





Artist's Conceptual Rendering











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## THE LOFTY PENTHOUSE COLLECTION

*A limited collection of endlessly elevated residences defined by life at the top—spacious and soaring, with extensive water views—entirely curated by revered design firm Artefacto and their team of globally renowned designers, architects, and artists.*

artefacto

# CONNOISSEURS OF CONTEMPORARY DESIGN

*“Our 45th anniversary is a celebration  
of luxury and family, which is the DNA  
of all Artefacto projects.”*

Paulo Bacchi, CEO, Artefacto

## THREE GENERATIONS OF EXCELLENCE

Artefacto, launched in 1976 by Albino Bacchi, began with a collection made from renewable natural fibers. This would mark the inception of the renowned global firm known for its unique intersection of advanced tech and true craftsmanship. Every design, color, detail, fixture, finish, and material is created and used purposefully to enrich the connection between a home and the people who live there.

Under the leadership of Bacchi's son, Paulo, who represents Artefacto's second generation, the firm delivers an impeccable caliber of taste with an equal level of design mastery—a unique, standard-setting union of high-tech design and custom-built pieces, hand-held tools and industrial machinery.

Artefacto operates its own, self-sufficient 750,000 square foot product system—located in Iperó, São Paulo's countryside—developing, crafting, and maintaining Artefacto's extraordinary standards.

Looking ahead, Paulo Bacchi's twin sons, Pietro and Bruno, look to evolve the family tradition of excellence into the third generation.

Artefacto's partnership with LOFTY reflects the elevated standards of both brands, which have artfully come together to create a limited-edition collection of penthouses that define life at the top.









*“Paulo Bacchi and I have been in talks for years about a collaboration, and LOFTY presents the right moment to introduce a collection of branded residences that deliver elevated experiences for our penthouse residents and their guests.”*

Harvey Hernandez, CEO of Newgard

## THE ARTEFACTO AESTHETIC

Artefacto approaches every furnishing, every accent, every finish as a carefully curated concept that creates a genuine connection between owners and their residences. The firm combines technology and craftsmanship with elegance and impeccable details, resulting in entirely bespoke, highly sought after, ageless interiors that inspire.



*Exclusive*

PREMIERE





# THE PENTHOUSE COLLECTION

*LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you go—now in a collection of penthouses that go above and beyond.*

## DESIGNED FOR LIVING THE HIGH LIFE

A first-of-its-kind partnership uniting global furnishings brand Artefacto and the innovative LOFTY flexible-ownership tower—featuring a collection of branded penthouses. Set above and apart, the limited-edition LOFTY PH Collection will occupy the tower’s top nine floors, featuring the collaborative designs of Artefacto x INC, the multi-disciplinary NYC studio responsible for LOFTY’s 44 stories of elite interiors.

Each home offers 10-foot ceilings and sweeping views of the waterfront and Downtown. The LOFTY tower includes 40,000 square feet of thoughtfully curated amenities, including a private marina, waterfront dining, members-only social club, resort pool deck and fitness center, indoor/outdoor cigar lounge, co-working lounge, and meeting rooms. Poised to become the best-developed flexible ownership residences in the country, the LOFTY PH Collection is envisioned for sophisticated buyers seeking next-level luxury and flexibility, featuring 53 impeccably-styled turn-key homes by Artefacto, the most coveted name in Miami’s multi-million-dollar real estate industry.



*“We are taking the highest floors with the best views and delivering a singular Artefacto lifestyle for a select group of buyers who will be surrounded by style, energy, and scenery in every direction. These are next-generation dream homes to be enjoyed and shared.”*

Paulo Bacchi, CEO of Artefacto





















## LIFE ON THE WATERFRONT

Set along a dynamic marina with a vibrant yachting scene, and views of city and sea everywhere you turn. Just steps from Brickell City Centre, a sprawling cosmopolitan mecca of haute couture, Michelin-starred restaurants, next-level nightlife, international finance, and world-class art. The district is also home to Miami Worldcenter and Brickell Village, glamorous oases of shopping, entertainment, and cuisine, as well as the iconic Design District, known for its sleek architecture, innovative fashion houses, interior design galleries, and the Institute of Contemporary Art.









