

The Bond on Brickell Announces The Acquisition Of A Series Of Limited Edition Terry O'Neill Celebrity Photographs

The Bond on Brickell Luxury Condo and Loguer Design unveil new Interior and Exterior Designs Inspired by British Elegance and International Jet-Set Lifestyle.

A series of eight limited-edition vintage Terry O'Neill photographs displayed throughout the tower will accentuate sophisticated, stylish designs and timeless materials.

From hand-stitched leather and suede walls and classic tufted sofas, to mid-century modern furniture accented by limited edition photos by celebrated photography artist Terry O'Neill, The Bond on Brickell condominium is bringing the best of British glamour to Miami's Brickell Avenue. The innovative design concepts are the creation of Loguer Design, whose museums, pavilions, private residences, mega-yachts and private jets have won countless awards around the world since the firm's founding in Mexico City in the 1930s. The Bond marks Loguer Design's latest high-rise condominium project.



The 328-unit tower is set to break ground in late 2013, with completion scheduled for early 2016. Rilea Group's The Bond will be the first condo in the market with a Brickell Avenue address to rise in the new development cycle, going above 44 stories in the heart of Miami's Brickell Financial District.

Loguer Design has drawn inspiration from mid-century furnishings, Terry O'Neill's classic photos, and some of today's most fashionable designers to create common areas that are stylish and sophisticated, trendy but timeless. The result is a series of interior and exterior spaces punctuated by European marble, fine woods, exquisite leathers, iconic furniture selections and original works of art, including three metal-weave sculptures.

The experience begins the moment residents and their guests arrive at The Bond's motor lobby, where they will be welcomed by pinstriped granite floors, custom-designed water features and a "melted" stainless steel façade. An illuminated cross walk will pay homage to The Beatles' famous Abbey Road album cover. From there, visitors enter the building's lobby, which will feature three Terry O'Neill photographs of Sir Elton John, Bond girl Barbara Bach, and 007 himself, Sean Connery, lounging in Gaetano Pesce's UP 5 chair. A modern-day version of the same gray cashmere chair made popular by Connery's pose will be displayed directly beneath the image, as part of The Bond's permanent collection.

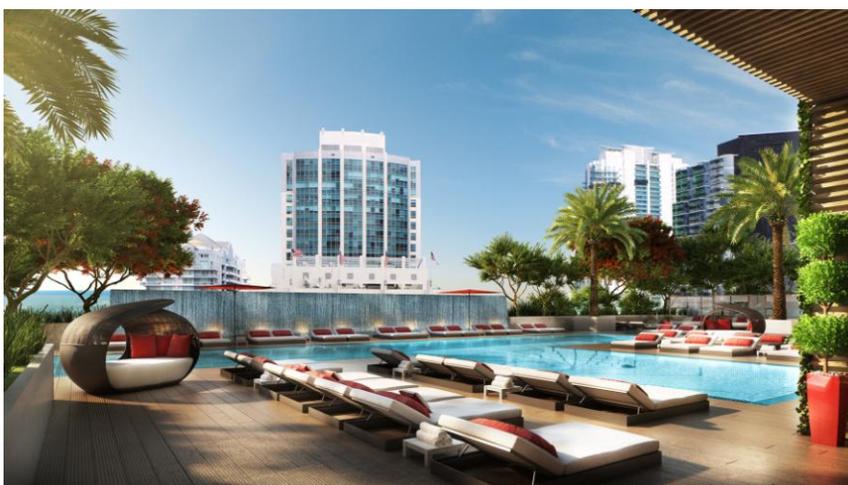




“We approached The Bond with the goal of creating an ambiance that would feel like home to London’s legendary jet-setters of the 1950s and 60s, as well as the modern-day jet-setters of today,” said Ramon Alonso, senior partner of Loguer Design and head designer of The Bond. “We accomplished this through the use of classic and ultra-contemporary furniture, original works of art, as well as timeless and sophisticated materials on the inside and out.”

Life at The Bond will radiate from the building’s amenity deck, home to a resort-style pool overlooking the city, a stylish library, a children’s learning center and a great room complete with a sitting area, billiards table, wet bar and kitchen, where O’Neill’s photos of Mick Jagger, Jacqueline Bisset and famed British model Twiggy will be displayed.

The expansive deck features a stylish T-shaped Zero Edge pool lined with mosaic tiles creating a pattern inspired by O’Neil’s camera shutter, private cabanas with summer kitchens, a large fire pit, and the “grotto”, an open-air yet covered Jacuzzi. Nearby, The Bond’s fitness center and spa complex will offer high-end exercise equipment, floor-to-ceiling windows, and men’s and women’s steam rooms and saunas, with O’Neill’s iconic photo of Kate Moss performing a yoga pose exhibited prominently.



Loguer Design, founded in 1932 by renowned Mexican architect Francisco Lopez Guerra, creates innovative and imaginative commercial, residential, public and cultural spaces. Past projects include the Mexican Pavilion for the World Expo in Aichi, Japan; the Latin American Pavilion for the World Expo in Zaragoza, Spain; the new Memory and Tolerance Museum in Mexico City; and several other museums and pavilions around the world. Their design creativity is not limited to spaces, for they have also designed a select release timepiece in collaboration with Hublot. In addition, Loguer is one of the eight firms that have been selected to compete to design the new Mexico City International Airport, which will be among the largest in the world.

"We considered some of the top design firms around the world for The Bond, and in the end selected Loguer for its decades of experience creating unique spaces that evoke emotion through smart but simple designs," said Diego Ojeda, vice president of Rilea Group, the project's developer. "The Bond lifestyle represents luxury and comfort set against the backdrop of Miami's most desirable shops, restaurants, and cultural venues."

