



Mr. C  
**RESIDENCES**  
COCONUT GROVE, FL

BY  
IGNAZIO  
AND  
MAGGIO  
CIPRIANI

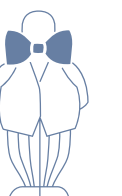






# COME HOME TO MR.C

An entirely new waterfront  
residential experience,  
where beauty is found in every  
detail and simple pleasures  
create lasting memories.





Quintessential European style coming to one of  
Miami's most charming neighborhoods.

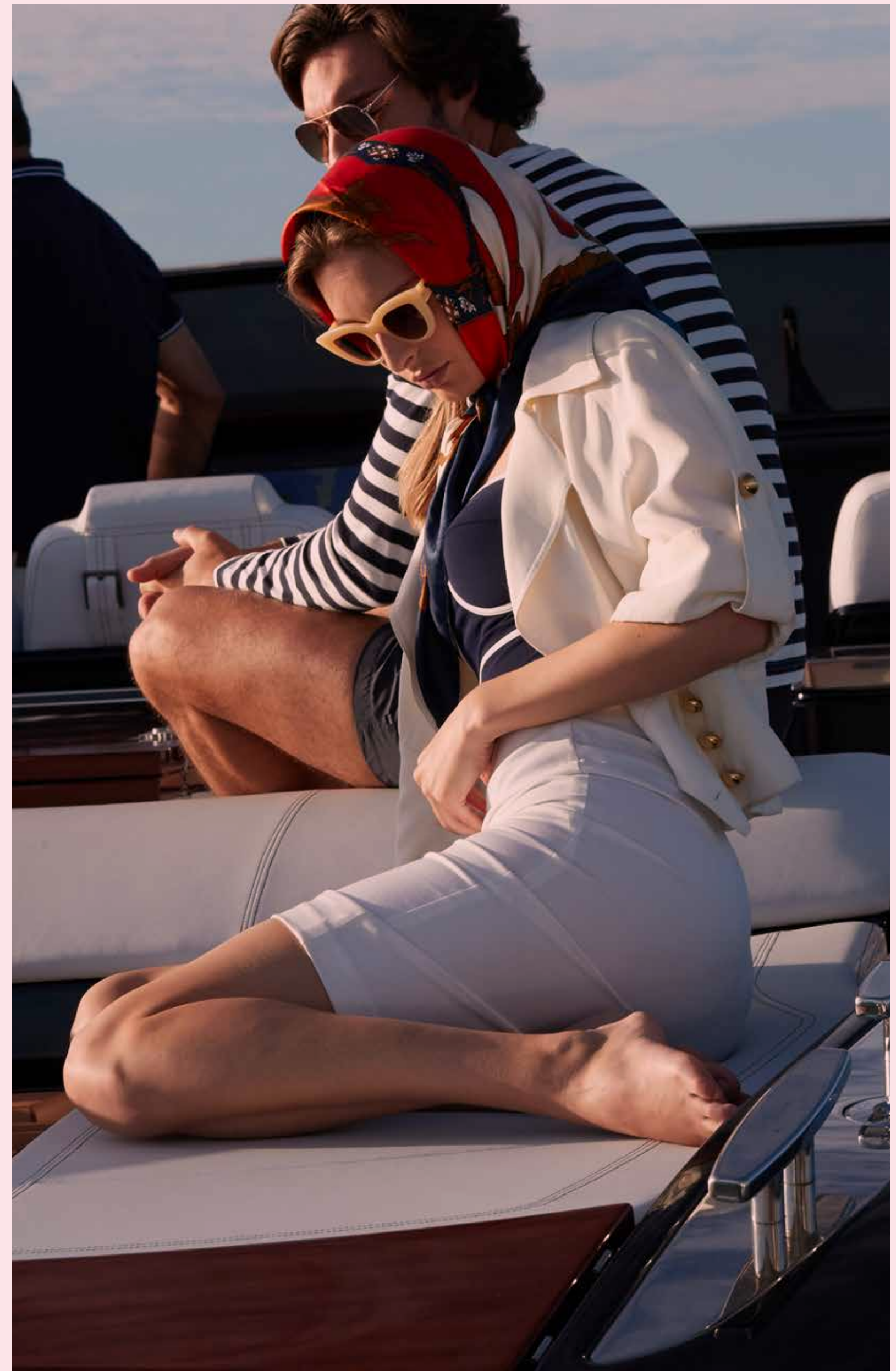








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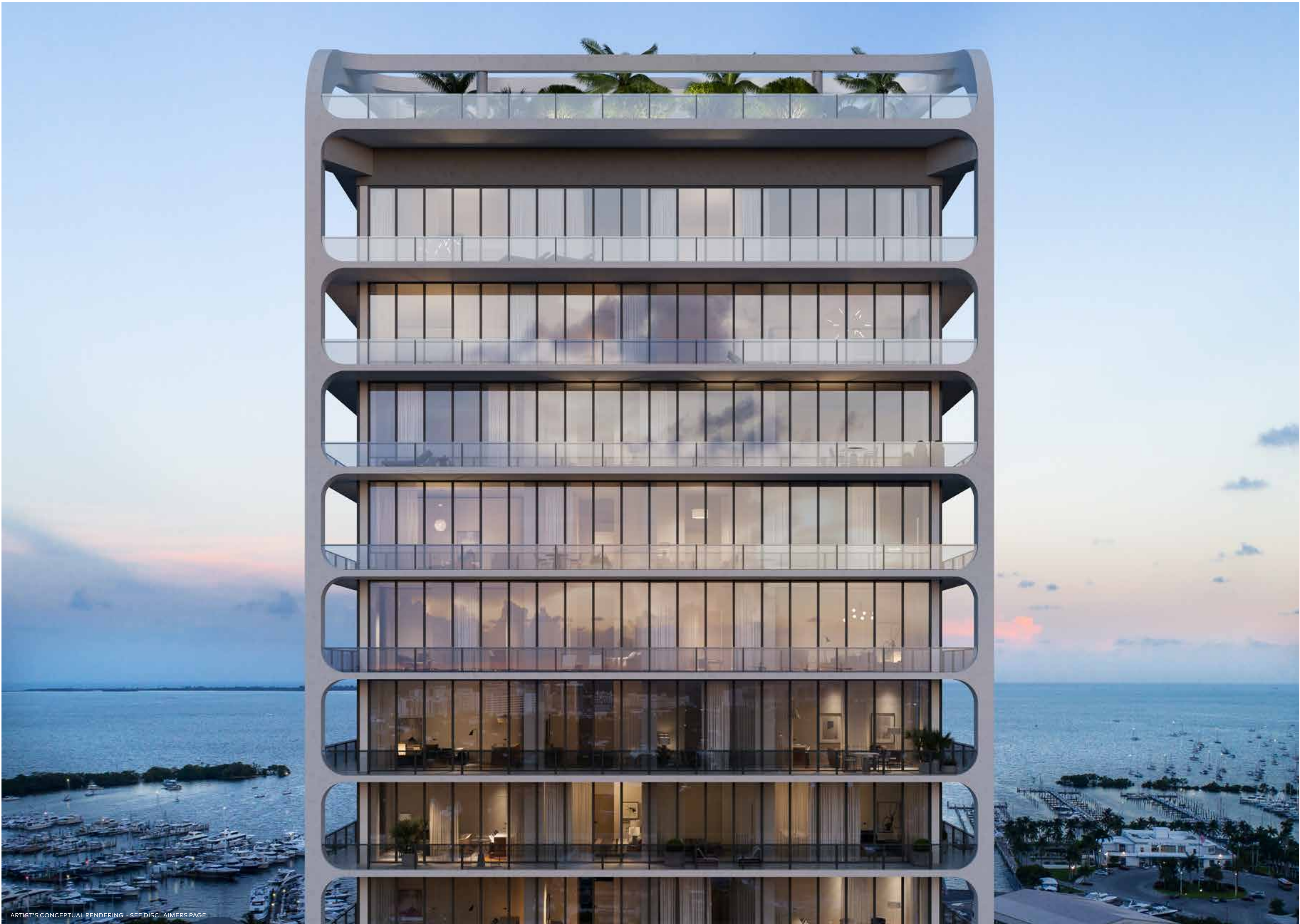


Mr. C Residences Coconut Grove is a contemporary take on classic European living. It is Old World sophistication and modern comfort infused with the maritime tradition of Coconut Grove, Florida and the fourth generation of the Cipriani family's perfectly serviced lifestyle experience.

