

# THE SHORECLUB

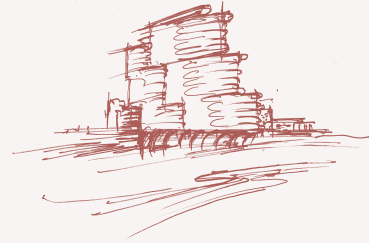


PRIVATE  
COLLECTION









The Shoreclub Private Collection is a reinvention and extension of a rich heritage  
and storied history. A cornerstone of the Miami Beach landscape.  
Re-imagined by award-winning New York-based firm, Robert A.M. Stern Architects.









An iconic landmark sets a new benchmark for a rare and refined lifestyle on the shore. Home to a limited collection of 49 curated residences set on three acres of lush oceanfront. Infused with a lifestyle catering to the most discerning. Located in Miami Beach's most celebrated waterfront enclave.







(1) VISION

(2) RESIDENCES

(3) LIFESTYLE

(4) LOCATION

(5) VISIONARIES



# VISION

Renowned architect Robert A.M. Stern redefines the essence of an historic legend.

Soaring 200 feet above the ocean line, an 18-story tower captures state-of-the-art living. Behind the original MiMo façade of the historic Cromwell House, iconic duplexes and deluxe penthouse have been purposefully re-imagined. And a single family beach house has been designed to complement the landscape.

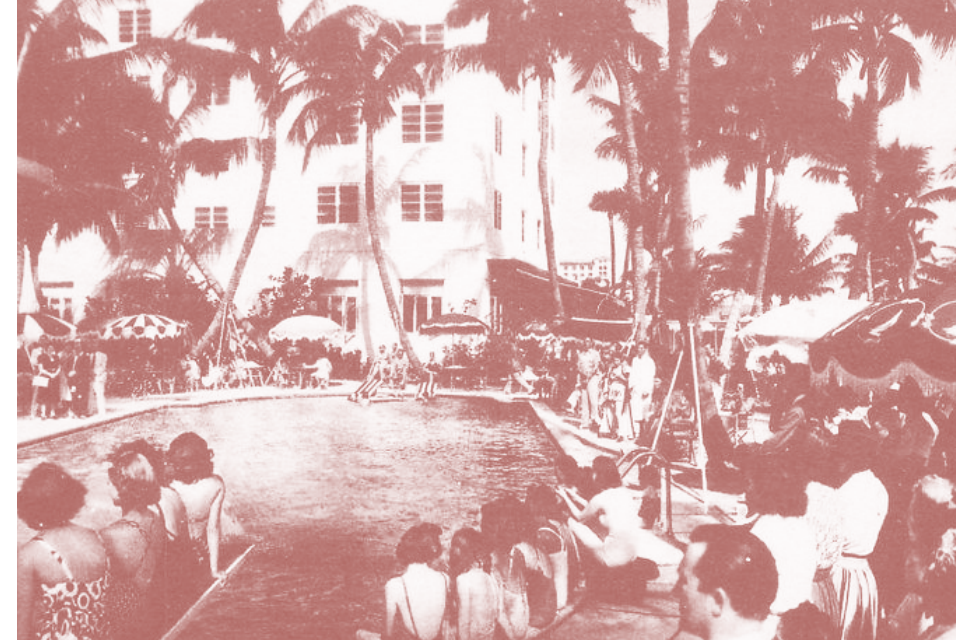
A once-in-a generation opportunity to experience an exceptional oceanfront lifestyle. The Shoreclub Private Collection is in every sense an icon reborn.





L ROBERT A.M. STERN  
NEW YORK, NY

R THE ORIGINAL CROMWELL,  
MIAMI, FL



“Our design for the new Shoreclub hotel and residences builds upon the rich history of Miami Beach’s exuberant modernism and art deco allure, while also connecting to the iconic waterfront location, inspired by the nautical.”

