

FAENA  
**MAR**

BY BRANDON HAW





With the building of Faena Mar,  
we are creating a striking symbol of modernity.

To realize my vision to create a new paradigm for living on the beach,  
I turned again to Brandon Haw, one of the most talented architects  
in the world and with whom we have successfully worked on the  
Aleph building in Buenos Aires and, more recently, on the spectacular  
Faena House in Miami.

Brandon is someone I respect enormously and, as his work on  
Faena House shows, he and I place the same value on inside/outdoor  
living, on creating residences with sweeping vistas and grand terraces  
that fill the heart with joy and the lungs with purifying ocean air.

It's a vision for Faena District Miami Beach that I have had in mind  
for years, and one that I am proud to share with you.

—ALAN FAENA



FAENA DISTRICT  
MIAMI BEACH

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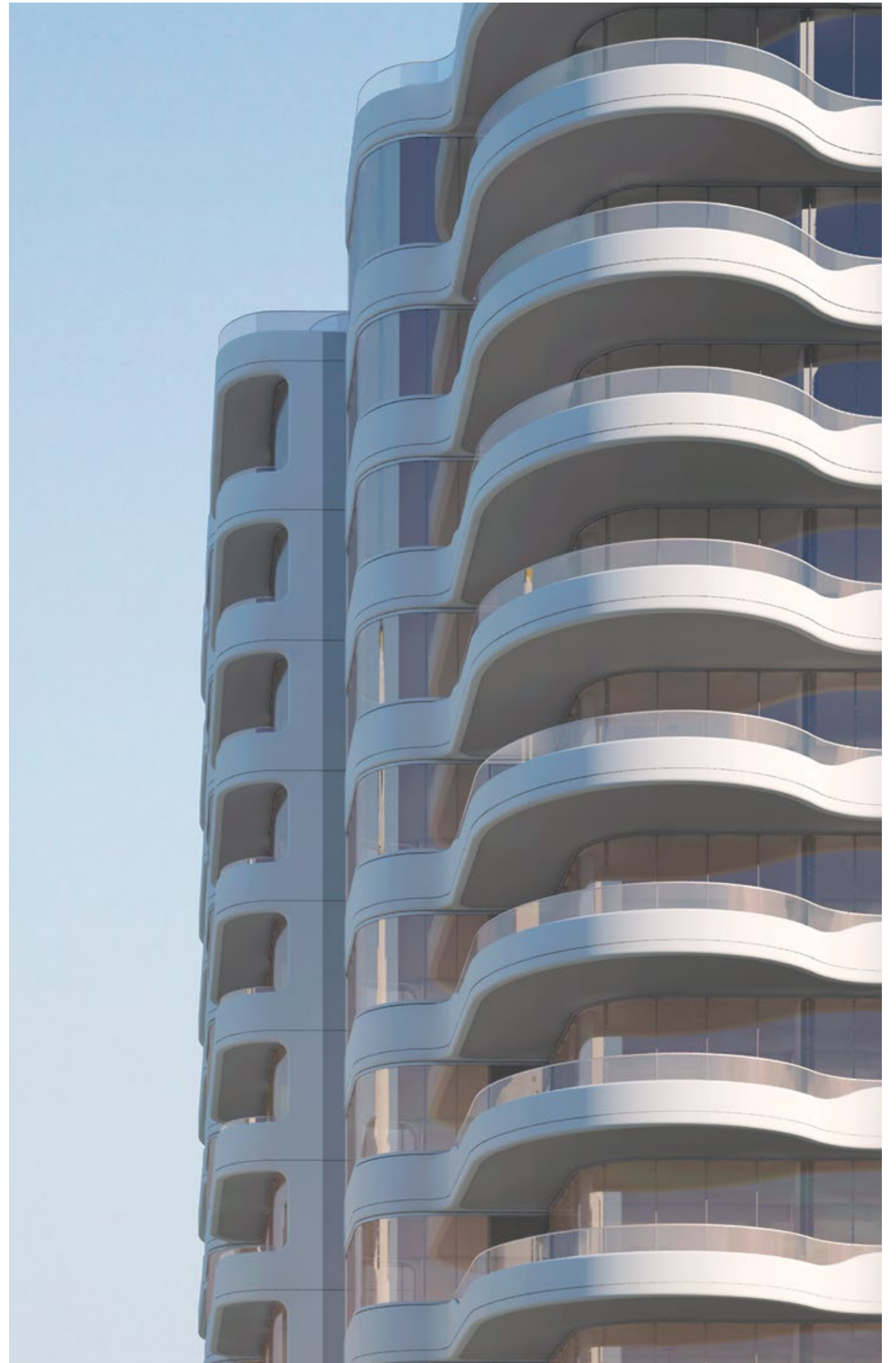
## ARCHITECTURE AND DESIGN