Mr. C Residences in Coconut Grove is home to those who gravitate toward the finer things. Those who live their lives with an inherent sense of style and believe that simplicity is the ultimate sophistication. It is for those who understand that it is the little things—the details—that make all the difference.







ARTIST'S CONCEPTUAL RENDERING - SEE DISCLAIMERS PAGE





Located on South Bayshore Drive, Mr. C Residences features panoramic views spanning from Peacock Park across Biscayne Bay to Key Biscayne and beyond.

This timelessly chic residential tower offers the ultimate South Florida lifestyle. Beaches and boating are at residents' fingertips, while Italian-style dining and social spaces are just steps from their front door.



# AMENITIES & SERVICES

## DETAILS OF A LIFE WELL LIVED

From elegant amenities to impeccable service, Mr. C Residences is inspired by the notion of simplicity — embracing life's simple pleasures, doing simple things perfectly.

**Arrival Experience**

- Covered Valet Drop-Off
- Reception and Concierge Desk
- Lobby Lounge
- Mail & Package Rooms
- Curated Art Pieces in Lobby
- Lush Landscaping

**Dining & Retail**

- Signature Café
- Specialty Gourmet Market
- Wellness Lounge and Juice Bar
- Private Bellini Bar on Pool Deck
- Poolside Food and Beverage Service
- In Home Delivery from Café

**Services**

- Concierge Reception
- Butler Service
- Lifestyle and Nautical Concierge
- 24-Hour Doorman & Security
- 24-Hour Valet
- Mr. C Property Management Team
- Housekeeping Service Available

**Residence Features**

- Open Floor Plan Layouts
- 11-Foot Ceilings
- Floor-to-Ceiling Glass
- Bayshore, City, and Grove Views
- Private Outdoor Terraces
- Italian Terrazzo & Quartz Countertops
- Italian Cabinetry

- European Porcelain Tile Floors
- Custom Kitchen Island
- Sub-Zero and Wolf Premium Appliances
- Pre-Wired for High-Speed Internet
- Solid Core Interior Wood Doors

**Body & Mind Wellness Center**

- Whole-Body Fitness Zones
- Stretch, Cardio, Weights & Fitness
- Personal Trainers & Specialty Classes Available
- Wellness Lounge w/Juice Bar
- Indoor Yoga Studio
- Peloton Studio
- Men's and Women's Locker Rooms
- Signature Spa with Treatment Rooms
- Steam & Sauna

**Bayshore Owners' Club**

- Bayshore Club Pool w/Sundeck
- Food & Beverage Service Poolside
- Poolside Cabanas w/Towel Service
- Pool Bar & Event Lounge
- Garden Level Lap Pool
- Billiards Room
- Library & Screen Lounge
- Little C's Children's Learning & Adventure Lab
- Teen Game Lounge
- Business Lounge w/Meeting Rooms







Bayshore Entrance





Bayshore Arrival





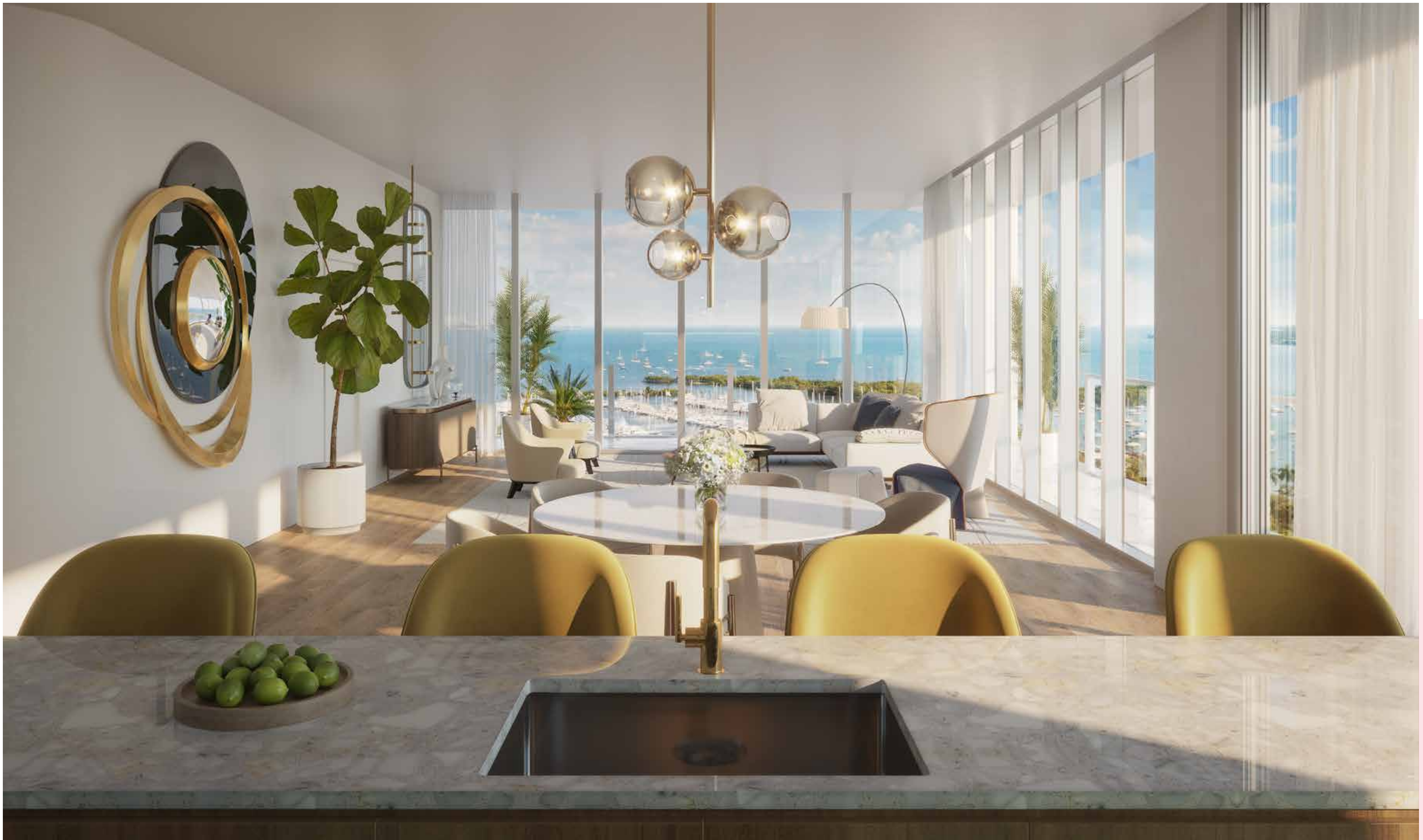
Bayshore Lobby

Residential interiors and amenity spaces channel the nautical tradition that gives Coconut Grove its unique character and soul. Yacht-inspired shapes, rich natural materials and masterful craftsmanship touch every detail of design.









Bayshore Living Room





ARTIST'S CONCEPTUAL RENDERING - SEE DISCLAIMERS PAGE





Bayshore Balcony





Bayshore Bedroom





Bayshore Master Bathroom





Bayshore Living Room















For those who appreciate  
the art of living well.







Bayshore Club Pool





Bayshore Club Bellini Bar Lounge

Enjoying a morning espresso on your private terrace, joining neighbors for an aperitif at the pool-deck bar or spending the afternoon sailing are just a few of the beautiful possibilities Mr. C Residences Coconut Grove puts at your fingertips.





