

AUTOMOTIVE

Mercedes-Benz grants inside look at Miami residences

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New renderings for Mercedes-Benz Places in Brickell, Miami are now live. Image courtesy of Mercedes-Benz/The Boundary

By LUXURY DAILY NEWS SERVICE

German automaker **Mercedes-Benz** is offering audiences a preview of a premiere American real estate project.

Real estate firm JDS Development Group and design agency SHoP Architects are sharing a first look at new renderings of Mercedes-Benz Places, a set of branded properties coming to Brickell, Miami. Announced this past February, the brand is now revealing interior design elements and pricing for the private residences.

Lap of luxury

Specifics were unveiled at an exclusive event hosted by members-only motorsports facility Concours Club during Formula One Miami Grand Prix weekend.

With construction underway on the 67-story tower, interior design firm Woods Bagot has been brought on to handle the appearance of Mercedes-Benz's units.

Among the condominiums' planned features are 10-foot floor-to-ceiling windows lending its owners "spectacular views of Miami, Biscayne Bay, the Atlantic Ocean and beyond," says the company.



American high-end manufacturing brand Miele will provide all of the appliances within each living space. Image courtesy of Mercedes-Benz/The

Modern black and white touches are to be installed across kitchens and bathrooms, while dark marble backsplashes, countertops and flooring, contrasted by light-colored oak surfaces and metal platings, among similar finishings, are a fixture of each blueprint.

Each unit will differ in the particular materials used, with shades and elements shifting room by room.

"This project allowed us to dream up new worlds to exist within this building," said Krista Ninivaggi, principal and interior design leader at Woods Bagot New York, in a statement.

"Having the Mercedes-Benz brand as our springboard allowed us to work within a different design language," Ms. Ninivaggi said. "This project looks unique yet feels rooted in the brand aesthetics."

"It is truly a special project to work on as a designer."



Floating vanities, specialized shower heads and marble cabinetry fill out bathroom spaces. Image courtesy of Mercedes-Benz/The Boundary

According to Mercedes-Benz, initial demand is strong, reporting that 100 sales have occurred within the first four days of marketing the property.

Prices range from \$800,000 for studios to \$4 million for three bedrooms. Those interested in procuring a spot at the Miami development can learn more on JDS Development Group's [website](#) the residences are expected to open in 2027 ([see story](#)).

"Mercedes-Benz Places will invest in the Brickell community through its key location revitalizing public space in the neighborhood of Southside Park while making a statement with its superior quality in design," said Gregg Pasquarelli, founding principal of SHoP Architects, in a statement.

"The tower pulls inspiration from the Mercedes-Benz brand design and utilizes contrast to create a unique expression on the skyline of Miami with shaped silver aluminum cladding and natural stone and pavers creating interest on the facade," Mr. Pasquarelli said. "The building is experienced in the ground plane beginning with entrance through the porte cochere and continues upward with echoing terrace profiles above, while the plantings placed throughout the outdoor spaces bring the park at the ground plane up through the building."