



## **DOWNTOWN MIAMI'S CENTRO CONDOMINIUM INTRODUCES INTERIOR DESIGN PACKAGES FROM NOW BY STEVEN G.**

*Centro's newly-unveiled showroom and model residences put the NOW concept of affordable luxury living within reach.*

**MIAMI, FL – May 1, 2014** – The developer of Centro, a 352-unit loft-style condominium tower set to rise at 151 SE 1<sup>st</sup> Street in the heart of Downtown Miami, has unveiled a brand new showroom now offering fully-furnished model units and interior design packages exclusively designed by NOW by Steven G. – a new subsidiary of the renowned South Florida-based design firm Interiors by Steven G. inspired by the demand for affordable “turn-key” units. Centro’s new showroom includes two life-size model residences featuring furniture options and decorative accessories from the new NOW by Steven G. collection which can be packaged or hand-picked à la carte. The collection’s fresh concept in affordable luxury living gives buyers the ability to curate their own color schemes and select their own fabrics and furniture accessories from newly-released inventory, creating a custom-designed home from head to toe.

Centro’s NOW showroom is located adjacent to the development’s sales gallery at 96 NE 2nd Avenue on the ground floor of Downtown Miami’s iconic Alfred I. DuPont Building. Construction of the 37-story condominium began in late 2013 and is scheduled for completion in early 2015.

“We’re excited to team up with Centro and incorporate our designs into the modern, loft-style living that is being offered to residents”, says Steven Gurowitz, CEO of Interiors by Steven G. “Each package will be unique, affordable, and will complement the energy of Miami’s hot downtown neighborhood.”

Here’s how it works: As directed, a driver will be sent to pick up the buyer and brought to the NOW showroom, where he or she will receive a personalized consultation from a licensed professional and browse through newly-released inventory of rugs, window treatments, artwork, greenery and accessories. Buyers can select individual items or choose from available packages which range from \$25,000 and up for both one- and two-bedroom units. The packages vary in style from contemporary to modern.

“NOW by Steven G.’s collection will make it easy for buyers to instantly embrace the urban lifestyle that Centro has to offer,” said Centro developer Harvey Hernandez, chairman and managing partner of Newgard Development Group. “Residents will benefit from Steven G.’s expertise in luxury high-rise furnishings without the heavy price tag usually associated with high-end design.”

Centro's 352 loft-style residences will include one- and two-bedroom units with open-concept floor plans; dramatic 10-foot ceilings; floor-to-ceiling windows with energy-efficient, sound-reducing glass; 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.

Building amenities will include a two-story penthouse recreation area featuring a rooftop pool with 360 degree views; health club and spa facilities; and resident's SkyLounge. Additional perks include full-service valet parking; exclusive outdoor pet area with access controlled entry/exit; 24-hour reception desk; multiple fully-wired shared workspaces; and ground-floor anchor restaurant and retail space.

Multiple attractions within close proximity from the building include the AmericanAirlines Arena; the Adrienne Arsht Center for the Performing Arts; and Museum Park's newly-completed Perez Art Museum Miami and the Patricia and Phillip Frost Museum of Science, which is slated for completion in 2015. Just blocks away, construction has begun on a 37,000-square-foot Whole Foods Market and entertainment block that will include upscale theater Silverspot Cinema.

Preconstruction prices start in the low \$200,000s and top out in the low \$500,000s. For more information, 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).

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#### **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 designs by world-renowned designer Yves Béhar, 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. The project broke ground in late 2013, and is scheduled for completion in early 2015. Preconstruction prices start in the low \$200,000s and top out in the low \$500,000s. 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 NOW by Steven G.:**

NOW by Steven G. is a concept in affordable Luxury Living, a concept that Interiors by Steven G. has been delivering to their clientele, both developers and homeowners, for over 30 years. The demand for affordable turnkey, furnished units inspired Owner Steven Gurowitz to open a subsidiary of Interiors by Steven G. called NOW by Steven G. The advantages of NOW by Steven G. include giving buyers the

luxury of working with a professional interior designer, in addition to working with Steven G.'s in-house AutoCAD department so furniture layouts can be designed and created to each and every individual clients needs. The NOW collection features 16 different furnished room vignettes to choose from. Packages are available as displayed or custom designed. For more information, visit [www.interiorsbysteveng.com](http://www.interiorsbysteveng.com).

Media Contact: Schwartz Media Strategies

Tadd Schwartz: (305) 807-3612 / [tadd@schwartz-media.com](mailto:tadd@schwartz-media.com)

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

Samantha Ryan: (305) 815-6936 / [samantha@schwartz-media.com](mailto:samantha@schwartz-media.com)