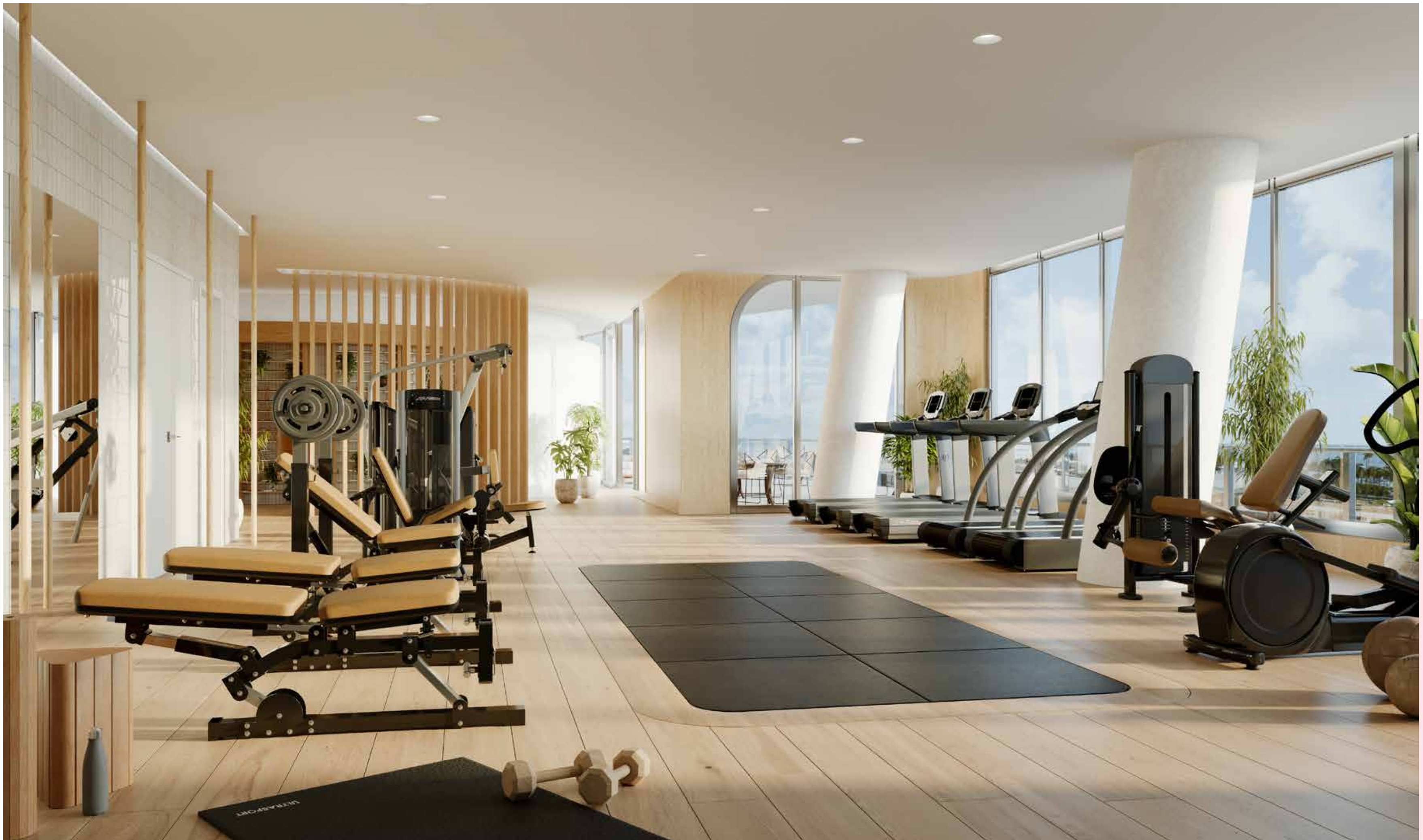
Bayshore Club Fitness Juice Bar





Bayshore Club Fitness





Bayshore Club Fitness

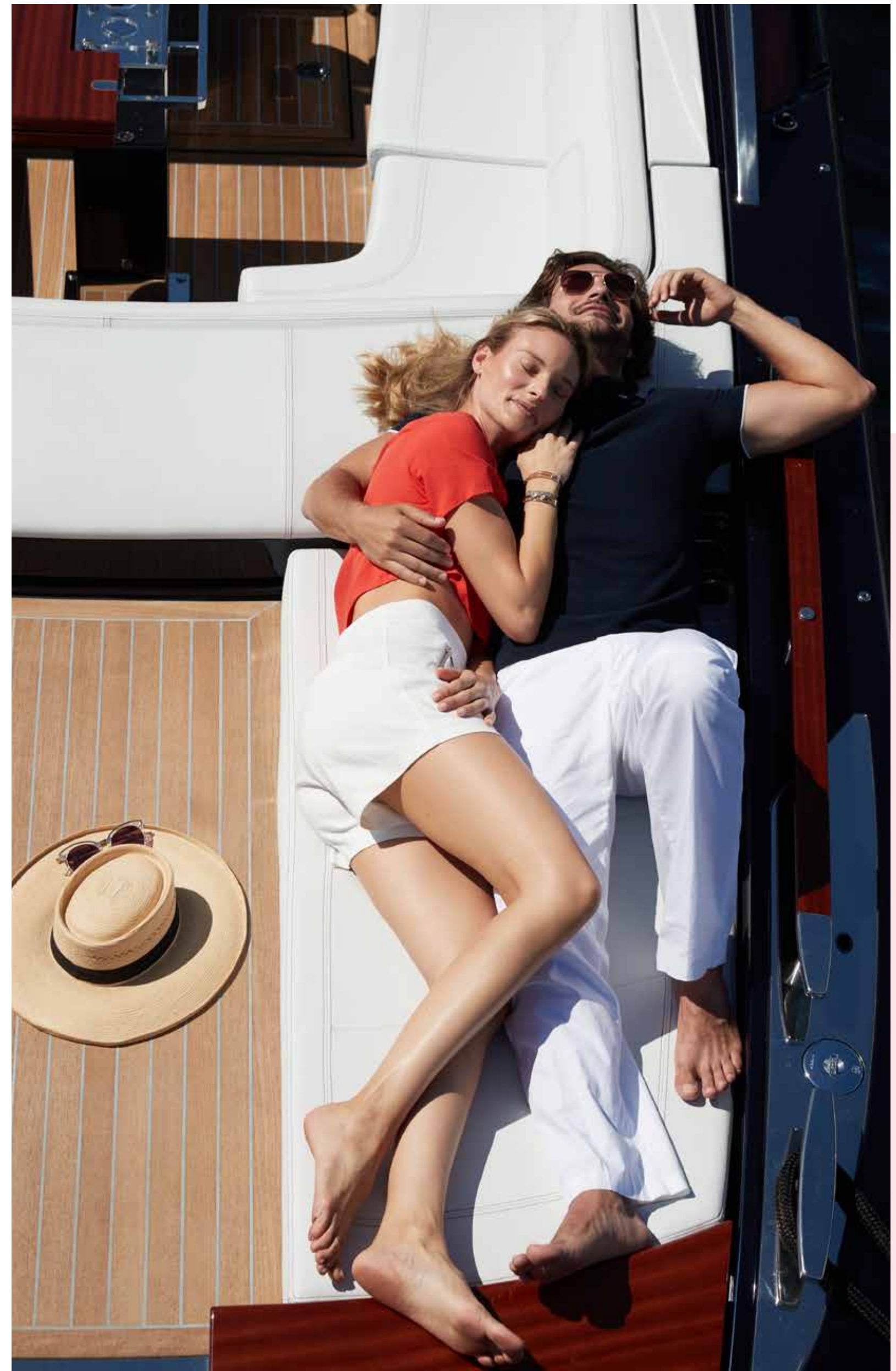




Little C's Learning & Adventure Lab



Our vision emerges from the idea that "the good life" is timeless. That the iconic moments of classic European lifestyle are still an inspiration for enjoying modern life. Mr. C Residences Coconut Grove takes cues from these notions, and from the character of its location, to curate a modern take on the classic idea of sophistication and style.









