

# Newgard

For Immediate Release

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## **World-renowned designer Yves Béhar joins Newgard Development Group in latest revitalization project for Downtown Miami - Centro.**

**MIAMI – MAY 1, 2013** – Yves Béhar, award-winning designer and founder of fuseproject, has partnered with Newgard to re-imagine downtown living. Together they are creating Centro, a new residential tower in the heart of Downtown Miami. The building is promoting a new way to live downtown by facilitating an efficient lifestyle in a culturally vibrant part of the city.

The 37-floor building encompasses one and two bedroom loft-style homes, a fleet of smart cars from Car2Go and a bike-sharing program for residents. The elimination of the traditional parking garage reduces the overall carbon footprint of the building. The addition of shared workspaces creates convenient work options, and combined with the available public transportation in the area, a conscious and efficient set of transit options.

The interior design by Béhar and his design team at fuseproject combines the raw materials of downtown with the warmth and expression of Miami. Béhar's vision for the building is a perfect complement to Newgard's understanding of modern living and the need for a more efficient and integrated lifestyle.

"Yves' talent and passion for design that is both sustainable and visually striking is harmoniously synchronized with our vision for Centro," said Harvey Hernandez, chairman and managing director at Newgard. "Yves is an invaluable asset to the project as our partnership is integral to the successful revitalization of Downtown Miami."

"Downtown living is both culturally exciting and efficient. My approach to the design is about authenticity of materials and lines, while giving aspiring downtowners something unique, original and attainable. A lot of energy is being put in designing engaging public spaces and a vibrant social setting close to home – this is the DNA of Centro."

There are top-notch lifestyle amenities in the building such as a bustling restaurant and on-site dry cleaners. This combined with the neighborhood's theaters, brand new Whole Foods and nightlife, puts Centro at the center of downtown culture.

The common areas and shared amenities of Centro are finished with the finest details. Some of the design principles residents and guests will experience include: geometric patterns and organic forms in machined aluminum from Neal Feay, Swarovski amplify lights, Herman Miller and custom furniture, aspirational downtown materials and treatments softened with lighting, layering and patterning. The spacious loft-style units with minimal walls and room divisions also come decorator-ready.

“Centro is redefining the future of urban living for a whole new generation by offering walk-able, easy-to-access, attainable homes,” said Hernandez.

**About Newgard Development Group:**

The partners of Newgard Development Group have spent 15 years in the South Florida real estate market. Founded by Harvey Hernandez, Newgard's highly skilled associates bring more than 40 years of combined experience in development, design and construction. Hallmarks of the Newgard approach to development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles and cutting-edge amenities. Property designs reflect a commitment to relevant architectural detailing and resident attitudes. By focusing on the unique qualities of each project, Newgard is able to ensure superior quality with exacting attention to detail, exceptional finishes, and timely completion, every time. Newgard's recent projects include BrickellHouse and Solaris, both in the Brickell area, Gallery Art in the Miami Arts District, and City Palms in Downtown West Palm Beach.

**About Yves Béhar/fuseproject:**

Fuseproject is an award-winning San Francisco based design agency. Founded by Yves Béhar in 1999, the studio provides the full scope of design services including industrial design, branding, UI and UX across a wide array of industries. They are renowned for work with for profit and non-profit partners in fields as diverse as technology, fashion, furniture and consumer goods. Béhar believes that design should be a force for positive social and environmental change and from this unique vantage point the studio takes a long-term strategic approach to developing and enhancing brands. The studio's work has been internationally recognized by museums and is in the permanent collections of the MoMA, SFMoMA, Art Institute of Chicago, Victoria & Albert Museum, Cooper Hewitt and Centre Pompidou amongst others.

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