD), a leading development company founded in 1990 in Central Eastern Europe, with a history of experience in the Czech Republic. Under his headship EPD became a major player on the Prague market, and has developed assets in excess of \$750 million.

As Chief Executive Officer, Gietl was responsible for the successful and timely completion in 2007 of the trophy downtown mixed used project “Palladium” in Prague with more than one million square feet of retail office and parking space.

Prior to entering the real estate industry in 2002, Gietl’s background included serving as Chief Finance Officer in both the Private Equity and Fast Moving Consumer Goods (FMCG) industries and in 1994 he held title as Controller at IBM.

Gietl as well as Levy Hara are frequent speakers and instructors at various executive programs held at Harvard University. Gietl is also a director of Harvard’s Real Estate Academic Initiative (REAL) and member of the International Shopping Center Counsel (ISCC), the Urban Land Institute (ULI) as well as a Governor Member of the Miami Beach Chamber of Commerce.

Gietl was born in Austria. He holds a Masters in Business degree from the Austrian School of Business Administration and the California State University. In 2010, Gietl graduated from the Advanced Management Development Program in Real Estate at Harvard University Graduate School of Design.



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RESIDENCES ON BISCAINE BAY

Developer's Previous Projects.



## IDEA Architects.

The offspring of Canada's world-renowned TLA and S.M. Group International architectural and engineering firms, IDEA capitalizes on the full potential of our scientific resources through development of integrated design, construction and execution processes. Thanks to our exceptional integration capabilities, we can complete projects with remarkable accuracy, speed, reliability and optimization, while remaining true to our commitment to work towards a better quality of life.

Whatever the space, whatever the project, IDEA knows how to delight and astonish, from concept to completion. Form and function are closely linked to maximize both aesthetics and utility. Ensuring optimal project execution through a thorough understanding of our clients' perspectives and requirements, our dedicated, highly innovative professionals have created a business culture that serves the needs of your organization, designing and building spaces that reflect your unique corporate identity and differentiate you from the competition.

IDEA's impressive list of successful projects includes major hotels, commercial spaces, residential developments, educational institutions, municipal buildings, medical clinics, food chain outlets, industrial facilities, road infrastructure and energy distribution networks.

Working with IDEA means gaining access to multidisciplinary expertise and impeccable service. Our long experience and our internal structure ensure you will benefit from continuous first-class attention. We work closely with our clients' partners and suppliers, be they general contractors or others, so that every project unfolds smoothly and according to the original plans.

## L.A. Inc.

L.A. Inc. is one of North America's foremost companies specializing in branding, marketing and communications for major real estate developments throughout North America and Europe. The Toronto-based firm has created exciting and memorable brands and award-winning marketing programs for major developments in New York, South Florida, Las Vegas, Atlanta, Philadelphia, Chicago, New Jersey, Nashville, Charlotte, Toronto, Montreal, Vancouver, Austin and Budapest.

## Baker Real Estate Incorporated

For over two decades, Baker Real Estate Incorporated has provided exemplary services to a broad range of developer clients. With annual new home and condominium sales of over two billion dollars, Baker is one of the North America's most successful real estate companies, providing sales and marketing expertise to prestigious projects through offices in Toronto, Montreal, Singapore and Florida.