The Underline



# FEATURES

## BUILDING FEATURES

- 44-story landmark building designed by the internationally acclaimed architecture firm Arquitectonica
- Prestigious Brickell waterfront location, steps from Brickell City Centre
- Private marina with 400 linear feet on the Miami River
- Short-term rentals permitted as-of-right
- 5-star waterfront restaurant
- Jewel box double-height ground floor lobby with floor-to-ceiling windows
- Grand escalator connecting lobby to second floor
- Spectacular views of the Miami River and the Miami skyline
- Smart-wired residences with ultra-high speed, fiber optic wireless internet access throughout common areas
- Custom mobile app designed exclusively for LOFTY owners
- Cutting-edge green building technology
- Four high-speed passenger elevators with access control and destination technology
- Dedicated 24-hour check-in desk for guests

## PENTHOUSE RESIDENTIAL FEATURES

- Lofty signature sand benches
- All residences are delivered fully finished and furnished, specially curated by Artefacto
- Modern, open layouts from 997 SF to 1859 SF
- Two- to three-bedroom + den residences
- Panoramic Miami River and skyline views
- Private balconies for every residence
- 10-ft. ceilings
- Owner closets in every residence
- Floor-to-ceiling sliding glass doors with sound attenuating, impact-resistant laminated glass throughout
- Smart wiring for HDTV, multiple data lines, and ultra-high speed internet access
- Individually controlled, energy-efficient central air conditioning and heating system

## SPA-INSPIRED BATHS

- Imported European cabinets with premium hardware
- Elegant imported stone countertops and backsplashes
- Custom-finished floors and walls in wet areas
- Frameless glass shower enclosure
- Premium European-style fixtures and accessories

## DREAM KITCHENS

- Imported Italian cabinets with premium hardware
- Top-of-the-line Miele appliance package including refrigerator, cook-top, speed oven and hood, dishwasher, and sink disposal
- Sleek stone countertops and backsplashes
- Contemporary under-mounted sink
- High-arc gourmet faucet with integral sprayer

EACH RESIDENCE IS  
COLORFULLY CURATED  
AND METICULOUSLY  
FINISHED TO CREATE  
AN ATMOSPHERE OF  
ELEVATED ENERGY AND  
PLAYFUL CHARACTER.





# ALL THE AMENITIES

## LOBBY

- Riverwalk access
- LOFTY MasterHost and 24-hour concierge
- Welcome reception
- Package room for owner deliveries

## 2ND FLOOR LOUNGE

- Check-in desk for guests
- Living room lounge & co-working area
- Riverfront covered terrace
- Private meeting room
- Ultra-high-speed WiFi
- DJ station
- Bar with coffee and snacks service
- Game areas

## 9TH FLOOR POOL DECK

- Artfully landscaped resort-style pool deck
- Poolside lounge chairs and daybeds
- Pool attendants and towel service
- Hammocks garden
- Ultra-high-speed WiFi
- Outdoor rain shower
- Outdoor covered living area

## 9TH FLOOR FITNESS & SPA

- 3000-square-foot fitness center with expansive river and city views
- Private yoga studio
- Men's and women's locker rooms
- Private treatment rooms
- Ultra-high-speed WiFi
- Sauna, steam rooms, cold plunge pool, and shower
- Fresh juice bar

## ROOFTOP

- Stunning 360-degree river and city views
- Rooftop pool overlooking the Miami skyline
- Wraparound balcony with lounge seating
- Private treatment rooms
- Ultra-high-speed WiFi
- Exclusive-to-owners lounge and bar

## BESPOKE BUILDING SERVICES

- 24-hour valet parking service
- 24/7 security
- On-site hospitality management
- LOFTY house car services exclusively for owners
- Dock master for LOFTY marina visitors

## LOFTY CLUB FOR MEMBERS ONLY

- Private entrance with check-in area
- Members only riverfront terrace
- Social bar
- Social lounge
- Private rum and cigar room
- Live-music stage
- Tastefully appointed gathering living room, featuring small plates, bespoke cocktails, and wines
- Live evening entertainment

## EXCLUSIVE PH OBSERVATORY

- An entire amenity space dedicated exclusively to PH Collection owners and guests
- Private dining room and event space
- Coffee and afternoon drinks service
- Co-working space
- International newspapers
- Wine tastings events
- Sweeping riverfront and city views from observatory
- Concierge services for PH Collection and guests





## THE LOFTY EXPERIENCE

Welcome to life on your terms: a stunning home wherever you go, the most sought-after destinations, and services designed for every whim—each inflected with the energy and character of the local setting.

LOFTY offers a consistently elevated experience and lifestyle designed to reflect the way we live now: with an enduring desire to move freely across the world while maintaining a sense of place wherever you go.