# THE MR.C STORY

## MODERN LUXURY BY THE FOURTH GENERATION OF CIPRIANIS

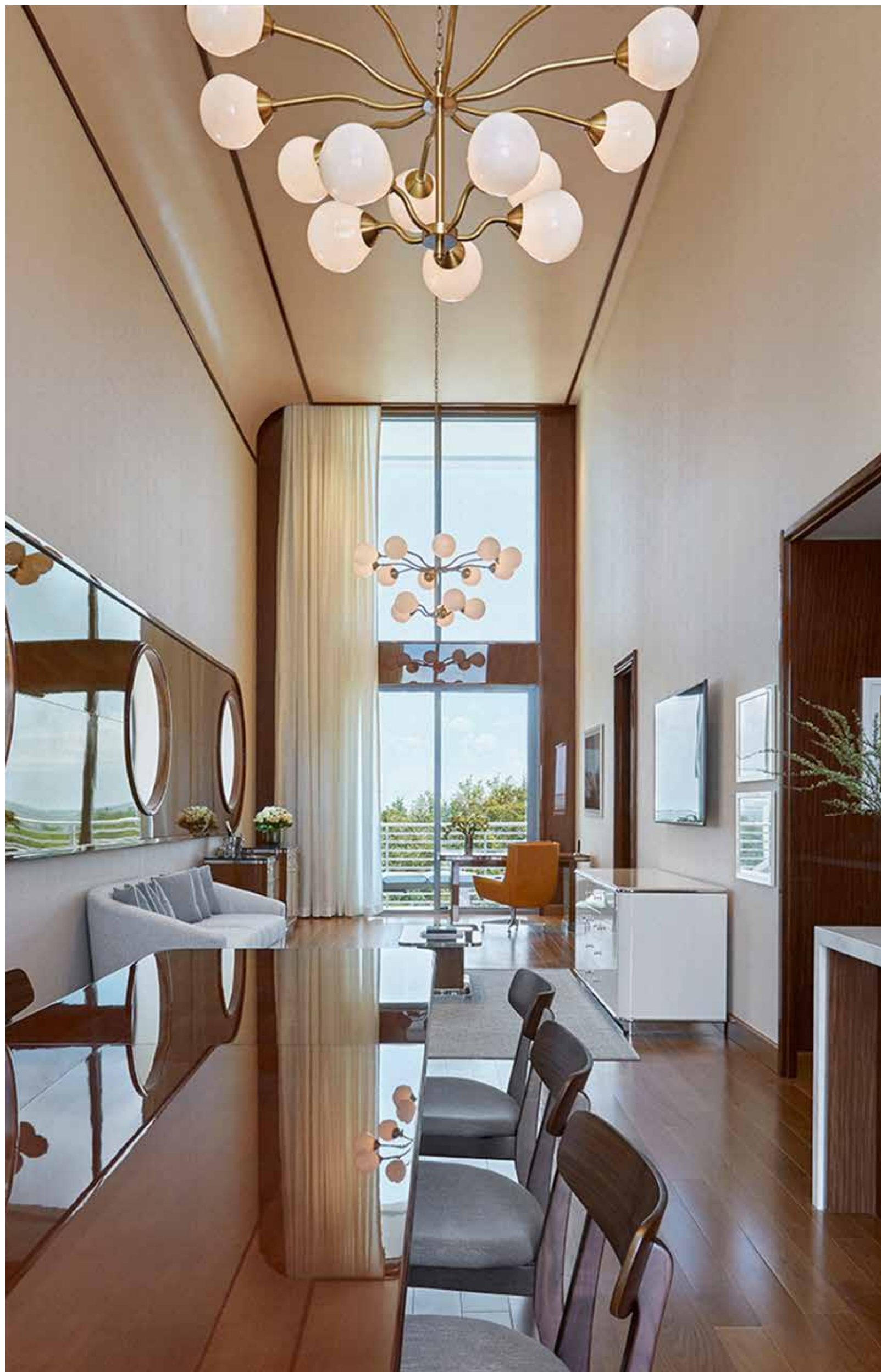
In 1931, on a tiny street off of Venice's magnificent Piazza San Marco, Giuseppe Cipriani opened Harry's Bar. In the decades that followed, its welcoming atmosphere and thoughtful attention to detail made this intimate space an iconic destination for stylish locals and international visitors, including a who's who of European royalty, literary figures, and global celebrities.

Today, almost 90 years later, brothers Maggio and Ignazio Cipriani, members of the fourth generation of the Cipriani family, have drawn on their rich familial history as well as their own 21st-century perspectives to create Mr. C, a luxury hospitality and residential brand for glamorous modern living.

Mr. C hotels and residences live up to the highest standards of design and are set in the most extraordinary global locations. Honoring the approach to service that began in their great-grandfather's single, thoughtfully conceived bar on Calle Vallaresso, the brothers have made personalized attention offered with genuine care an integral part of Mr. C's DNA.









# Signature Mr. C

## Cuisine + Cocktails

Mr. C restaurants feature cuisine inspired by the Italian kitchen and prepared using the finest, freshest regional and imported products. The atmosphere is gracious, and the service is impeccable, allowing guests to fully enjoy the company of their dining companions.

From classic cocktails, including the Bellini, created by Giuseppe Cipriani in 1948 at Harry's Bar in Venice, to perfectly curated wine lists, Mr. C lounges are the ideal spot to sip an aperitif before dinner or enjoy a nightcap before tucking in for the evening.



Photo Credit: Amir Sukalic







## Elegant Service

### Personalized Experiences

Whether guests are traveling for business or pleasure, or a bit of both, they find beautifully designed and equipped amenities for health, wellness and relaxation. Fitness centers, pools, spas, terraces and gardens cater to every mood and whim.

Service delivered with care and discretion is at the heart of Mr. C's hospitality philosophy. From a personal welcome by lobby staff and bartenders who shake the perfect cocktail, to housekeepers with an eye for detail, residents and guests are treated to every comfort.





"Mr. C represents a modern vision of Old World  
simplicity and stylish European glamour."

— Ignazio Cipriani









# DESIGN COLLABORATION IN THE WORDS OF ITS CREATORS

With architecture by the internationally renowned firm Arquitectonica and interiors by the award-winning Meyer Davis Studio, Mr. C Residences is a showcase of the finest design on the world stage.





"What immediately spoke to me about Mr. C was the strength and roots of the Cipriani family.

"That resonated with the history and culture of Coconut Grove."

## David Martin

Terra

*Terra is known for making its mark on Coconut Grove with residential and commercial developments. How does Mr. C distinguish itself from your other projects, and what will it add to the neighborhood?*

Mr. C is a game changer among residential offerings in the community. Its level of service and amenity programming sets a new standard in sophistication, the mixed-use spaces both indoors and outside are exquisitely designed, and the food and beverage offerings we're providing are on par with a world-class restaurant. Finally, of course, there's the iconic quality of personal service that really can only come from the fourth generation of Ciprianis, who were raised in it, and have it in their DNA.

For prospective home buyers, Mr. C is a completely different offering from anything else in the Grove. Its combination of amenities, services, spacious residences, waterfront location and walkability to restaurants and shops is unparalleled.

I could see it as an ideal choice for a variety of prospective buyers, from people looking to stay in Coconut Grove but downsize from the responsibilities of a single family home, to newcomers interested in discovering the Grove from the vantage point of its most evolved luxury property.

*Terra has a reputation for collaborating with the best and the brightest, and Mr. C certainly reflects that standard of excellence. What is it about Mr. C's brand – its style and character – that made it the ideal choice for this property?*

When Ignazio and Maggio Cipriani expressed an interest in bringing Mr. C to Miami, I recognized that this was significant additional validation for our city. Miami has become one of the most desired cities on the world stage in recent years. Like Venice – where Mr. C has its origins, Miami has become one of the most renowned destinations for contemporary art and artists as well as the world's most sophisticated art collectors.

It is a major endorsement of the level of culture in Miami today that we have attracted Mr. C, which is such a sophisticated and recognized global name in hospitality. I also felt that there was great synchronicity between the Mr. C brand and the character of Coconut Grove. Both are about spending meaningful time with family, embracing history, making cultural pursuits a part of everyday life, and doing all of this with an elegant spirit.



# Terra

Terra is a Florida-based real estate development and investment company that creates communities, enhances neighborhoods and connects people.