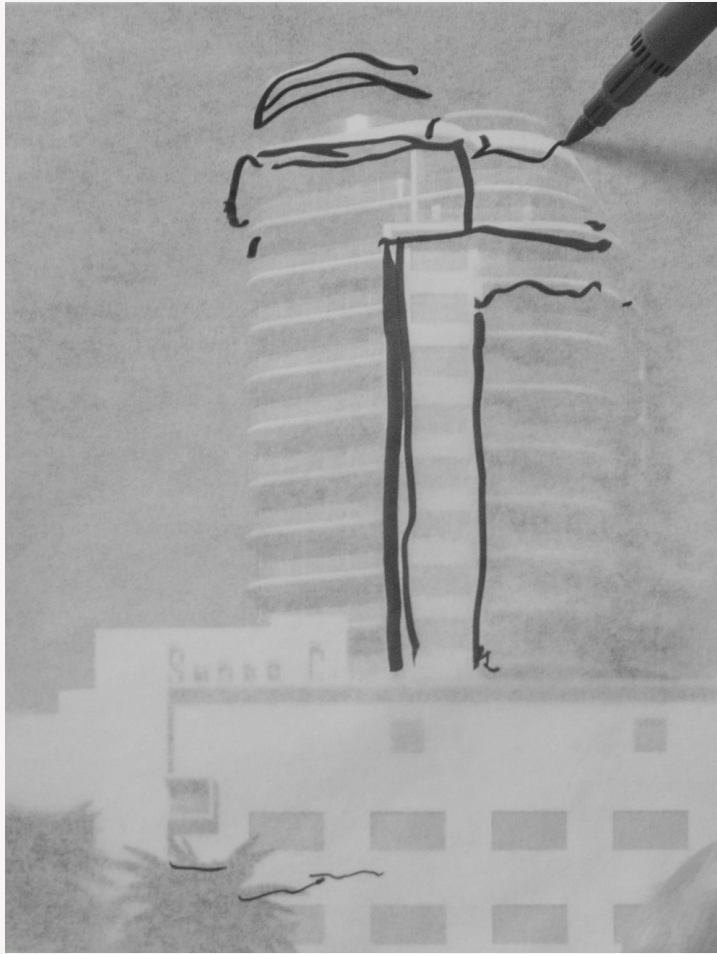
ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA



EACH HOME IS DESIGNED  
TO REFLECT THE FREEDOM AND  
OPENNESS THAT AN ESCAPE TO  
THE BEACH OFFERS.

—ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA





C RAMSA TEAM MEMBERS DISCUSS  
SKETCHES AND MODELS

R ROBERT A.M. STERN SKETCHING







- L EARLY SKETCHES OF THE BOTANIC GARDEN AND POOL EXPERIENCES
- R ARCHITECTURAL MODEL



“We respect both its legacy and individuality, designed with sculptural columns that continue a procession outward to densely planted gardens, a series of pools, and ultimately the beach.”

ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA



The Shoreclub Private Collection bridges the iconic and innovative. A sculpted glass façade renews the legacy of the original architecture. Rising above an oasis of lush botanical gardens. Swooping to the doorstep of The Atlantic Ocean.

Towering into the future. History is rewritten.





# RESIDENCES

The Residences: *The Tower*, *The House* and *The Beach House*. Related architecturally yet distinctive artistically. Designed to maximize vistas and light with the curvature of each home. With no two floor plans precisely alike, sweeping Miami Beach views fall nothing short of spectacular.







AN OCEAN-INSPIRED INTERIOR PALETTE  
OF DUNE, CORAL AND SKY. FURNISHED  
TO REFLECT THE UNDULATING NATURE OF  
THE TIDES. A SEA-SCAPE OF COLOR  
BLENDS FORMALITY WITH FAMILIARITY.

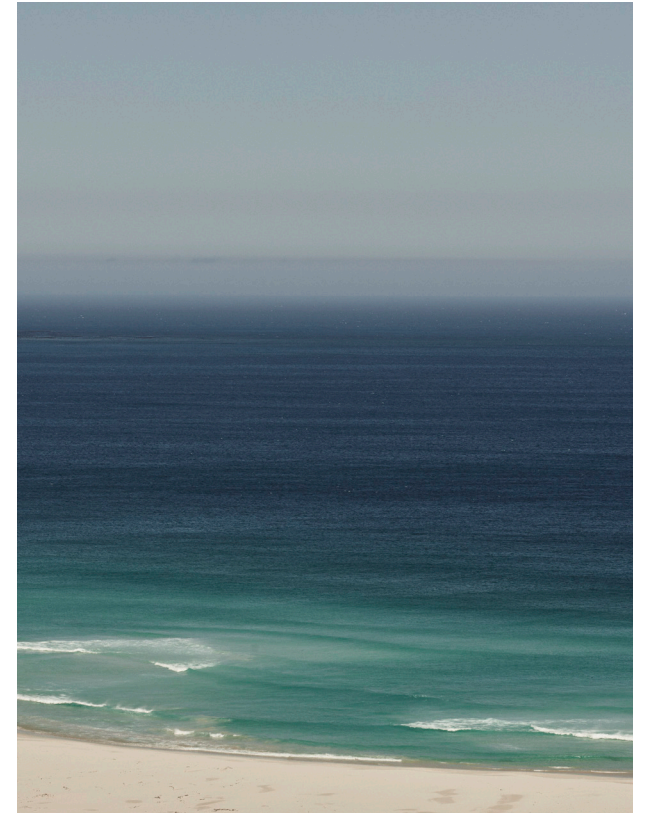
—ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA







