

MODERN **LUXURY**

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KAR Properties Celebrated Groundbreaking for 2000 Ocean

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On Friday, Nov. 9, New York-based developer KAR Properties celebrated the groundbreaking of **2000 Ocean**, the first residential development in the United States furnished by Italian design brand **Minotti**. The 38-story glass tower, designed by renowned architect **Enrique Norten of TEN Arquitectos**, features 64 beachfront residences that offer buyers an elevated beachfront lifestyle. **Suffolk Construction** is managing the building's construction and **Fortune Development Sales Group** is the exclusive sales and marketing team for the development.

"Our brand partnerships are very meaningful. They are really part of the design process, part of the furnishings of the building, and part of the homeowners' living experience. Homeowners aren't just owning these brands; they get to live them," said Mr. Shahab Karmely, CEO of KAR Properties. "When you buy a home at 2000 Ocean, you're buying

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KAR Properties, you're buying Enrique Norten, you're buying Minotti, and you're buying minotticucine."

In honor of this milestone, CEO and Founder of KAR Properties Shahab Karmely was joined by his renowned brand partners, media, city officials and key community members. The speakers at the event included Assistant City Manager of Hallandale Beach, **Jeremy Earle**; President and CEO of Fortune International, **Edgardo Defortuna**; DDC Partner, Babak Hakakian; and Managing Partner Miami at TEN Arquitectos, **Jordan Trachtenberg**. Guests gathered on the 2000 Ocean site for hors d'oeuvres and took home miniature TIFFANY & Co. shovel keepsakes to commemorate the event.

"The materials for 2000 Ocean are simple with a natural palette. All the materials have been chosen for their warmth, their luminosity, and their natural state," said Jordan Trachtenberg, managing partner for TEN Arquitectos Miami. "Everything we've done has been selected because of what they are and the way they are. That's the purest form of the sophisticated elevated lifestyle that we are trying to create for this development."

Architectural firm TEN Arquitectos utilized more than 30 years of experience to design 2000 Ocean. The firm was tasked with the design, and, as always, sought to maximize the experience of the project, both from within the building, and within the contextual landscape. The tower is set with illuminating silver metal frames and floor-to-ceiling glass to seamlessly showcase the panoramic views of the Atlantic Ocean, Intracoastal Waterway and endless sandy beaches. Miami-based architect Kobi Karp is responsible for the development's concept design. Accompanying 2000 Ocean's architecture and interior design is a lush garden by internationally-renowned landscape architect Sasaki. Expected date of occupancy for 2000 Ocean is 2020 with prices starting at \$2.6 million. For more information, please visit 2000ocean.com.