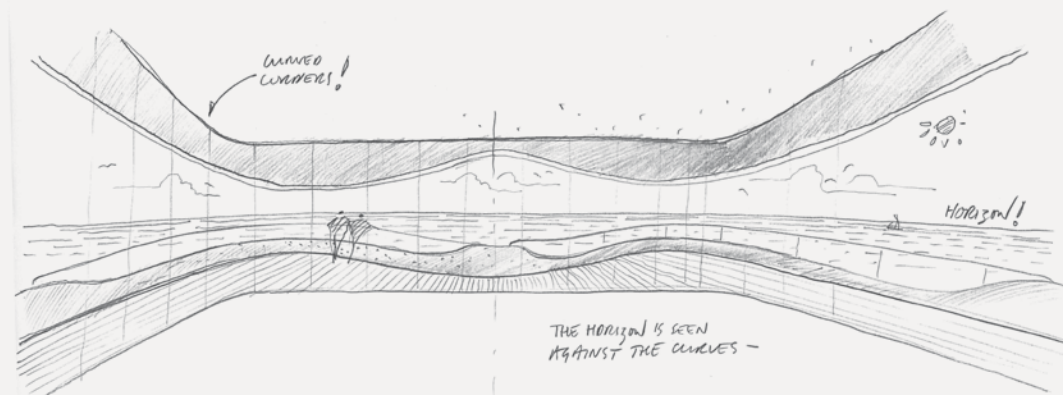
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Faena Mar has been designed to maximize views to the ocean, the bay and the Miami skyline, articulated by large sweeping terraces east and west—an abstraction of Roy F. France's curved corners and rippling facades of the Classic building.

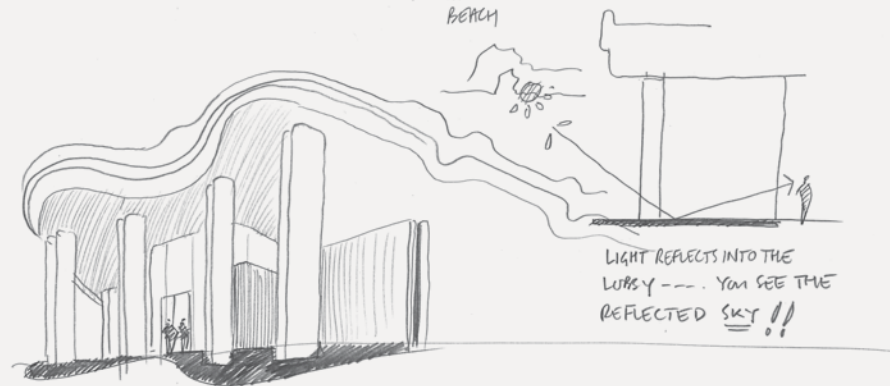
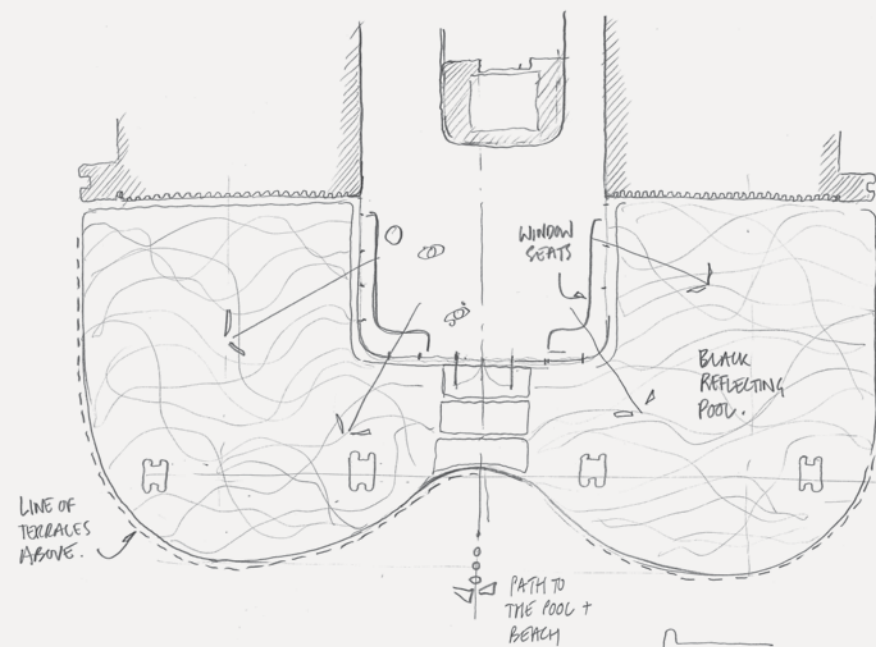
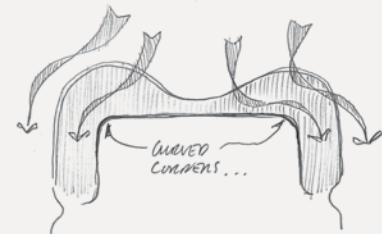
As with a beautiful automobile or the human form, the building reveals itself both from afar and at the detail level. Curved-corner windows give a softness to the experience of interior living while revealing panoramas of the ocean and city. The curving sinuous balcony edges that wind around the building, rising and falling at strategic points, add a rhythmic modulation and richness to the form.

