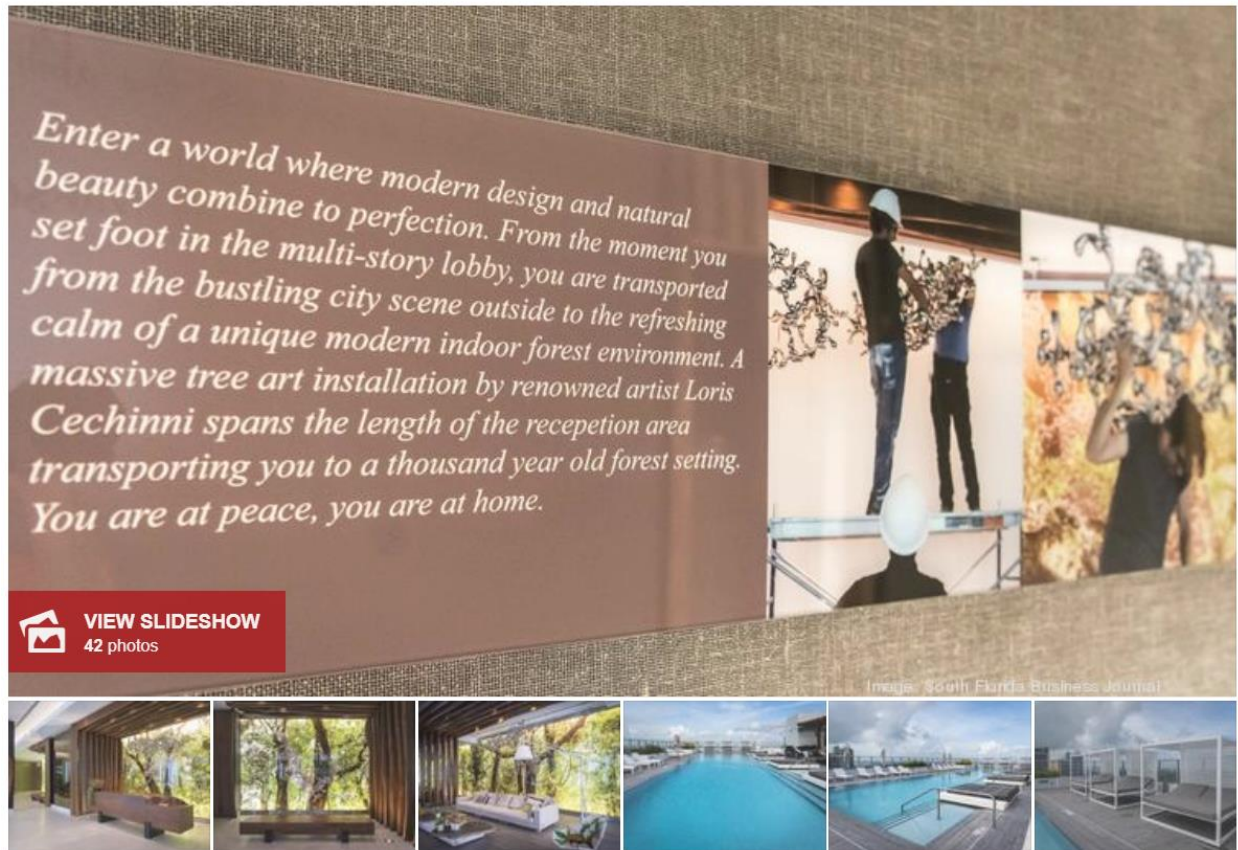


# SOUTH FLORIDA BUSINESS JOURNAL

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## A first look at 1010 Brickell condo, a family-friendly urban oasis (Photos)



By **Brian Bandell** – Senior Reporter, South Florida Business Journal  
a day ago

What makes the recently completed 1010 Brickell different from other condo towers in Miami's financial district is apparent from first entering the building, where sweeping panels of wood selected from a Mexican forest line the walls.

Developers [Inigo Ardid](#) of Key International and [Arnaud Karsenti](#) of [13th Floor Investments](#) said they designed the 50-story condo to be a natural oasis

in an urban jungle, and also to be more family friendly with amenities for many age ranges.

**See the photos for a first look at 1010 Brickell, located near Brickell Avenue and Southwest 10th Street.**

Both developers have their offices within view of this project, so they literally kept an eye on its progress every day for the past few years.

Karsenti said the 389 units at 1010 Brickell are 99 percent sold and so far 165 units have closed. The developers fully repaid their \$75.7 million construction loan.

The condos were priced from \$300,000 to \$1.6 million, with sizes ranging from 650 to 2,560 square feet.

Ardid said that after seeing the finished building, more buyers have chosen to live in the building or use it as a second home, instead of renting it out, than initially planned. Most buyers were from South America, especially Venezuela, Colombia, Mexico and Argentina, he said.

Buyers who live in wooded regions would feel at home in 1010 Brickell's forest-themed lobby. The developers hired Mexican designer [Loris Cechinni](#) to procure wood from a native forest and carefully craft large pieces that would be placed throughout the lobby and lounge, and other parts of the building.

Ardid said it was Cechinni's first commercial project in the United States and it took him two years.

"It was taking a risk because we had more of an authentic style and not the clean modern style of most condos," Karsenti said.

The top floor of 1010 Brickell has a Treetop Lounge that prepares food for residents on site on Friday afternoons and weekends, and also offers room service. The top deck also has a movie theater with projection screen, a hanging garden, a summer kitchen, a pool, and a hot tub.

From the upper floors, there are clear views of Biscayne Bay and Miami Beach to the east.

The building's other amenity area is called the Club at 1010. It includes a play area where parents can drop off their kids in a supervised room, where they

have a giant hanging net to climb on, a splash pad, a climbing wall, and more toys. There's also a large game room with games such as mini bowling, table tennis, foosball, a golf simulator, and air hockey.

For residents who want to get their sweat on, 1010 Brickell has an expansive fitness room, an exercise studio with TV screens on the wall that play virtual classes, an outdoor jogging track, bocce ball, an indoor squash court, and indoor half-court basketball. There's also a spa with massage rooms, a steam room, a sauna, and hot and cold plunge pools.

There's also an indoor pool with a unique feature, a wall of windows that folds up to create an opening to the outside deck.

Ardid said he wanted to make sure that condo living on Brickell wouldn't be boring for kids. Many of his competitors were selling buildings branded by companies associated with nightlight or luxury brands.

"The whole concept was making a building kid friendly," Ardid said. "We wanted to make a building that was more functional for families. You can walk to the [night] club from here, but you don't have it in your home."

Since most condos aren't large enough to entertain dozens of guests, 1010 Brickell has a social room with a full kitchen and TV viewing area.

The 1010 Brickell condo was designed by Sieger Suarez Architects and built by Moss Construction. The developers handled the sales and interior design in-house.

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