Expansive ocean views epitomize the essence of waterfront life. Floor-to-ceiling sliding glass windows with ten-foot high great rooms bathe each home in natural light. Destined to maximize living, dining and entertaining.









LIVING AND DINING SPACES FLOW  
TOGETHER. ALONG WITH  
CURVED-GLASS WINDOWS AND  
SPACIOUS TERRACES, THIS UNIQUE  
PANORAMA OF BEACH INSPIRES AN  
UNPARALLELED WAY OF LIFE.

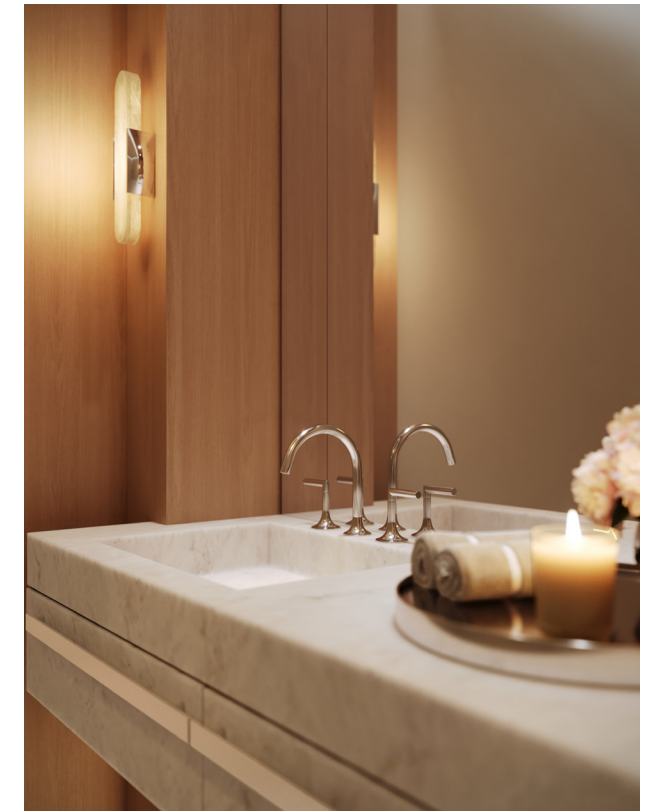
—ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA







Raw meets refined. Natural materials—richly grained stone, custom textured wood and smooth veined marble—are harmoniously balanced with stainless steel and polished finishes.





RESIDENTIAL FEATURES

Curved seamless glass walls create a sensuous organic geometry. Wraparound balconies shore up unobstructed vistas up and down Miami Beach. State-of-the-art appliances and gracious-sized entertaining rooms enhance the experience of open layout living.

Panoramic beachfront ocean or bay views through floor-to-ceiling windows

Sweeping terraces with architectural curved glass railings

Direct-entry elevators in most residences

Custom yacht-inspired interiors by Robert A.M. Stern

Entry galleries ideally proportioned for art display

Dedicated service entry in most residences

Great rooms with floor-to-ceiling sliding glass doors leading to balcony with oceanfront and city views

Robert A.M. Stern custom designed kitchens with warm wood cabinetry, marble slab countertops and polished stainless-steel backsplashes

Select residences include chef’s kitchens

Primary Bedroom suites with direct ocean views in most residences

Primary Bedroom Suites designed by Robert A.M. Stern feature distinguished wet bars and gracious bathrooms with custom double vanities, double-head steam showers, and freestanding soaking tubs and private water closets

Gracious primary bedroom suites with dual walk-in closets

Robert A.M. Stern custom designed hardware throughout

Private plunge pool with direct ocean views in select residences





# LIFESTYLE

All the privacy you need. All the luxury you want.