Founded by David Martin and Pedro Martin, Terra owns and operates a carefully curated portfolio of real estate developments valued at more than \$8 billion that elevate quality of life; maximize the way in which people work, live and entertain; and innovate the urban and suburban landscape with an eye toward resiliency and sustainability.

Under David Martin's leadership, Terra has achieved international acclaim for its commitment to design excellence, resiliency measures and sustainable development. Since launching the firm in 2001, Terra has developed more than five million square feet of residential commercial, and mixed-use projects across South Florida.

Terra thrives by assembling teams made up of the world's most accomplished architects, designers, planners, engineers and builders who collaborate to bring the firm's development vision to life.

Recent examples include the Bjarke Ingels-designed Grove at Grand Bay and the Rem Koolhaas/OMA-designed Park Grove, two new luxury residential developments that catalyzed the revitalization of Miami's Coconut Grove neighborhood; the Rene Gonzalez-designed GLASS in Miami Beach's South of Fifth District; Eighty Seven Park in Miami Beach, a 70-unit beachfront condo designed by Pritzker Prize-winning architect Renzo Piano; the Carlos and Jackie Touzet-designed Mary Street office and retail complex in Coconut Grove; and Botaniko, a master-planned community in Weston designed by Chad Oppenheim and Roney Mateu.

Grove at Grand Bay by Bjarke Ingels



Eighty Seven Park by Renzo Piano



Park Grove by OMA-Rem Koolhaas





Our vision for Mr. C arises from the belief that "the good life" is a timeless ideal.

## Ignazio and Maggio Cipriani

Mr. C

### *What inspired the creation of Mr. C?*

As members of the fourth generation of the Cipriani family, hospitality is in our DNA. We have seen and learned from our father, grandfather, and great-grandfather what authentic Italian hospitality is at its best. With that as a foundation, in 2011, we decided to create a brand that would bring a modern twist to classical Italian hospitality.

### *Why Coconut Grove?*

While Miami has so many exciting neighborhoods, we chose Coconut Grove because it has a deep sense of community. Beyond the rich natural beauty of ancient trees and the refreshing spirit of being on the waterfront, it is a place that feels like home. It has culture and character, schools and playgrounds, cafés and shops. Its intimate scale and walkability remind us of the charm and warmth of European villages. We wanted to be a part of the continuing evolution of Coconut Grove.

### *What makes Mr. C unique?*

The Mr. C experience is luxurious and refined, with a youthful spirit. It is based on real quality and timeless elegance rather than trendy choices. From architecture to interiors to landscaping, there is a refined sensibility honed from a lifetime of exposure to aesthetic excellence. This foundation is made modern with seamlessly integrated technology that speaks to the demands and expectations of today's clientele.

Mr. C's approach to service comes directly from our great-grandfather, who founded Harry's Bar in Venice. It is natural and personal. Very simple and direct. It comes from the heart. Residents of Mr. C Coconut Grove will find that staff are always available and attentive, but never invasive.



## Mr. C

Mr. C is a hospitality and residential property brand conceptualized and founded by brothers Ignazio and Maggio Cipriani. Members of the fourth generation of the Cipriani family, internationally renowned for restaurants, innovative event spaces, nightlife and residences, Ignazio and Maggio were uniquely qualified to conceptualize a hospitality and residential brand that would bring the best of Old World and modern luxury together for today's most sophisticated clientele.

Both had experienced hospitality on an international level while working for the family business, and this greatly influenced the development and vision for the Mr. C brand. Ultimately, this defined the feel and ethos for the flagship Mr. C Beverly Hills, a relaxed ambiance in a comfortable yet elegant setting, with attentive, discreet service. This mindset is a commitment to making today's travel experience effortless through sophisticated design, Old World simplicity, and European glamour.

As young travelers commuting between Europe and the United States, the brothers found Los Angeles to be the perfect location to introduce their independent hotel brand, Mr. C. Thus, in June 2011, the first Mr. C hotel was born in Beverly Hills, California, inaugurating a new era in timelessly elegant hospitality.

Mr. C Coconut Grove, FL



Mr. C Beverly Hills, CA



Mr. C Seaport, NYC





"Mr. C is meant to give the feeling of being on a luxury yacht, but with the amplitude and comforts of urban resort living."

## Bernardo Fort-Brescia

### Arquitectonica

*How would you describe Arquitectonica's vision for Mr. C? What inspired it, or what is the feeling it has been designed to inspire?*

Mr. C is adjacent to the largest marina in Florida. We were inspired by the sailing races that dominate this wide portion of Biscayne Bay during the winter months. The sailboats are often competing for the same gusts of wind, and some are more successful than others. Mr. C's towers have the same concept but are slightly different in form and scale. They resemble two sailboats racing across the bay.

*Arquitectonica is known for its connection to the Grove, with your own office and homes here. Can you tell us more about your history and connection to the Grove and why you're excited to bring this new project into the neighborhood?*

Mr. C is part of a renaissance in Coconut Grove of new projects that unlock sites that previously had no connection to the neighborhood. Its urbanistic qualities will make this area more walkable and pedestrian friendly. The Grove is about enjoying the outdoors, and Mr. C offers access to the parks, marinas, bike paths and the central district, all of which make it a very complete place to live.

*How did you weave the architectural concept through the building and property?*

We embraced a nautical vocabulary and were inspired by naval architecture. The tower profiles resemble the curving spinnaker of sailboats. They are decidedly one directional, simultaneously organic and geometrically calculated. The façades are defined by monumental 18-story tall frames, each corner with a different radius. Bronze-colored mullions resemble wood, and sweeping curvilinear gestures hint at long-distance clarity. The roof element is a grand gesture of architectural prowess, like a naval bow.

The design has an inherent connection to the water, the culture of sailing and boating, and the natural beauty of Coconut Grove. Residences and amenity spaces incorporate high-gloss wood millwork in the spirit of luxury yachts, floor-to-ceiling glass, and large terraces for outdoor living.



"We took inspiration from formal Italian and French gardens and then created a conceptual bridge to our tropical setting."

**Laurinda Spear**  
ArqGEO

*What opportunities did Mr. C's location provide in terms of landscape design?*

First, the waterfront location offers incredible views to the bay—the pool terrace will be the place to be for a variety of reasons, and that is one of them. Second, Coconut Grove is renowned for its lush vegetation, and so the landscape design approach takes full advantage of this. We took every opportunity to plant and reinforce the project's sense of place through a lush garden experience at all of the various levels of the project.

*How will the design for this property be unique to the Grove?*

Mr. C is breathing new life along S. Bayshore Drive and setting a new standard of luxury in the neighborhood.

*What are some of the special features of the planted areas?*

Our planting approach is inherently formal, taking cues from the organization of French and Italian gardens, but we introduced character and accents in a way that ensures a feeling of comfort and livability.

We created over 100 linear feet of green wall to greet residents and visitors upon arrival. It is a vertical landscape that creates a sense of comfort and arrival. We also collected specimen trees to become focal points that offset the formality of the landscape design. The trees act as 'sculptures' in the landscape.





American Airlines Arena

Arquitectonica is an award-winning, international design firm based in Miami with offices worldwide. The firm is led by Bernardo Fort-Brescia and Laurinda Spear, who won the 2018 Urban Land Institute Lifetime Achievement Award, marking the first time an architects have won the prestige award and the 2019 American Prize for Architecture by The Chicago Athenaeum and The European Centre for Architecture Art Design and Urban Studies. Their designs has been featured in thousands of international and national publications as well as being exhibited in major museums across the world.

Arquitectonica is synonymous with luxury living and hospitality, but is also well-known for a variety of project types including civic, cultural and performing art complexes, education, stadia as well as travel and leisure projects. Luxury residential properties designed by the firm include Solaria + Aria in Milan, Italy; Regalia, Fendi Chateau Residences and Beach House 8, in Miami Beach, Icon Brickell and SLS Lux Hotel and Residences in Miami. The firm has also produced award-winning designs for the hotel industry that has redefined the guest experience for the top hospitality brands including Mr. C, Mandarin Oriental, St. Regis, Ritz-Carlton, JW Marriott, Westin, W Hotels, Four Seasons, Canyon Ranch, Conrad, Viceroy, and many others.



