

## James Bond-Inspired Design Theme at New Miami High Rise

By Kara Franker

Even David Beckham is talking about The Bond, a new luxury condo project in Miami. Part of an aesthetic intended to channel London's legendary jet-set lifestyle, the design theme features iconic celebrity photos and a British-glam vibe.



Photo by: World Red Eye

British glamour met Brickell chic when retired soccer star David Beckham visited The Bond on Brickell's sales center to greet supporters as part of his quest to bring a professional soccer team to Miami.

The [Bond on Brickell](#) is one of Miami's newest condominium projects on Brickell Avenue. Rilea Group's 44-story [luxury](#) tower is attracting [celebrities](#) like David Beckham, who attended a VIP event at The Bond's sale center.

Famed British photographer Terry O'Neill's photos, which have graced the covers of [international](#) magazines, currently hang in the sales center and will also be displayed throughout the public places inside the [building](#), once complete.

The photos inspired the ultra-luxe design materials that compliment the project's British-glam vibe, like a stainless steel façade, hand-stitched [red](#) leather and suede walls, glass ceilings and pinstriped marble floors.

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We chatted with Ramon Alonso of [Loguer Design](#), The Bond's interior design firm, to find out more about his inspiration for the project. Alonso met O'Neill at an exhibition of the photographer's work last year in Miami. At the exhibit, Alonso came across O'Neill's book *All About Bond*, and as fate would have it, the designer was hired by developer Rilea Group to design The Bond that same morning.



Photo by: The Bond

Famed British photographer, Terry O'Neill signs a copy of his book, *All About Bond* for designer, Ramon Alonso, with Loguer Design.

Alonso and the developer commissioned nine of Terry O'Neill's limited edition, signed prints to eventually be displayed throughout The Bond, once it's built. In the meantime, Alonso's interior and exterior designs for the building were inspired by these nine photographs, some of which are pictured below and currently hanging in The Bond's sales gallery in Brickell.



Photo by: The Bond

Terry O'Neill's collection of celebrity photographs is displayed at The Bond's sales gallery in impressive full-size originals.

**Q&A with Ramon Alonso of Loguer Design:**

**Q:** How did Terry O'Neill's photos influence your design of The Bond?

**Alonso:** It did in many ways -- first of all, the day Loguer was hired to develop the design concept for The Bond, Francisco Lopez Guerra and I coincidentally met Terry O'Neill at an exposition of his work last April in Wynwood. After looking at the candid shots of different off-screen Bond characters, we realized all these images had a common factor: a relaxed and simple, yet glamorous and sophisticated way of living. That day, The Bond design concept was born.

We then identified timeless design elements that were chic back then -- and still are today -- and incorporated them into the design of the spaces. Some examples are the tufted leathers, riveted fabrics, matte metals, pin striped textures and the soberness of the black-and-white tones. All these elements were incorporated into the finishes of the spaces and the furnishings selected. We also took an abstraction of Terry's camera shutter and merged it with the pool's tile pattern design.

**Q:** What was it about O'Neill's work that made you decide to purchase the nine prints?

**Alonso:** It is the history behind these prints, but more importantly, the history behind Terry O'Neill as an artist is what captivated me. His ability to become part of these uber-famous celebrity jet-setters' lives, which allowed him to take so many amazing candid shots of them -- that for me is far more interesting than a typical staged pose in a magazine. He was able to capture his subjects in their rare, natural form.

**Q:** So was your intent to more or less create a living art exhibition of O'Neill's book, *All About Bond*?



Photo by: The Bond

When completed, The Bond will rise 44 stories and change the Miami skyline.

**Alonso:** Not only about the book itself, but also about the jet-setter glamorous, sophisticated lifestyle of the people of that era -- most of them photographed by Terry at some point. The Beatles, Mick Jagger, Michael Caine, Kate Moss, Twiggy, Elton John. These are all outstanding people with outstanding lives and a unique style that inspired the design concepts for The Bond project.

**Q:** Where can we see the photos on display?

**Alonso:** The collection is being displayed at The Bond's sales gallery in impressive full-size originals. I strongly encourage people to stop by and see Terry O'Neill's amazing work. The images will become part of The Bond's permanent art collection, displayed throughout the building's public spaces. For instance, the image of Kate Moss will hang in the fitness center; Mick Jagger will overlook the bar and lounge area in the building's living room; and Michael Caine on the set of the movie *Deadfall* in Majorca, Spain, with his arm around actress Gianni Ralli, will hang in the lobby.

**Q:** Which photograph particularly resonates with you?

**Alonso:** I have two favorites. The first is the photo of Kate Moss when she was 17 years old, from one of her first major modeling shoots in London, in 1991. The other is a photo of Mick Jagger in full makeup, for the Rolling Stones' first television appearance in London, in 1963. Even though these images were taken decades ago, they are still relevant and iconic today -- they represent four words that were the key ingredients in designing The Bond: simple, sophisticated, **modern** and timeless.