Residents at The Shoreclub Private Collection are welcomed home with a discreet porte-cochère entrance, a world-class fitness center, library, lounge and exclusive pool. And Auberge Resorts Collection builds on its one-of-a-kind reputation for intimate tailored service that is uniquely personal to the property. Offering residents a suite of private residential amenities.

Bespoke residences meets a five-star resort.





## THE PRIVATE RESIDENTIAL POOL

Designed for residents-only, the privacy of a personal pool is a place to escape to in the lap of luxury.





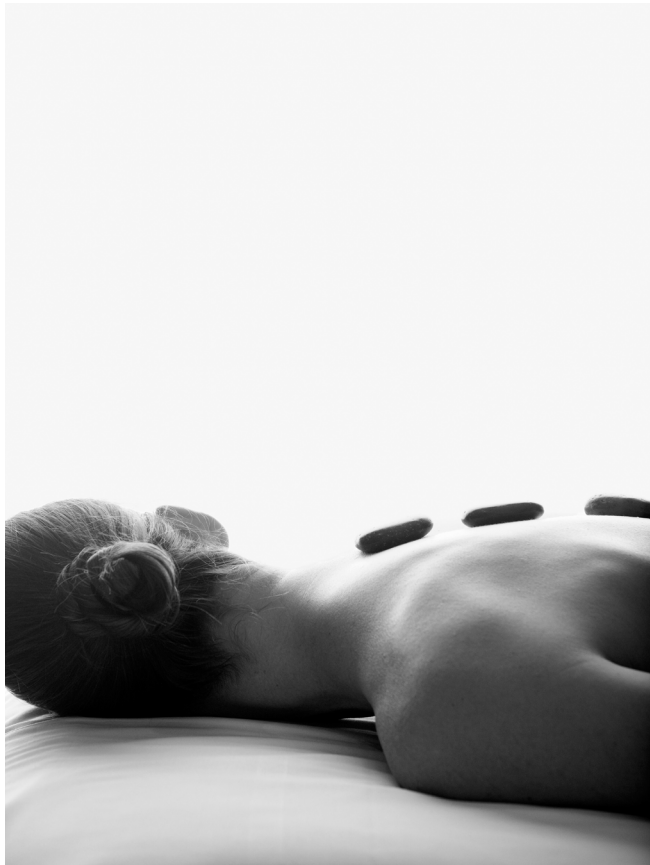
Feel immersed in a personal oasis. Recline by the private residential pool, relax in the full-size lap pool or luxuriate in the outdoor lounge.





## THE WELLNESS SPA & GYM

Health takes on the holistic. Auberge's world-class Private Spa and Gym and The Beauty Atelier™ brings together a community of experts at the forefront in their fields of cosmetology, nutrition, personalized training, yoga and meditation. Taking health to a heightened level of wellness.







## THE BOTANICAL GARDENS

Landscaped gardens curated with native fauna and local flora are nestled around outdoor garden rooms in which to dine, entertain or simply embrace the tranquility.





CULINARY EXPERIENCES

From pool to table, the serenity of the outdoors is the ideal backdrop to savor culinary delights. Whether it’s the signature restaurant, poolside café and bar or dining al-fresco on the private terrace, a master in-house chef creates a custom menu of updated classics and remixed cocktails.

Signature restaurant with outdoor terrace seating overlooking the pool deck

Salon Lounge with select VIP access

Poolside café with dedicated cabana service

Double-height café and bar leading to outdoor lounge

Double-height Library and cocktail lounge with grand piano

Lobby Bar and dedicated seating space

Beach Club with beachside cabanas and dedicated restaurant







AMENITIES

A suite of residential amenities designed by Robert A.M. Stern are tailored for residents to delight in and uniquely enjoy in the privacy of lush landscaped grounds. Each is curated to heighten the bespoke beachfront experience.