Pérez Art Museum Miami (PAMM)

Since 2005, Miami-based ArqGEO has been designing contemporary, technologically informed Landscape Architecture to meet the challenges of a changing environment and add community value by improving performance and livability. The award-winning firm, founded by Laurinda Spear, is committed to sustainable design, including the conservation of water, soil and plants. They are advocates for preserving existing plant material and using these species to provide local habitat support without water, fertilizer and excessive maintenance. They incorporate innovative pavement, roof and garden systems that reduce the draw on the freshwater supply and help to limit local flooding.



"We took cues from Italy's iconic coastal style and mixed it with an Italian mid-century aesthetic."

## Will Meyer and Gray Davis

Meyer Davis

*What is your philosophy on design and how did you approach Mr. C Coconut Grove?*

Our design philosophy for Mr. C, and in fact for all of our projects, is rooted in edited luxury and refined integration within the surrounding environment. The challenge here was to respect the Mr. C brand, which thrives on delivering a consistent Italian mid-century design in every space, while implementing a more coastal feel to the aesthetic that would resonate with Coconut Grove and the waterfront location of the building.

There's a relaxed spirit to the Mr. C lifestyle that we aimed to embrace while elevating the experience with another layer of elegance and glamour. We were inspired by the detail, finishes and color palette of a classic luxury yacht. For example, throughout the amenity spaces and residences we implemented polished wood, walls in a color that is similar to the "Hinckley" blue that will be familiar to yachters, and curved architectural lines in doorways and millwork.

*What are some of the special finishes and features in Mr. C's residences and the amenity spaces?*

Above all, there's a level of quality and craftsmanship that is quintessentially Italian. You see it in fine leather cushions with contrast piping, artisan-level millwork and wall paneling, Venetian plaster walls, and a custom terrazzo with distinctively large pieces of aggregate that is unique to Mr. C.

These material elements infuse all of Mr. C's spaces with an understated, timeless elegance. From the classical grandeur of the lobby with a Roman-style procession of half arches to the light sophistication of the Bellini Bar on the pool terrace and the formal tranquility of the library, it is a property that makes its mark through subtle gestures and uncompromising attention to detail.



## Meyer Davis

Meyer Davis is a globally recognized New York City-based design boutique specializing in residential, hospitality, retail, and workplace environments. Founded in 1999 by Will Meyer and Gray Davis, the firm has established itself at the forefront of high-end commercial and residential design practices, throughout the U.S. and abroad. Meyer Davis designs seamless physical experiences tailored to its client's individuality, combining principles of great design with a clear vision for the experience it seeks to create. The designers consider each new project an opportunity to bring a unique and powerful story to life.

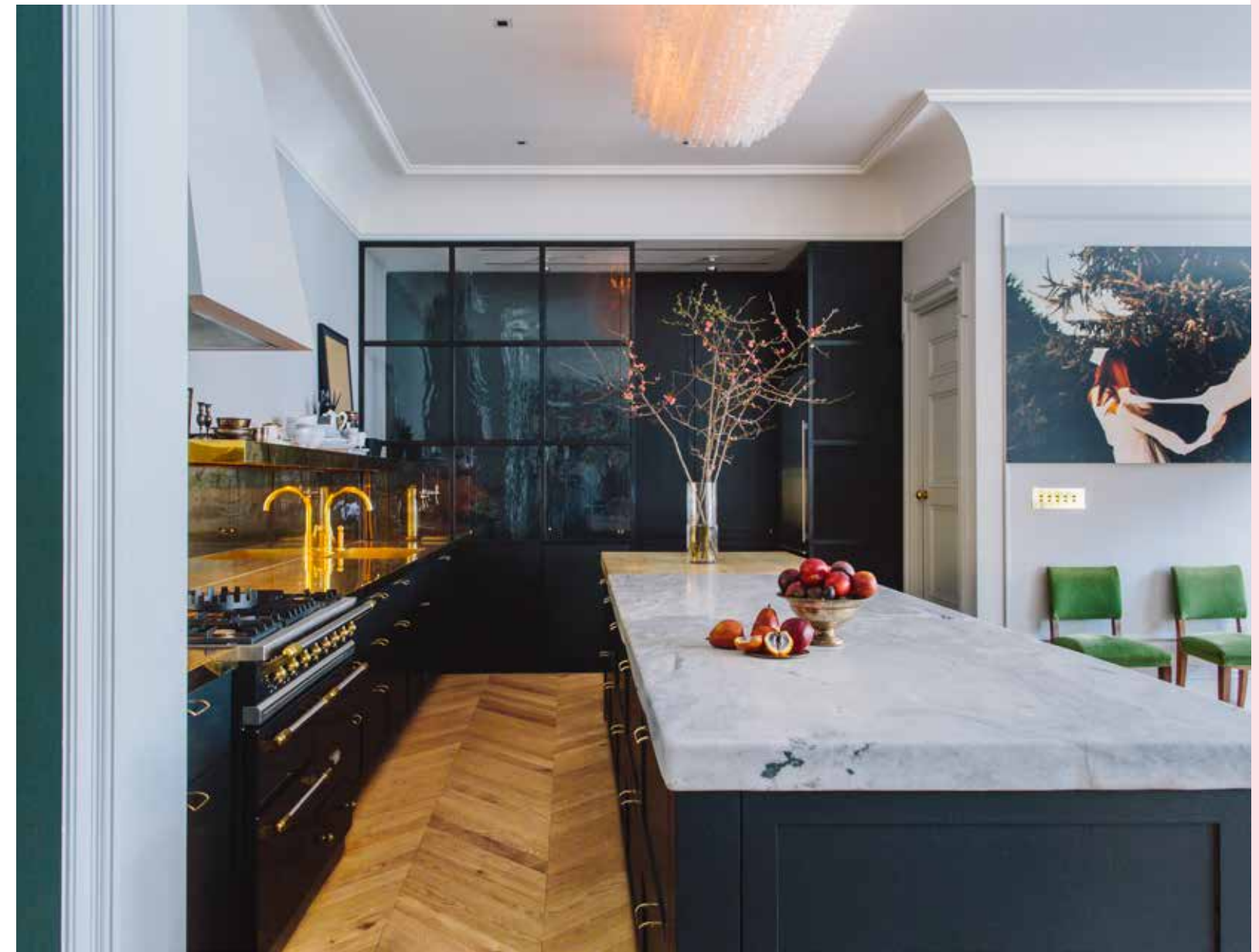
Playing with space, form, texture and light, they develop a visual experience that seeks to compel and inspire. Meyer Davis believes that great design works on multiple levels, weaving together bold design moves and striking details to ensure that when completed, each project makes an immediate and lasting impact.

Meyer Davis enjoys seeking new and unexpected solutions, values lasting impact over flash, and believes in the power of restraint. Its work proves that intelligent subtraction often yields the greatest results.