Very much designed with proportion and scale in mind, the planning of the interior spaces dictated the rhythm of the expression found when looking at the building from the outside—an almost jazz-like composition results.





OCEAN BREEZES - NO SHARP EDGES!



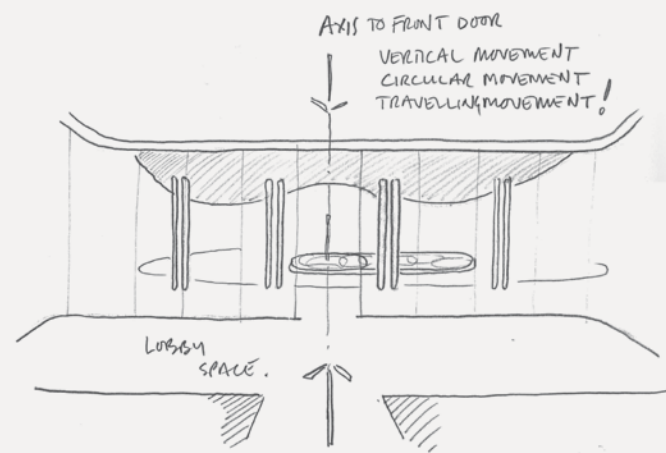
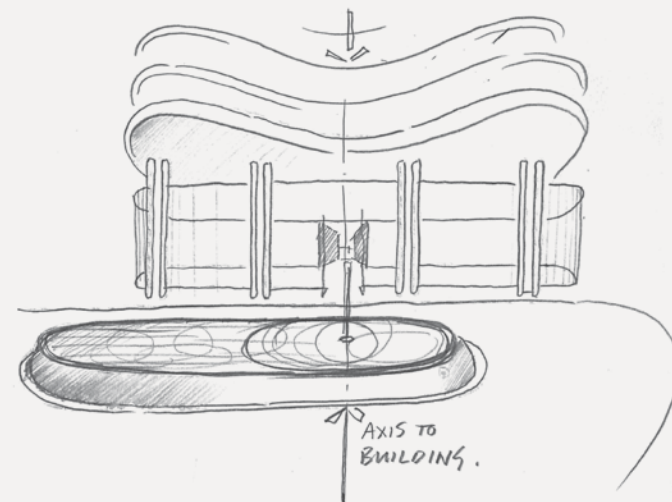
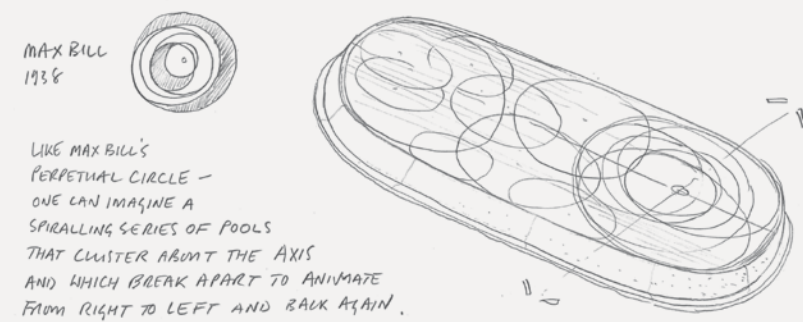
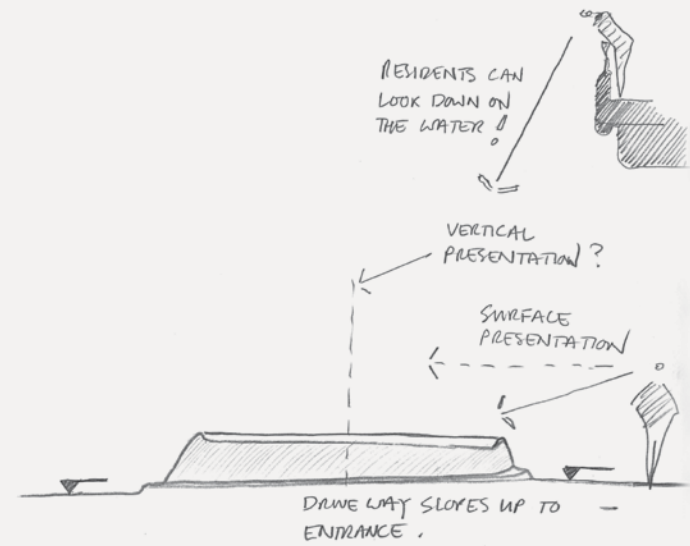
DESIGNING FROM THE INSIDE OUT  
STARTS TO CREATE A FORM OF  
THE BUILDING THAT MAXIMIZES  
THE VIEWS, THE PROPORTION  
AND SIZE OF ROOMS