- 24-hour reception and concierge
- Exclusive beach club membership
- Lap, leisure, and private residential pools set in botanic garden
- World-class spa and beauty atelier
- State-of-the-art fitness club with private residential gym and personal training suites
- Private meeting suite and dining room
- Residents’ library lounge
- Children’s playroom
- Secure underground parking with dedicated elevator access
- Driver chauffeur room
- Auberge-curated food and beverage program featuring signature restaurants, café bar, and poolside dining
- Access to suite of Auberge amenities and services
- Private residential entrance discreetly located on 20th street in the landmarked Cromwell House
- Residential pool set in a lush botanical garden with private cabanas and poolside bar
- Lushly landscaped Botanical gardens interwoven throughout



HOTEL SERVICES

In the tradition of gracious yet unobtrusive service found in every Auberge Resorts Collection property, a dedicated Director of Residences and Concierge Team is on hand to cater to your personal requests, ensuring the highest level of tailored service meets your every need. Down to the smallest detail.

- Resident Concierge Team
- Dedicated Director of Residences
- Personalized Fitness and Wellness Services
- In-Residence Butler Service
- In-residence dining and catering
- In-residence spa treatments
- Laundry and dry-cleaning services
- Housekeeping
- Valet parking
- Charging privileges for incidentals





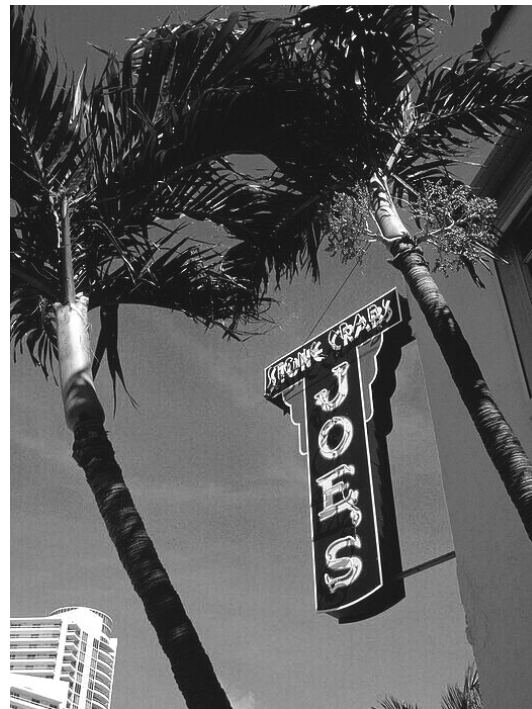
# LOCATION

Placed among Miami Beach's finest destinations, The Shoreclub Private Collection is within convenient distance to the city's best entertainment, galleries, boutiques, hotels, restaurants, nightlife, parks and museums.





L BAL HARBOUR  
C JOE'S STONE CRAB  
R CARBONE







L MIAMI DESIGN DISTRICT

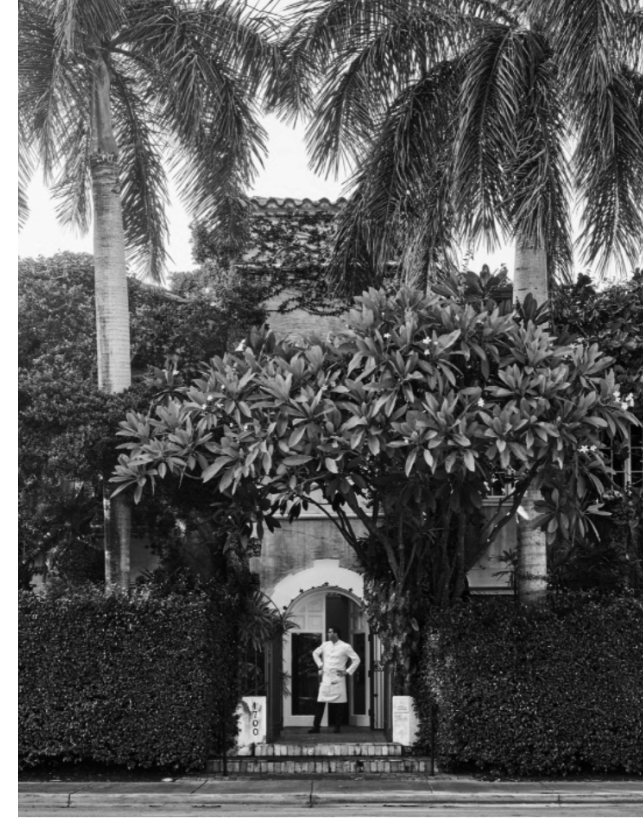
R NEW WORLD SYMPHONY







L MIAMI BEACH  
C MIAMI BEACH LANDSCAPE  
R CASA TUA







L ART BASEL

R PEREZ ART MUSEUM MIAMI

THE SHORECLUB LOCATION





LOCATION

RESTAURANTS

- Carbone
- Joe’s Stone Crab
- Milos
- Cipriani
- ZZ’s Club
- Mandolin

CULTURE

- Art Basel
- New World Center
- Perez Art Museum Miami
- Adrienne Arsht Center
- Rubell Museum

