

MAGAZINE

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IMPACT

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midst of an
Urban Core Evolution

1 NEW
day

Part the clouds and let
the sun shine in with chic
summer trends ready to
get the party started.

Island
Dreaming
Escape to the
British Virgin Islands



ELEVATED LIFESTYLE

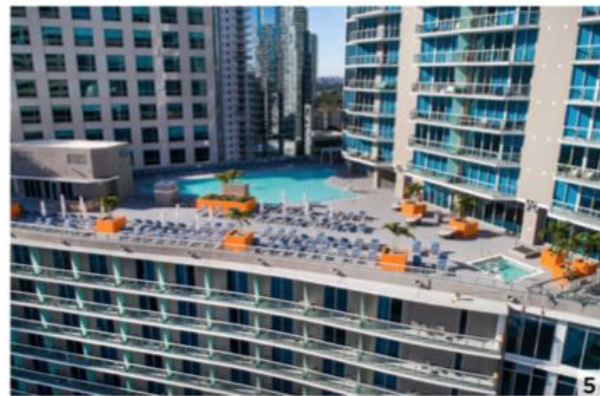
Panorama Tower Developers, Florida East Coast Realty:
Wayne Hollo, Executive VP; Tibor Hollo, Chairman & President;
Jerome Hollo, Executive VP; and Austin Hollo, Senior VP

As the tallest building in the State of Florida and the tallest residential building south of Manhattan, **Panorama Tower** is a game changer for both The Magic City skyline and the future of luxury rental living. Developer Florida East Coast Realty (FECR) created the tower with an overabundance of amenities, totaling an astounding 100,000 sq. ft. of endless opportunities for exceptional living – including three movie theaters, private dining/wine tasting rooms, children’s playroom, and state-of-the-art fitness center complete with Pilates, yoga, and spinning studios – all so residents never need to leave the building.

“We thought about what Millennials want, and we built Panorama with those things in mind,” says Austin Hollo, Senior VP at FECR. “The focus is on a high level of services and amenities for those of all ages attracted to the Brickell corridor for its live, work, play vibe. We have created a true mixed-use campus.” Hollo adds: “I think this new generation is really looking for something different from what their parents wanted. Today, people want connectivity and walkability options and flexibility, and the burdens of homeownership don’t necessarily mesh with that anymore.”

The team wanted to develop more than the typical rental building. From the pool-side sundeck to the 85th Floor penthouses, over 90% of the chic residences have breathtaking water views, and all have spacious terraces. The development, however, is more than just its striking good looks and lavish amenities; Panorama Tower provides a community that encompasses everything one is looking for in a home, and the project continues to evolve past its recent completion. “A major building like this, soaring 85-stories with around 3 million square feet, 821 luxury rental apartments, and countless amenities, still requires much work even after it’s completed,” says Tibor Hollo, Chairman & President of FECR.

“There can be so many items that you realize you should have added or not added, so it takes time to perfect and refine the offerings. We have spent the last year doing this for Panorama Tower, which ultimately has strengthened the appeal of the building and living experience. Panorama is one of the most luxurious and prestigious designs in the Miami skyline. The project has set a new standard for vertical living, with its spacious apartments, incredible amenities, and unparalleled views.”; 305.503.2100; PanoramaTower.com.



1. Sunset skyline view of Panorama Tower.
2. Two-bedroom apartment at Panorama Tower. Individual units range from 1,100 sq. ft. to over 2,100 sq. ft.
3. A private dining room located within Panorama Tower's amenities level is available for resident use and can be reserved for private events.
4. One of three private movie theaters located within Panorama Tower's amenities level.
5. An aerial view of Panorama Tower's expansive pool deck.