- BRANDON HAW









# A POOL OF DANCING CIRCLES DEFINES THE ENTRANCE TO THE BUILDING

— BRANDON HAW













The curved sensuality of the outside of the building also finds expression in the rounded forms of the interior finishes.





The sweeping views to the west from the master bedrooms offer the perfect place to rest and read a book while sitting on the custom leather-stitched window seat. Turning to the east one can enjoy views to the sea and gain access to the wide adjoining sun terraces.





The custom white-lacquered kitchens, with their countertops, rounded corners and integrated lighting, reinforce the architecture of the building. Here, the bay window, with its curved window seat, allows for entertaining friends while serving a meal.

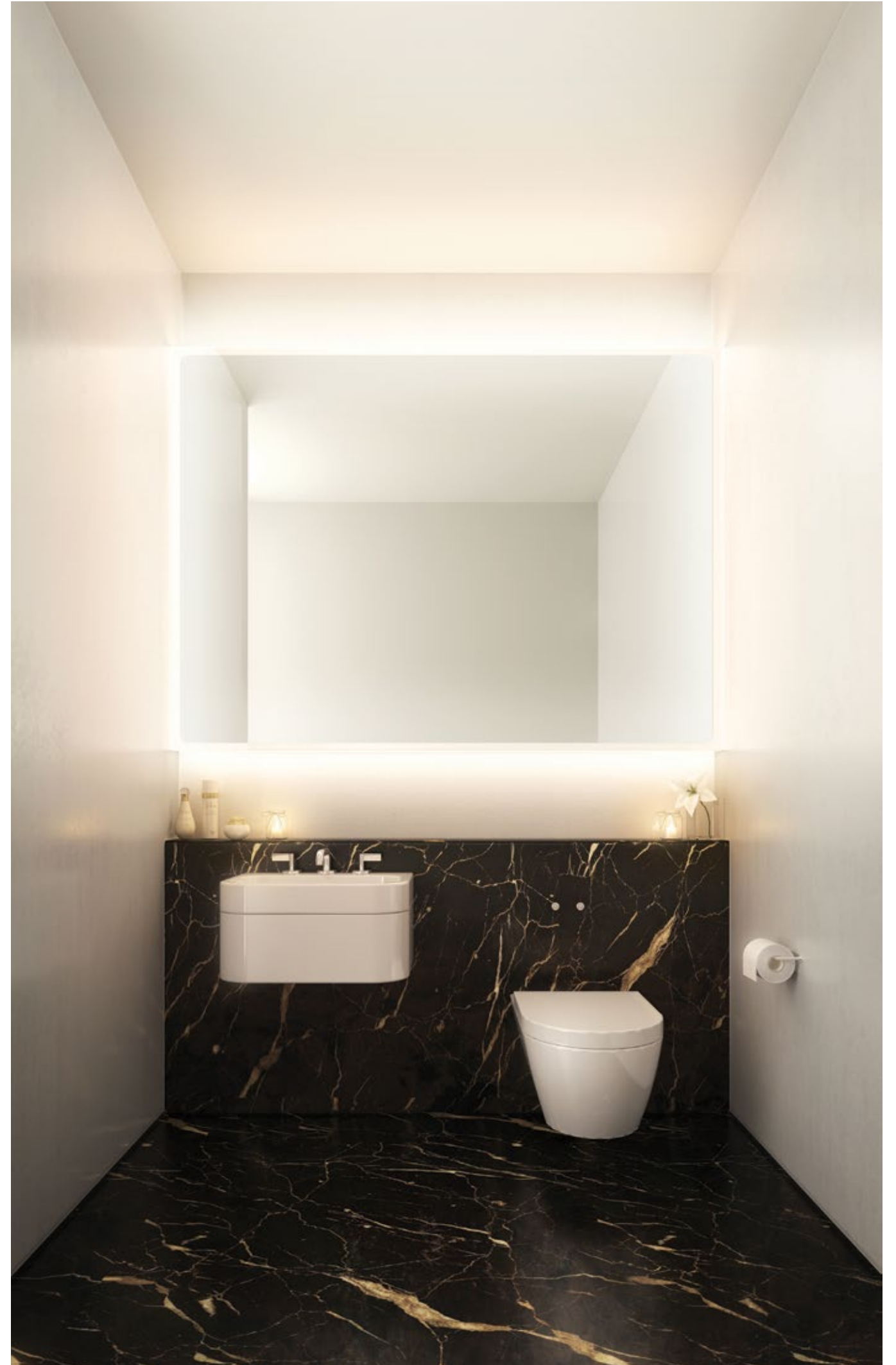


Calacutta marble floors and polished nickel finish fixtures in the master bathrooms add a subtle warmth. The dual vanity unit, carved from solid white marble, undulates in gentle sweeping curves, evoking once again the architecture of the building and creating a complete experience from outside to inside.





Every detail has been thought through, right down to the powder room, with its simple, beautiful lighting and black marble with gold veining.





Faena Mar responds to its oceanfront location, maximizing views and embracing the notion of “joy” that we all associate with beachside living. Nowhere is this more evident than at the rooftop pool, with its infinity edge and gracious curving and sensuous lines.









## BRANDON HAW

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Brandon Haw was a senior partner of the internationally renowned architectural practice, Foster + Partners. During his 26 years with the firm, he was responsible for many award-winning projects around the world including the Commerzbank headquarters building in Frankfurt Germany; the Hearst Tower in New York and numerous residential and office developments from Buenos Aires to London and New York including, most recently, Faena House in Miami.

With a firm belief that good design can change people's lives for the better, and that every designer carries with them the responsibility to not only create designs that function well but also lift the spirit, Haw decided to go independent in 2014 to set up his own practice, Brandon Haw Architecture, in Mies van der Rohe's classic Seagram Building in New York.

Haw has lectured internationally on the topic of cities and urbanism. He was educated in London where he received his bachelor's degree in Architecture at the Bartlett School and later at Princeton University in the United States, where he gained his Master's Degree.



# FAENA

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Founded by Alan Faena, Faena Group specializes in the creation of one-of-a-kind holistic environments anchored in cultural experiences and socially responsible projects that integrate residences and hotels with art and cultural spaces.

Faena Group is rooted in ideas and concepts that have the power to reshape and enhance our world. All of its projects are destination landmarks that inspire original thinking and cultural interaction.

Since 2000, Alan Faena has partnered with 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 Latin America.