SHOPPING

- Miami Design District Shops
- Bal Harbour Shops

HOSPITALITY

- The Surf Club
- Soho Beach House
- Aman
- Faena
- Edition
- Bvlgari Hotel
- Indian Creek Country Club
- La Gorce Country Club



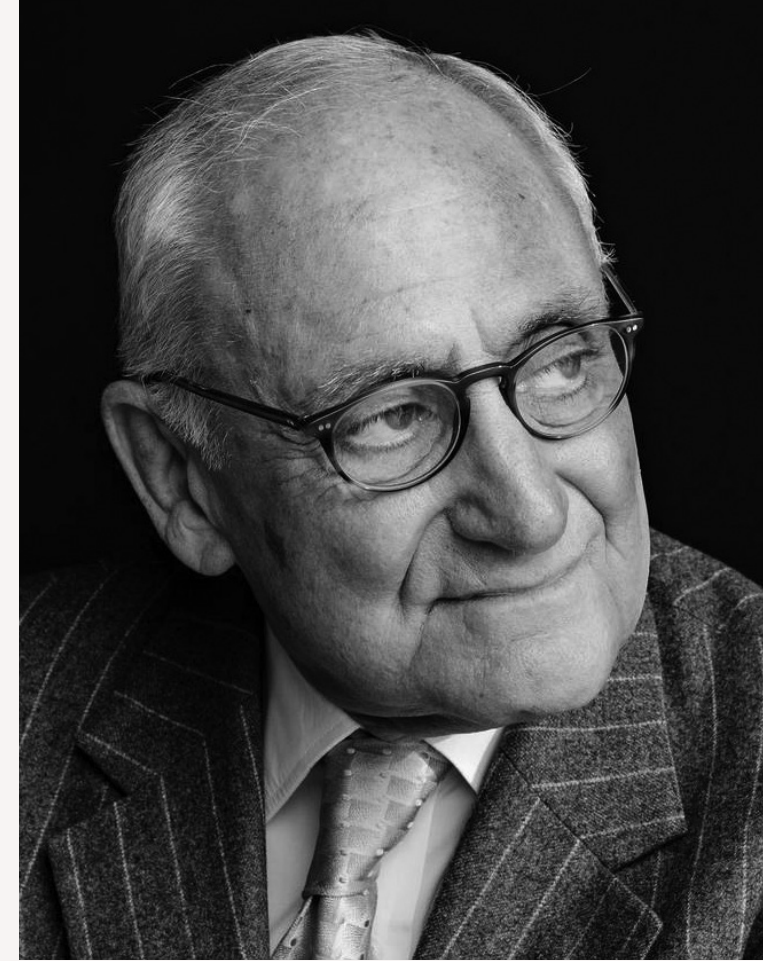


# VISIONARIES

A collective of visionary minds unite to create The Shoreclub Private Collection. Witkoff, in partnership with Auberge Resorts Collection, and in collaboration with design architect & interior residential architect RAMSA, has re-envisioned bespoke oceanfront living. With hotel interior designer Bryan O’Sullivan, landscape architect IPC and architect KKAID, an extraordinary waterfront life is fully realized and reborn.



Robert A.M. Stern Architects, LLP, is a 200-person firm of architects, interior designers, and supporting staff. Over its fifty-year history, the firm has established an international reputation as a leading design firm with wide experience in residential, commercial, and institutional work. As the firm's practice has diversified, its geographical scope has widened to include projects in Europe, Asia, South America, and throughout the United States. The firm maintains an attention to detail and commitment to design quality which has earned international recognition, numerous awards.



ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER  
RAMSA





“To be an architect is to possess an individual voice speaking a generally understood language of form.”

