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From top: A living room and kitchen in a left residence at the new Three Hundred Collins; renowned designer Thomas Juul-Hansen.

LINEAR LIVING

Thomas Juul-Hansen is the latest A-list designer to put his stamp on Miami with Three Hundred Collins.

By Riki Altman-Yee

With a client roster that includes Jean-Georges Vongerichten, David Yurman and Damon Dash, and a portfolio that boasts interiors for the 90-story Central Park building (which stakes claim to the most expensive residence ever sold in Manhattan), revered designer Thomas Juul-Hansen has now set his sights on Miami Beach.

But the tastemaker is not exactly a stranger to these parts. Born and raised in Copenhagen, Juul-Hansen moved to Miami to work with a furniture-maker when he was 18 and stayed to study architecture at U.M. He left to earn his master's from Harvard and went on to work on myriad residential and commercial projects worldwide. But Juul-Hansen never returned to Miami in a professional capacity until recently, when his friend Jason Halpern, the founder and managing partner of New York's JMH Development, approached him with plans for a luxury boutique condo building at 300 Collins Avenue. "It was the perfect opportunity for me to revisit the city," explains Juul-Hansen. "This is my first project in Miami, [and that's both] exciting and humbling."

Halpern and Juul-Hansen, along with a team of talents, envisioned Three Hundred Collins as a residential tower with edge and

personality, complemented by exteriors balanced with equal parts panache and utility. "We wanted to create a modern, pure and practical space that emphasizes quality of design," says Juul-Hansen. To that end, each of the property's 19 units, ranging in size from 995 to 3,700 square feet, are extensively customized, and no neighbors share the same living experience. "Three Hundred Collins is designed horizontally, meaning we had the opportunity to create unique apartments with individualized layouts," explains the designer. "Living in a horizontal building is akin to living in single-family homes, combining privacy with [distinctiveness]." Some residences even boast exclusive access to private gardens, outdoor kitchens or loft-style ceilings, for example, and they all share deep balconies and handcrafted, organic elements like Kenya Black honed marble in the master bathrooms. Starting at \$1.7 million and climbing up to \$9 million for the penthouse, the condos have terraces with unobstructed views of the water, while the townhouse floor plans offer fully enclosed backyards built on cantilevered slabs. Building amenities include a rooftop saltwater pool lined with individual cabanas, a state-of-the-art gym and a 24-hour concierge.



Juul-Hansen also insisted the exterior style should remain relevant as time passes, and, to that end, he focused on space, light, form and texture. "I believe in efficient spaces and sumptuous materialization," he says. "Buildings that are made with quality materials are built to stay."

As of press time, JMH Development would not confirm if it would be working with Juul-Hansen on its most recent South Florida purchase, a 12-story condo tower in Surfside—one of the last remaining beachfront sites in Miami Beach—but, surely, the top-notch designer's name is top of mind as Three Hundred Collins is expected to sell out fast. "I have a philosophy: If you aspire to do something of very high quality, people will take notice," says Juul-Hansen. "An exceptional product in a great location will always sell." *Sales center, 119 Washington Ave., Miami Beach, 305.563.7784, 300collins.com; thomasjuulhansen.com*