Four Seasons Houston, TX



SOHO Loft, NY

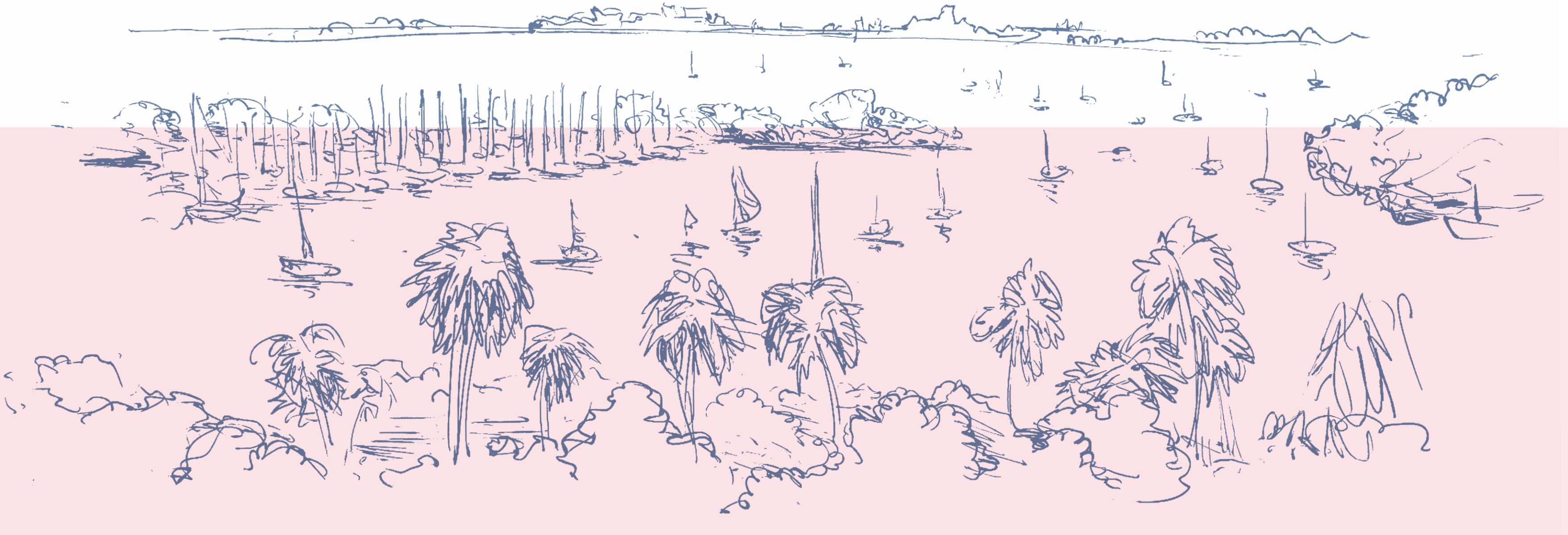




# COCONUT GROVE

## HISTORIC, CHARMING & SERENE

Miami's original neighborhood was founded in 1873 by an eclectic mix of pioneers, artists, intellectuals, and adventurers. The tropical oasis of Coconut Grove is an escape from the stresses of city life. Coconut Grove is located in the middle of Miami, yet completely separate and quaint. The Grove offers a warm, laid-back atmosphere with charming boutiques, galleries, gourmet restaurants, sidewalk cafés and sailboats anchored in Biscayne Bay. The neighborhood's distinctive bohemian flair and lush tropical canopy make it a favorite with locals and visitors alike.





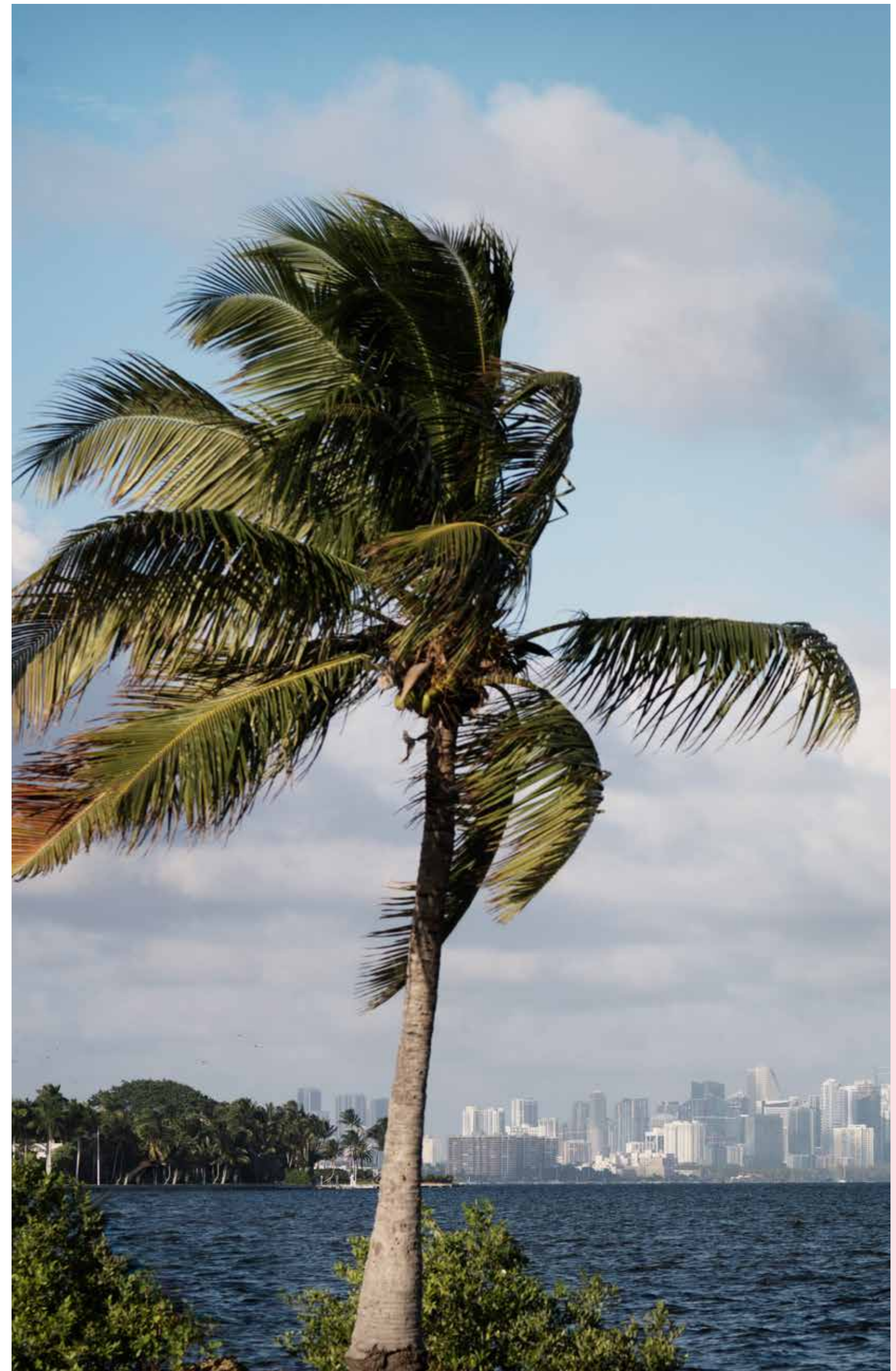




Founded in the late 1800s and characterized by streets lined with majestic, ancient trees, verdant parks, and gracious residences, Coconut Grove has long been favored by those seeking an oasis of tranquility within reach of Miami's legendary excitement.

Coconut Grove is just minutes from downtown Miami, South Beach and the Miami International Airport, offering residents access to one of the world's most glamorous and culturally vibrant tropical cities.

From world-class arts and performance institutions including the Adrienne Arsht Center for the Performing Arts, the Pérez Art Museum Miami, and the New World Symphony to headline sports and entertainment venues including the American Airlines Arena, Miami is home and host to a year-round calendar of premier events. Globally renowned fairs and festivals held in Miami range from Art Basel Miami Beach and the South Beach Wine & Food Festival to the Miami International Boat Show and the Miami Beach Polo World Cup.









