

HAUTE RESIDENCE

Riding High On The Crest Of A Blue Wave, 57 Ocean Sells The One-Of-A-Kind Penthouse For \$36M, Obtains TCO, And Celebrates A Record 100% Sellout Before Completion As Miami Revels On The Global Stage

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October 6, 2021 by Mary Gibson



Ultra-luxury oceanfront condominium celebrates unprecedented sale success, 100% sold-out milestone and obtains TCO as per launching schedule

MIAMI BEACH, FL (Sept. 29, 2021) – In what may be a first for Miami real estate, a new ultra-luxury boutique building emphasizing Blue Wellness health benefits of seaside living and the connectivity to nature as an amenity par none, has completed the sale of its penthouse and a 100% sell-out before the first buyer has moved in.

Marcelo Kingston, Managing Partner of [Multiplan Real Asset Management](#), the developer of the oceanfront condominium on the iconic Millionaire's Row (5775 Collins Ave.) -- today announced the sale of the building's \$36 million breathtaking full-floor penthouse in conjunction with obtaining TCO and getting ready to close on the Units in October.

The glittering, glass-adorned retreat in the sky is comprised of approximately 7,500 square feet of indoor space and an additional 7,000+ square feet of outdoor terraces including a panoramic pool, spa pools, summer kitchen, and sauna, and features five suites, office, private gym, club room, six full baths, and two powder rooms. Directly fronting the Atlantic Ocean with 360-degree

views of the azure horizon and vibrant cityscape, the sprawling retreat is the pièce de résistance of high-end real estate in the internationally renowned enclave.



The penthouse is the jewel in the crown of one of the most anticipated projects to enter the global prime property market, hailed for its designs as well as its ocean-inspired holistic wellness amenities. The penthouse unit was designed by Sofia Joelsson of [Sofia Joelsson Design](#) boasting a myriad of airy, sunlit living areas -- each beautifully created to maximize a seamless connection to the outdoors. Ralph Arias of ONE Sotheby's International Realty represented the buyer.

57_Ocean is an 18-story modern and forward-thinking beach house boasting a splash of Brazilian style and an even keener focus on health-conscious living. The project is the brainchild of Jose Isaac Peres, Multiplan Real Estate Asset Management's founder and one of the most globally acclaimed developers. The Brazilian Real Estate self-made businessman made his fortune as the largest publicly listed real estate developer in Latin America and later turned his sights to Miami Beach reawakening the South of Fifth neighborhood over the nineties with the Luxury Ill Villagio Condo.

Peres hit a high note with 57 Ocean long before the global pandemic struck, with buyers on both the east and west coasts seeking to live the ultimate Florida lifestyle with a project that responded to a new period in the way people were evaluating a place to live. A home that offered wellness as a key amenity and the ability to live one's best and healthiest life close to the sea. 57 Ocean embraced the concept of Blue Wellness, the belief that being near or on the water is good for physical and mental health. The blue mind is defined as the mildly meditative state of mind that makes one feel cool, calm, connected, creative, sometimes courageous, and compassionate. It's regarded as a time when people get their best ideas.



"The ocean was always a big reference in driving and creating a sense of place -- how it feels to live by the water, how the beautiful ocean can improve lives. By tapping Arquitectonica for the project he not only brought a global perspective of architecture and design but also an expertise in eliminating the boundaries that separate indoor and outdoor spaces to connect as one with the environment," said Jose Isaac Peres, Founder of Multiplan Real Estate Asset Management.

The result was up to 12-foot balconies at 57 Ocean that makes a dramatic statement, enveloping the whole building and truly extending the indoor living to the outdoors. Lush landscaping encompassing vertical green walls and a series of meditation gardens further promote the integration of the project into the surrounding natural environment. As a result, the building has nearly sold out before the first buyer has moved in.

"The caliber of buyers we are seeing truly value wellness and seek to live in places that improve their quality of life and connect them to nature. We will continue developing unique projects in desirable waterfront locations and use the success of 57 Ocean to pave the way for Multiplan to expand and grow its high-end footprint in the U.S.," said Marcelo Kingston, Managing Partner of Multiplan Real Estate Asset Management.



The well-appointed homes feature expansive terraces, as well as contemporary Italian kitchens and vanities by Poliform and premium appliances by Wolf and Sub-Zero. Five-star amenities designed by Patricia Anastassiadis include a holistic spa with treatments, a wellness pavilion with a thermal suite, relaxation and meditation area, poolside treatment cabanas, a state-of-the-art fitness center with Technogym equipment.

"We are delighted to have sold out the project before start closings on the units. None of this success would have been possible without the winning combination of location, product, and execution by Multiplan REAM and our Fortune Sales and Marketing teams," said Edgardo Defortuna, President and CEO of Fortune International Group, the exclusive residential brokerage for 57 Ocean. "Reaching above \$4,500 per square foot is setting a new benchmark and positioning Miami real estate at a new precedent. We were honored to have been a part of this exceptional team."

With recently obtained TCO, closings will soon begin and residents will be able to move in within the next few months. The development team now turns its sights to selling the remaining Duplex Penthouse Unit with expansive views to the water at Ocean Park South Beach, a collection of 10, two-to-four-bedroom luxury residences located in the posh South of Fifth neighborhood. Multiplan has topped off the project this June and expects to deliver the Condo in the Summer of

2022. For more information about 57Ocean call [305.800.5775](tel:305.800.5775) or visit www.57ocean.com. For more information about Ocean Park call [305.800.7623](tel:305.800.7623) or visit www.oceanparksobe.com.



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About Multiplan Real Estate Investment

Florida-based Multiplan Real Estate Asset Management was established by José Isaac Peres to pursue real estate development opportunities in the South Florida real estate market. The natural connections between South Florida and Latin America — from business to personal ties — have continuously re-shaped Miami-Dade County, affording unique opportunities within the development arena. Appreciating that unique synergy, Peres has long maintained a deep admiration for the region, having lived part-time in Miami-Dade since 1998. He furthermore developed the highly-acclaimed Il Villaggio residential and retail community, which is located on Miami Beach's Ocean Drive and faces both Lummus Park and the beach. From its onset, Il Villaggio enhanced the value of the surrounding neighborhood with its record-setting unit values. In the late 1990s, he acquired a bayfront parcel off Brickell Avenue, known today as Jade Brickell — a luxury residential condominium which Peres conceptualized and designed. Financially secure and stable, Multiplan Real Estate Asset Management has structured a dedicated domestic development team, partnered with distinguished local partners, and now looks to further its opportunities in South Florida.

Fortune Development Sales

Fortune Development Sales is the premier, exclusive on-site sales and marketing representative for third-party development projects in South Florida, having represented more than 80 of South Florida's most successful projects. Led by visionary founder Edgardo Defortuna, Fortune has 18 offices around the world, with nearly 1,000 associates and a worldwide brokerage network, reaching prospective buyers in markets as diverse as South Florida, Manhattan, Buenos Aires, São Paulo, Hong Kong, and Paris. Fortune Development Sales is an affiliate of Fortune International Group, a recognized leader in development, sales, and marketing since 1983. www.fortuneintlgroup.com

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