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JUST OUTSIDE MIAMI, NEW DEVELOPMENT 2000 OCEAN IS REDEFINING LUXURY, ONE MINOTTI FURNISHING AT A TIME

Shahab Karmely's latest development has amenities galore and Minotti furnishings everywhere.



BY SAMANTHA SWENSON JAN 18, 2019



With cities like Palm Beach, Boca Raton, and Miami, Florida's Atlantic coast has seen its fair share of luxury condominiums peppering its golden sand. But for Shahab Karmely—owner and CEO of KAR Properties and the principal

developer of the boutique property 2000 Ocean—luxury means more than just a high-rise plopped down on a private beach. For him, it is a combination of factors, most notably: design, function, execution—and Minotti furnishings, of course.



A rendering of a master bedroom furnished by Minotti at 2000 Ocean.
KAR Properties

Comfortably situated on Hallandale Beach, just north of Miami Beach, 2000 Ocean boasts 64 oceanfront residences and enticing amenities. Think: two swimming pools, a spa pavilion with treatment rooms, curated gardens, and an oceanside café and juice bar.



A rendering of the landscape surrounding 2000 Ocean.
KAR Properties

Karmely teamed up with architect Enrique Norten of TEN Arquitectos and concept designer Kobi Karp, and, as he brought his vision for 2000 Ocean to life, he asked himself this: “If I were to live in this building, what would I want?” In addition to smart solutions—like private elevator landings and floor-to-ceiling glass walls—the answer was Minotti furnishings, “I’ve known the Minotti brand for many years, and I’ve used their furniture in my own home.”



A rendering of a living room furnished by Minotti at 2000 Ocean.
KAR Properties

Not only are the building’s public areas furnished by Minotti, but also the individual residences—right down to **minotticucine** kitchens and free interior design services for residents. The Italian brand has a 70-year track record of seamlessly combining design and performance, making it the perfect fit for Karmely’s definition of luxury. “At the end of the day, I am my own most difficult and finicky consumer. When people live in our project, they come to realize it’s not only beautiful, but also functional.”



A rendering of a minotticucine kitchen at 2000 Ocean.
KAR Properties