

LIVE, WORK, PLAY!

As one of Miami's most sought-after addresses with endless opportunities for exceptional living, the Florida East Coast Realty (FECR) team continuously strives to deliver a living experience above all else at Panorama Tower in the heart of Brickell.

Words by Yoshi Sanz | Photos courtesy of Florida East Coast Realty | January 30, 2021 | Design & Real Estate



Panorama Tower defines the peak of chic luxury rental living in Brickell. At 85 stories, Panorama is currently Florida's tallest tower and the tallest residential tower south of Manhattan, showcasing 821 luxury rental units and over 100,000 sq. ft. of amenities. Expansive units offer 9-foot ceilings, floor-to-ceiling windows and unmatched, sweeping water views and panoramic vistas of all of Miami. Individual units range from 1,100 sq. ft. to over 2,100 sq. ft., with a variety of 1-, 2- and 3-bedroom floorplans. Thanks to endless opportunities for exceptional living, residents enjoy a wide array of extraordinary amenities, including three movie theaters, a wine tasting room, children's playroom, and state-of-the-art fitness center complete with yoga, Pilates and spinning studios. There's also Dogtown Brickell, situated on-site, with direct access for Panorama residents. The all-inclusive free-roaming luxury dog hotel, spa and daycare features fun-filled daycare services and pet grooming.





World-class Panorama Tower amenities include an expansive pool deck, 3 private movie theatres, a sports room complete with golf simulator and Dogtown, an on-site luxury dog hotel, spa and day-care with direct access for Panorama residents.

The rising number of young professionals in the Brickell area is what drove the concept for Panorama Tower. The Florida East Coast Realty development team wanted to offer more than the typical rental building. With Panorama, they are providing a community that encompasses everything this demographic is looking for in a home, whether it be walkability, a yoga studio, or private movie theaters on-site. They pride themselves on Panorama's unit sizes and unique range of amenities, many of which are typically offered only in luxury condos. "We thought about what Millennials want, and we built Panorama with those things in mind," says Austin Hollo, Sr. VP at Florida East Coast Realty. "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 and play vibe. Residents never have to leave the building if they don't want to — we've created a true mixed-use campus."





Melissa Chaykin moved to Panorama Tower a few months ago, but has lived on Brickell Ave. in other buildings. In addition to the amenities and beautiful apartments, she says the world-class staff make all the difference. “The added bonus of living here is that the management takes care of you,” she says. “They have a full team, ready and willing to take care of everything immediately — it’s been a pleasure living here!”





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. “I think that this new generation is really looking for something different from what their parents wanted,” says Hollo. “Today, people want connectivity and walkability, options and flexibility, and the burdens of home ownership don’t necessarily mesh with that anymore.”





In fact, residents never have to leave the building if they don't want to. Panorama is a true mixed-use campus with a number of luxuries throughout that are just an elevator ride away. With the on-the-go nature of Panorama's residents, the offerings were designed to serve convenient, everyday needs and create a community-centric nature within the building. One of Panorama Tower's most unique features is its three private movie theaters located within the amenities level. Residents can enjoy a movie, special event or big game with friends in one of the large-screen theaters with plush seating and an adjacent theater bar complete with popcorn and snacks. On the 18th floor, residents can perfect their golf swing in the sports room with the unique golf simulator. Other features include a billiards table and foosball, a private dining room as well as an adjacent wine room with lockers. All are available for resident use and can be reserved for private events.





Among the many lures of Panorama Tower is a focus on health, wellness and a balanced lifestyle. A state-of-the-art fitness center features yoga, Pilates and spinning studios.

Additionally, Purple Orchid offers fabulous breakfast, acai bowls, juices, smoothies, wraps, sandwiches, salads, coffee, snacks and more. Purple Orchid is also part of Panorama Perks, a special benefits card incentive program exclusively offered to Panorama Tower residents. In partnership with neighboring participating businesses in the Brickell area, Panorama Perks is a specially curated program for Panorama residents to enjoy the best of the Brickell area and Miami living. Offering a wide array of incentives, partners include: Baby Jane, Barsecco, Caña Restaurant, Caudalie, Coyo Taco Brickell, DC Pie Co., Dogtown, El Tucan, Fleming's, Jaxson Maximus, La Mar, Latin Café Brickell, Luke's Lobster, Mandarin Oriental Spa, Marion, Raw Juce, Redbar Drink Company, Rik Rak Salon, Shake Shack Brickell, Sproutz, Sweet Caroline, Tacology, and the Miami Heat. Outside, Panorama Tower's expansive pool deck wraps around the tower, offering bay and city views for multiple pools, and is complete with private cabanas and sundeck. There's a stunning main pool with sweeping views of Biscayne Bay, a relaxation pool and even a kid's splash pad area.

New to Miami from Manhattan, Marvin Percival and his wife were a little anxious about finding an



where everything is either on-call or minutes away. When they discovered Panorama Tower, they knew it was the perfect place to call home. “As in Manhattan, everything you need day-to-day can be delivered or is very close without the need to drive,” says Marvin. “Our views are fantastic, expansive and always interesting — our apartment is quite high up — there’s nothing like an early morning sun breaking over Fisher Island and Miami Beach. This is where you want to live!”

Panorama Tower is located at 1100 Brickell Bay Drive, Miami, FL 33131. For more information, call 305.882.9837 or visit PanoramaTower.com.

