

## MIDTOWN 4/MIAMI CONDO PITCH

[Web copy]

The city of Miami has been undergoing a dramatic boom in recent years, attracting the smartest venues, the most glamorous residents and the chicest new living spaces. Among them is Midtown 4, a luxury condominium tower set amidst the energy and sizzle of one of the hottest cities in the world.

Midtown has been dubbed “SoHo South” and many of Manhattan’s smartest money experts are seeing it as new boomtown. Once a rundown section of Miami, the rents were low enough for entrepreneurs, musicians and other artsy types to live. That bohemian vibe hasn’t been lost in the area’s renaissance: art galleries, restaurants, clubs and shops are opening on a regular basis there, attracting the creative class in droves.

The neighborhood around Midtown 4 boasts some of the edgiest new shops, bars and restaurants in the city. Midtown recently launched its first American Craft Beer Week, catering to that clientele who appreciate unique, small-batch beers. The restaurant Riviera Focacceria Italiana (located in The Shops of Midtown) is winning raves for its “Focaccia De Recca,” a dough-based dish featuring a special, one-of-a-kind cheese flown in from Italy twice a week. Sugarcane, which Zagat’s has ranked among “Best Eclectic Restaurants in Miami,” offers *tapas* and swank cocktails. And those are only two of the amazing eateries in Midtown!

Of course, before that night out, hit Blo Blow Dry Bar for a fresh update -- or NailBar for the most contemporary nail looks.

The Midtown area is home to some of the most cutting-edge art galleries, which are front and center during Miami’s annual Art Basel Miami Beach festival. For those with an eye to “what’s next” in the art world, you’re likely to find it in this part of the city. The festival attracts both high-end collectors and those just looking for the unique and quirky. The exposure from the event has helped solidify Miami as a year-round cultural destination.

The tech world is also finding a home in Midtown. Büro Miami has taken the “shared urban workspace” concept made popular in New York City and brought it to Miami. Entrepreneurs, freelancers and other creatives can access flexible workspace solutions that are a vast improvement over a home office. Designer Naeem Khan, known for dressing First Lady Michelle Obama, recently announced that he’s moving his entire 120-person team from New York to Miami. Thought-leaders from all over the country are attracted to the area as well for its role as a booming “international” city.

Things are only going to get more vibrant with the upcoming addition of numerous new shopping areas, one that's planned to rival the Mall of America in Minneapolis.

Where once it was just known for beaches, "Miami Vice" or as a winter getaway, Miami has buzzed past almost every other American city in its astounding rebirth. The Midtown area is at the top of the list for its thriving cultural activity, trendy nightlife and business innovation, putting a lot of the "magic" in the "Magic City."