# Coconut Grove Florida





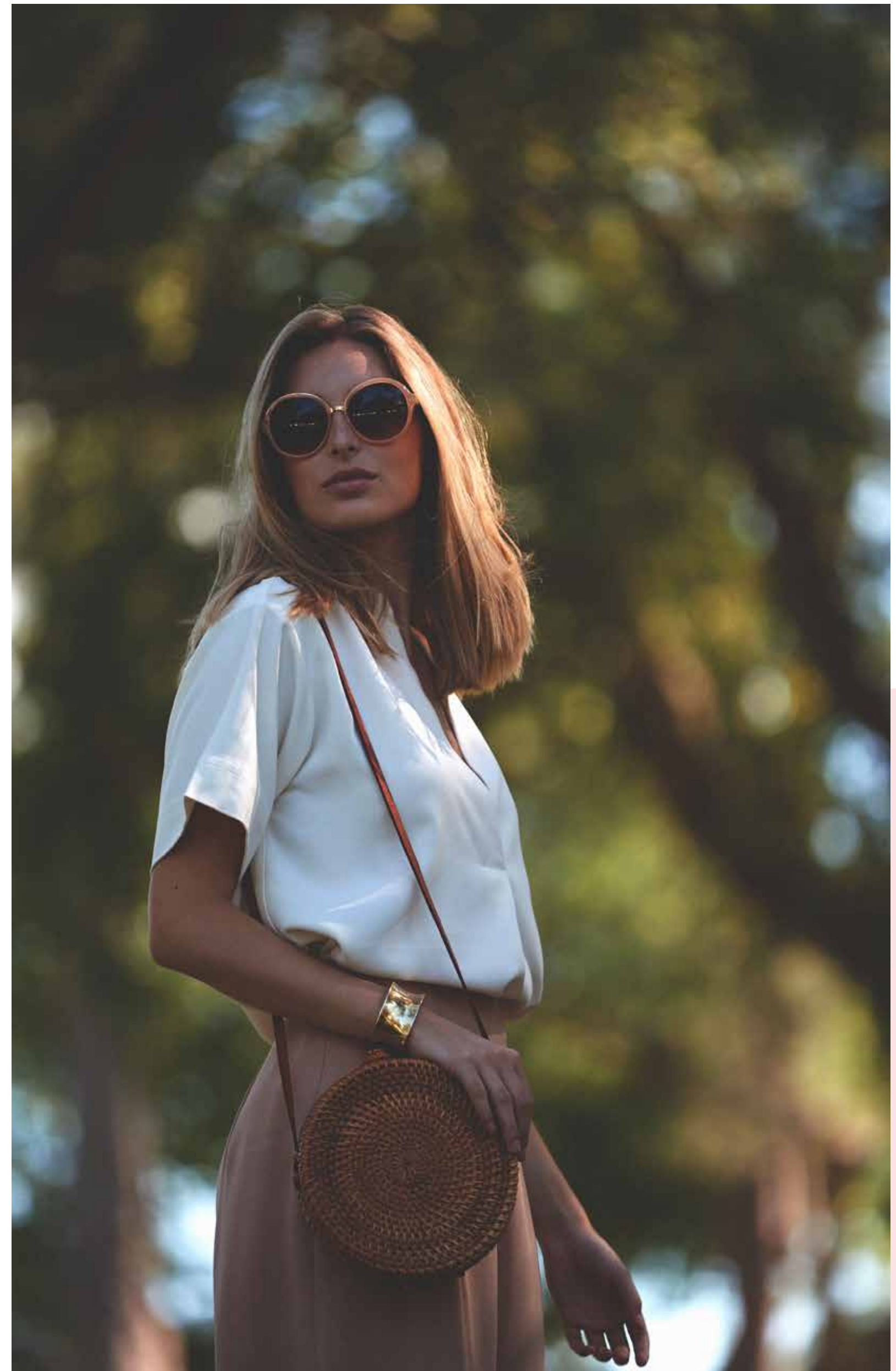




With ancient trees and verdant parks, the heart of Coconut Grove is a picturesque place to spend time catching up with friends over brunch, sip cappuccino at an outdoor café, or drift in and out of shops.

From sunset sailing and tennis to biking or running along miles of trails and pathways, Coconut Grove is a place for people who love to embrace the outdoors. The area's most spectacular waterfront green spaces include Regatta Park, Peacock Park, the Barnacle Historic State Park, David T. Kennedy Park and the Kampong, a nine-acre botanical garden set on the former estate of famed explorer David Fairchild. A number of Grove marinas cater to amateur and professional boaters, and the bay plays host to some of the world's most important regattas.

Locals and visitors also enjoy an eclectic array of independent boutiques and global lifestyle and luxury brands, including Panther Coffee, Books & Books, Bonobos, Aesop and Warby Parker. Acclaimed restaurants range from Strada in the Grove, Ariete, and Glass & Vine to Tigertail + Mary by award-winning chef Michael Schwartz, and LoKal and The Spillover by restaurateur Matthew Kuscher. Indulgence is close at hand as well in a variety of salons and spas, while attending to everyday necessities is simplified by the presence of major banks and business services providers.











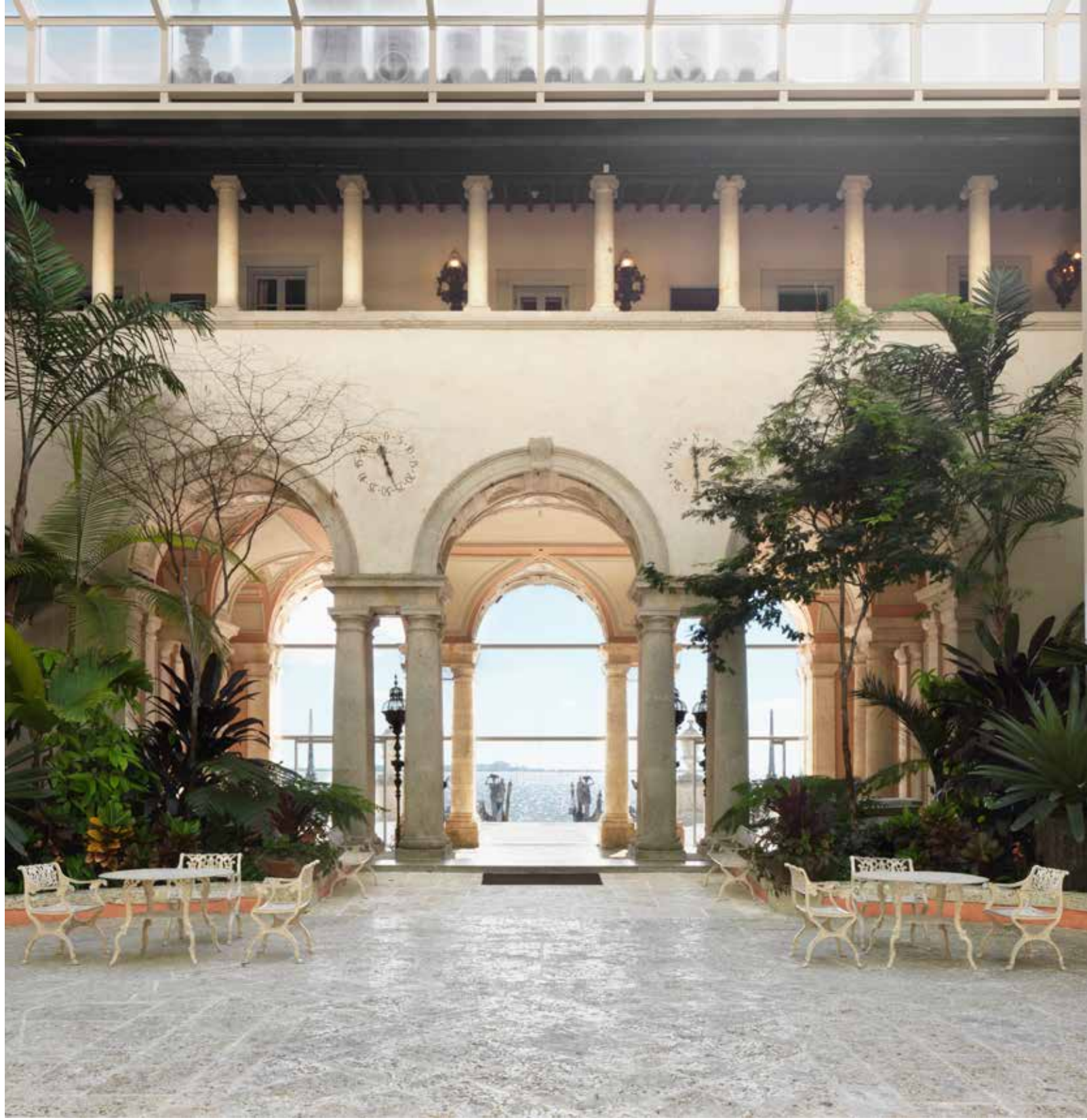
































Mr. C arises from the belief that  
"the good life" is a timeless ideal.





Mr. C Sales Gallery  
2640 S. Bayshore Drive  
Coconut Grove, FL 33133



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