

What's On My Desk: Rilea Group's Diego Ojeda

Written by Hadley Henriette

Diego Ojeda is the Vice President of [Rilea Group](#) is a full-service real estate firm with a 30-plus year history in South Florida that has seen the delivery of some of the region's most successful projects. These include [1450 Brickell](#) office tower, [One Broadway](#) luxury apartments and the Sabadell Financial Center at 1111 Brickell Avenue. The firm's past projects in the Brickell Financial District have been a driving force in the area's emergence as a thriving residential and commercial neighborhood and a destination for dining and entertainment. Their latest offering is [The Bond on Brickell](#), a 44-story luxury tower being built on Brickell Avenue, will be the firm's first luxury condo project in the Brickell area. Here we get a peek at what it's VP has on his desk at his Brickell Avenue office.



- 1. Terry O'Neill Photography Book:** I'm constantly drawing inspiration from Terry O'Neill's work – which will be reflected throughout The Bond. We purchased a series of 8 limited edition vintage photographs captured by the celebrated British photography artist as part of The Bond's permanent art collection. These iconic images will adorn The Bond's public spaces, showcasing famous images of Mick Jagger, Kate Moss, Jacqueline Bisset, Elton John and other British stars.
- 2. Spanish Bull Sculpture:** My family is from Spain – this bull reminds me of my heritage and reminds me to be strong, to push forward, and to be bullish on life!
- 3. Swatches:** My desk is always covered in sample materials and finishes to be used in various projects we are working on. Currently we are deciding on different materials for the interiors of The Bond – from hand-stitched red leather and suede walls to pinstriped granite floors.
- 4. Bullfighting Photo:** This is actually a series of photos of my father when he was younger doing some actual bullfighting in Spain. My father is the founder of our firm and also my mentor – both in work and life. This photo inspires me to work hard. If I can be half the man my father is, I've achieved success.