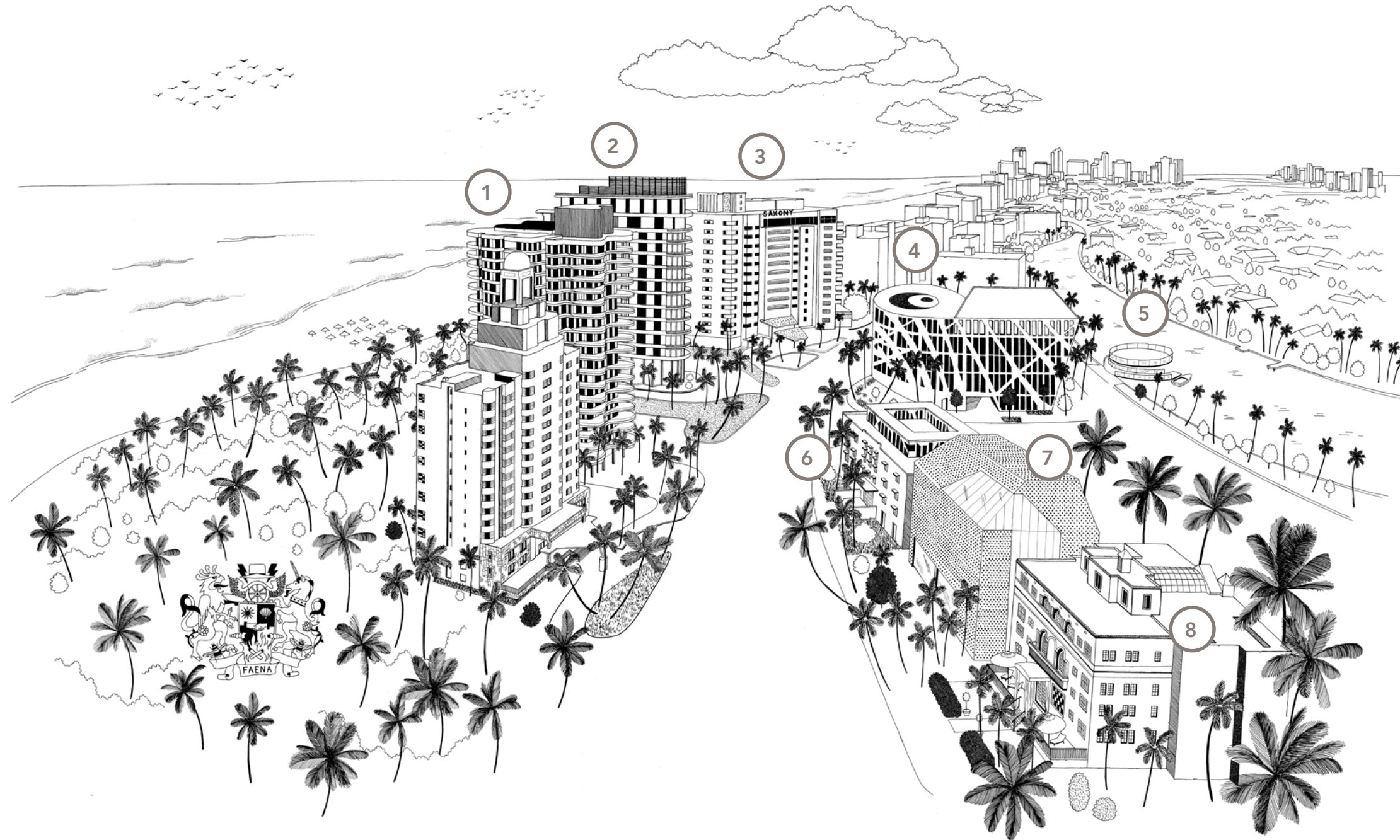
The Faena Group's success in Argentina has consolidated the company's expertise in urban development. In 2015, Miami Beach will see the launch of the first phase of the Faena Group's global expansion.







# FAENA DISTRICT MIAMI BEACH



**1**  
Faena Mar  
*Brandon Haw Architecture*

**2**  
Faena House  
*Foster + Partners*  
*Brandon Haw*

**3**  
Faena Hotel Miami Beach  
*Bazmark*  
*Baz Luhrmann*  
*& Catherine Martin*

**4**  
Faena Forum  
*Rem Koolhaas/OMA*  
*Shohei Shigematsu/OMA*

**5-6-7**  
Marina / Bazaar / Park  
*Rem Koolhaas/OMA*  
*Shohei Shigematsu/OMA*

**8**  
Casa Faena





MIAMI BEACH RESIDENCES

On the Ocean and 35th Street

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