ROBERT A.M. STERN  
FOUNDER AND SENIOR PARTNER, RAMSA

L 15 CENTRAL PARK WEST, NEW YORK, NY  
R 220 CENTRAL PARK SOUTH, NEW YORK, NY





As creator of the finest landmark luxury residential and hospitality destinations, Witkoff distinguishes itself as part developer, part investor and part landscape-changer. Witkoff has become the leading player in the luxury market, having developed many iconic hotels, such as: the Times Square EDITION, West Hollywood EDITION, PUBLIC Hotel and Park Lane Hotel. Headquartered in Miami, the private held, global real estate development and investment firm was founded by Steven Witkoff in 1997.



STEVEN WITKOFF  
CHAIRMAN AND CHIEF EXECUTIVE OFFICER  
WITKOFF

ALEX WITKOFF  
EXECUTIVE VICE PRESIDENT, DEVELOPMENT  
WITKOFF



EDITION  
WEST HOLLYWOOD, CA







- L 150 CHARLES STREET  
NEW YORK, NY
- C EDITION  
WEST HOLLYWOOD, CA
- R 10 MADISON SQUARE WEST  
NEW YORK, N



“We have an eye for originality.  
In each project, we seek to  
transform how our customers  
live, work, and travel.”

ALEX WITKOFF  
EXECUTIVE VICE PRESIDENT, WITKOFF





Auberge Resorts Collection is a portfolio of extraordinary hotels, resorts, residences, and private clubs. While each property is unique, all share a crafted approach to luxury and bring the soul of the locale to life through captivating design, exceptional cuisine, innovative spas, and gracious yet unobtrusive service. With 22 unique, one-of-a-kind stories in some of the worlds most desirable destinations.



HOTEL JEROME  
ASPEN, CO



- L AUBERGE DU SOLEIL  
NAPA VALLEY, CA
- R CHILEANO BAY RESORT & RESIDENCES  
LOS CABOS, MX



“One-of-a-kind experiences at the most inspiring destinations beckon, inviting you to connect with loved ones and with one another.”

AUBERGE RESORTS COLLECTION



Island Planning Corporation, IPC, is a landscape architecture firm working at the intersection of design, ecology, and luxury. IPC has worked in 38 countries from offices in Miami, New York, and California. Underpinned by intensive research and a hands-on approach, IPC takes on the complex logistics of plant propagation and tree relocation to create timeless value of our projects.



NATHAN BROWNING  
OWNER AND FOUNDER  
IPC





L MIAMI DESIGN DISTRICT  
MIAMI, FL

C AMANYARA  
TURKS & CAICOS

R MIAMI DESIGN DISTRICT  
MIAMI, FL



“We always identify a strategy to create value on our projects through proper environmental engineering.”

NATHAN BROWNING  
OWNER AND FOUNDER, IPC





## BRYAN O'SULLIVAN STUDIO

INTERIOR DESIGNER

Bryan O'Sullivan Studio was founded in 2013 and today has teams established in both central London and New York City. The studio works with clients globally to produce contemporary, liveable design informed by an elegant and eclectic European point of view. Projects span residential, hospitality, restaurants, bars and maritime. His studios style is original and compelling whilst remaining timeless, making even the most demanding spaces appear welcoming and unique.



BRYAN O'SULLIVAN  
FOUNDER  
BRYAN O'SULLIVAN STUDIO





- L THE CONNAUGHT  
LONDON, UK
- C THE MAYBOURNE RIVIERA  
ROQUEBRUNE-CAP-MARTIN, FR
- R CLARIDGES  
LONDON, UK



“We approach each project  
with a completely new and  
fresh perspective.”

BRYAN O'SULLIVAN  
FOUNDER, BRYAN O'SULLIVAN STUDIO



For over two decades, Kobi Karp Architecture and Interior Design, KKAID, provides unique, creative and innovative design solutions to renowned clients internationally and domestically in Hospitality, Retail and highrise Residential developments. To date, KKAID and Interior Design has designed over 36 billion in mixed-use Commercial, Residential and Multifamily properties worldwide from the Caribbean, to the Far East, to the Black Sea region, throughout the Gulf.



KOBI KARP  
FOUNDER AND PRINCIPAL ARCHITECT  
KKAID





L THE SURF CLUB, MIAMI, FL  
R ONE HOTEL, MIAMI, FL

“Our design philosophy is to create thoughtful and soul-reaching experiences that are inspirational through architecture.”

KOBI KARP  
FOUNDER AND PRINCIPAL ARCHITECT, KKAID











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