



## **CENTRO CONDOMINIUM OPENS YVES BÉHAR-DESIGNED SALES GALLERY IN DOWNTOWN MIAMI**

***Sales gallery showcases Centro's pedestrian-friendly location, forward-thinking design elements, and innovative interiors by the world-renowned celebrity designer.***

**MIAMI, FL – October 16, 2013** – Buyers shopping for a Miami condominium designed by celebrity designer and social entrepreneur Yves Béhar won't be trekking to Miami Beach or Bal Harbour to select their unit. That's because [Centro](#), the first condominium to launch in Downtown Miami since the last real estate cycle, has opened its brand new Béhar-designed sales gallery just off Flagler Street in the City's thriving central business district. The rise of Centro is the latest sign that Miami's condo development wave is extending far beyond Brickell Avenue and South Beach.

[Newgard Development Group](#)'s 352-unit Centro project has garnered widespread interest for its urbanistic elements, including its loft-style units, pedestrian-friendly location, partnership with the [Car2Go](#) vehicle-sharing program, and contemporary designs by Béhar. As founder of San Francisco-based design agency [fuseproject](#), Béhar has earned international praise for designing consumer projects such as Jawbone's JAMBOX Bluetooth speaker; the SodaStream Source home soda maker; the LEAF light and other furniture projects for Herman Miller; and footwear brand PUMA's Clever Little Bag, among many others.

The success of Centro follows the sell-out of Newgard's 374-unit BrickellHouse project, which kick-started Miami's current real estate cycle when it launched in late 2011. Construction of Centro is set to begin this fall, with completion slated for early 2015.

"Centro represents the next era of urban living in Miami, one that blends cutting-edge design with the vibrancy of a 24-7 metropolis," said Harvey Hernandez, chairman and managing director of Newgard Development Group, the project's developer. "The new sales gallery will give future Centro residents an idea of what it will be like to live surrounded by the creative design of Yves Behar and the energy of Downtown Miami."

Now open to the public at 96 NE 2<sup>nd</sup> Avenue, visitors to the sales gallery will be able to view a scale model of the building, renderings, and kitchen/bathroom models. Several elements from Béhar's interior design concepts will be on display including the mix of light and dark patterns, textured metals, woods and raw concrete. A smaller version of the Swarovski amplified light installation that will be showcased in Centro's main lobby, hangs at the sales gallery's entrance;

wall patterns mimic the building's exterior black metal and aluminum checkered façade; and modern, custom-designed furniture and light fixtures are displayed throughout the space.

"Centro is about downtown living, and a smart way to live at the center of culture, entertainment and social life," said Yves Béhar. "The materials are authentic, and made beautiful through unique treatments that bring out texture and warmth. Centro is contemporary and efficient, smart and welcoming, and really interstates the life of the City in its concept and design."

Additional Béhar-designed details for Centro include geometric patterns and organic forms in machined aluminum from Neal Feay; a herringbone-patterned sidewalk and an electric foil logo at the building's entrance; a Swarovski amplified light installation in the main lobby; patterned wood walls and a textured metal walking-bridge at the mezzanine level; Herman Miller furniture along with other custom-designed pieces throughout the building; a raining pendant lighting effect and a black metal staircase in the double-level Skylounge; and living green walls and unique "teepee-style" lounge furniture at the tower's rooftop pool deck.

Building amenities will include a two-story penthouse recreation area featuring a rooftop pool; health club & spa facilities; and resident's Skylounge. Additional perks include an exclusive outdoor pet area with access controlled entry/exit; a 24-hour reception desk; and multiple fully-wired shared workspaces. Loft-style residences will include one- and two-bedroom units with open-concept floor plans; dramatic 10-foot ceilings; floor-to-ceiling windows; and balconies with views of the city lights. Contemporary interiors will feature finished concrete floors; oversized closets; modern Italian kitchens, bathroom and light fixtures; Italian cabinetry; and stainless-steel, energy-smart appliances.

Centro's Downtown Miami location puts residents at the center of the ultimate live-work-play environment – a bustling pedestrian-friendly metropolis filled with young professionals, world-class cultural entertainment offerings, high-end restaurants, clubs/bars and luxury hotels. Multiple venues within close proximity from the building include the Adrienne Arsht Center for the Performing Arts; the Miami Art Museum and Miami Science Museum at Museum Park; the American Airlines Arena. And just blocks away from Centro, construction has begun on a 37,000-square-foot Whole Foods Market and entertainment block that will include upscale theater Silverspot Cinema.

Underscoring Downtown Miami's emergence as a pedestrian-friendly district with an array of transit links, Centro is being developed without a built-in parking garage. Instead, residents will have access to a fleet of on-site Smart Cars through a partnership with the Car2Go vehicle sharing program. Also, a variety of efficient and cost-effective transportation options are within close proximity to the building, including the Miami Trolley, Metromover and Metrorail, which provides access throughout Miami-Dade with frequent direct service to and from Miami International Airport.

Preconstruction prices start in the low \$200,000s and top out in the mid-\$400,000s. For more information, including preconstruction sales opportunities, please contact Cervera Real Estate at (305) 938-5321 or visit the Centro Sales Gallery at 96 NE 2<sup>nd</sup> Avenue in Downtown Miami. Learn more at [www.centromiami.com](http://www.centromiami.com).

###

**About Centro:**

Centro is a 37-story, 352-unit loft-style residential condo tower under development by Newgard Development Group located at 151 SE 1<sup>st</sup> Street in the heart of Downtown Miami. Combining modern design, leading-edge technology and a prime location, Centro brings a new standard of accessible, urban living to one of the world's most dynamic downtown districts. Construction is slated to get underway in the fall of 2013, with completion scheduled for early 2015. For more information, please visit [www.centromiami.com](http://www.centromiami.com).

**About Newgard Development Group:**

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. Property designs reflect a commitment to relevant architectural detailing and the attitudes of residents and business tenants. The Newgard dedication to quality extends to its professional construction team, insuring superior attention to detail, exceptional finishes and timely completion. Newgard's recent projects include BrickellHouse, Solaris at Brickell, Gallery Art in the Miami Arts District, and City Palms in Downtown West Palm Beach. Learn more at [www.newgardgroup.com](http://www.newgardgroup.com).

**About Yves Béhar/fuseproject:**

Founded in 1999 by Yves Béhar, fuseproject develops cohesive brand + product experiences. With a focus on establishing new markets and disrupting old ones, the award-winning San Francisco-based design agency takes a long-term strategic approach to developing and enhancing clients' business, with teams spanning brand & market strategy, identity & naming, packaging design, product development and communications design. Learn more at [www.fuseproject.com](http://www.fuseproject.com).

**Media Contacts:**

Schwartz Media Strategies

Kelly Penton: (786) 258-2649 / [kelly@schwartz-media.com](mailto:kelly@schwartz-media.com)

Allie Schwartz Grant: (305) 308-6351 / [allie@schwartz-media.com](mailto:allie@schwartz-media.com)