

MODERN LUXURY



MIAMI

Lifestyle



\$498,000 to \$959,000. Exclusively sold and marketed by Fortune Development Sales, the community offers amenities such as a 6,000-square-foot rooftop deck with a rose-colored pool, an outdoor kitchen area with a barbecue and even an alfresco yoga studio.



PHOTOS COURTESY OF TEN30 SOUTH BEACH

REAL ESTATE

A PLACE IN THE SUN

Ten30 South Beach offers modern urban living just a few blocks from the shore. *BY LUIS R. RIGUAL*

After years of concentrating its efforts in Doral with projects such as CityPlace Doral, The Flats, The Manor, Oasis Park Square and One Park Square at Doral, developer Shoma Group is turning its attention east to the coast with Ten30 South Beach, a curated collection of 43 condominiums spread out over four stories in an architectural complex that recalls New York brownstones, albeit undeniably contemporary in tone.

"We saw a void in the marketplace for a project like this and believe the timing is ripe to introduce [this development]," says Shoma Group President Masoud Shojae. "There is nothing else like Ten30. We have an exceptional location in one of the hottest cities on the planet and are offering a spectacular combination of modern design with a price point that is nothing short of compelling."

Situated near Flamingo Park at 1030 15th St., just blocks from Lincoln Road, Ten30 (a name that nods to the property's groundbreaking last Oct. 30) will house studios and one- and two-bedroom units sized from 626 square feet to 1,196 square feet and priced from

In terms of aesthetics, Shoma Group tapped Saladino Design Studios to infuse a midcentury modern feel into the spaces. The firm complied by surrounding the property with greenery, natural woods and finished concrete. There's an outdoor courtyard with a lounge area and a living green wall, and colorful, eclectic furniture and artwork in the lobby—all paying homage to "Palm Springs and the Miami Beach of yesterday," as co-founder Mike Saladino puts it.

Inside the open-space residences, state-of-the-art technology (including Samsung Family Hub refrigerators that allow residents to send messages, order Uber rides and browse internet recipes based on what they have in stock) and high-end finishes like white porcelain tile flooring, quartz countertops and Italian design vanities solidify the idea of modern living. The star units are the eight two-bedroom, two-bath homes (1,596 square feet to 1,855 square feet) with their own rooftop or garden terrace.

"This project is designed to ensure residents can experience all South Beach has to offer," says Edgardo Defortuna, president and CEO of Fortune International Group. "Ten30 truly sets itself apart with an unparalleled location and luxurious design, and is an ideal primary or secondary home."

As to how sales have been adjusted during these shelter-at-home times? "We have a live chat system directly from our website and have shifted to digital presentations via Zoom, and for the time being we have converted our sales office into a digital sales office," says Stephanie Shojae, Shoma Group's chief marketing officer. "We can still show finishes, walk potential buyers through the building, present renderings and show them 360-degree views of the area surrounding the project. We see this as an ongoing trend moving forward with less paper and more virtual experiences." 305.867.5500, ten30southbeach.com



Ten30 South Beach's residences and public areas are contemporary in tone with nods to Palm Springs' midcentury modern architecture and Miami Beach's art deco design.





KREPS DEMARIA

Modern Luxury Miami

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