Life at LOFTY is an immersive experience reflected in both the residences and the environment: vibrant, social, and exhilarating. Grounded in the spontaneity of travel and new connections, LOFTY also creates a genuine feeling of familiarity and community within an elite setting. In every home, each detail has been selected and integrated by a collective of revered designers, artists and creators—whether it's a playlist for the lobby or the preparation of an early evening cocktail. LOFTY offers a world of experiences for people who travel the world, all with the freedom of flexible ownership—taken to an unprecedented new level.





Artist's Conceptual Rendering



Among the LOFTY suite of exclusive amenities:  
a private marina and dockmaster, rooftop bar and  
infinity pool, 5-star waterfront restaurant, as well as  
an elite owners-only access to a private bar and lounge.





Experience the insider status and dynamic vibe of an elite private club, with the unmatched customized services to which its members are accustomed.





*LOFTY offers a sense of home no matter where you are, and a world of experiences wherever you go—now in a Penthouse Collection that goes above and beyond.*

REQUEST A PRIVATE VIEWING





# THE TEAM

## Newgard

### DEVELOPER

Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 50 years of combined experience in development, design, marketing, and construction. Hallmarks of the Newgard approach to forward-thinking development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles, and cutting-edge amenities. Newgard's property design reflects a commitment to both architectural aesthetic and the desires of its owners and guests. The firm's dedication to quality extends to its top-tier construction team, ensuring superior attention to detail and exceptional finishes. Newgard's recent projects include Natiivo Austin, Natiivo Miami, Gale Residences Fort Lauderdale Beach, Gale Hotel, Brickell House, Centro, and One Flagler, among others.

## Cervera

### SALES AND MARKETING

Cervera Real Estate is a Miami-based, family-owned and operated, full-service international real estate brokerage with the most condominium sellouts in South Florida. Founded in 1969, Cervera has exclusively represented over 118 luxury high-rise condominium towers across the region, closed more than \$16 billion in sales, and played an integral role in the revitalization of neighborhoods, including Brickell, Miami Beach's South of Fifth, Downtown Miami, and East Edgewater. As the first real estate brokerage to exclusively represent developers in the sales and marketing of their projects, Cervera created a specialized field within the industry and was first to market extensively internationally. Today, Cervera continues to broaden its U.S. domestic and global broker relationships while expanding its reach. In 2021, the firm was selected for membership in Leading Real Estate Companies of the World™ and Luxury Portfolio International™.

## Artefacto

### PENTHOUSE INTERIOR DESIGN

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## Arquitectonica

### ARCHITECT

Founded in 1977, Arquitectonica received acclaim from day one, thanks to a bold modernism that was immediately identified with a renaissance in Miami's urban landscape. The firm has designed many of Miami's most recognizable buildings and virtually created the city's iconic shorescape. A major presence on the world architectural stage with hundreds of design awards received, Arquitectonica's groundbreaking work has been the subject of exhibitions at numerous museums and institutions. Their own brand of humanistic, modern design can be seen in the firm's world-renowned projects including Microsoft Europe Headquarters in Paris, Bronx Museum and Westin Times Square in New York, Festival Walk and the Cyberport Technology Campus in Hong Kong, Mall of Asia in Manila, Banco Santander Headquarters and W Torre Plaza in Sao Paulo, US Embassy in Lima, Hilton Americas in Houston, and others.

## INC

### INTERIOR DESIGN

INC is an open-source architecture and design studio with experience across a wide range of projects. They work globally and act locally, integrating environmental best practices into each endeavor. The firm leverages their multi-disciplinary strengths to mastermind rich, immersive spaces that carry emotional impact through careful consideration of context, details, and associated technology. Formed in 2006 by Adam Rolston, Drew Stuart, and Gabriel Benroth, INC's projects include 1 Hotel Brooklyn Bridge, The LINE Hotel DC, and the TWA Hotel.

## Urban Robot Associates

### LANDSCAPE DESIGN

A full-service boutique design firm located in Miami Beach, specializing in architecture, interior design, landscape architecture, and urban planning. URA's team works collaboratively to develop a multidisciplinary approach to all projects, creating a unique vision and experiences that are meaningful and memorable. URA strives to elevate the human experience from the quotidian to the cinematic. The firm draws on its team's diverse backgrounds to design singular narratives highly customized for each project.



LOFTY RESIDENCES  
99 SW 7TH ST. MIAMI, FL 33130

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