Trump International Hotel & Tower will debut in South Florida as a five-star, 218-unit condominium on the ocean in Fort Lauderdale. Behind the project is real estate mogul Donald J. Trump and prominent New York-based developer Roy Stillman in partnership with internationally recognized resort and hotel development company Bayrock Group. The development will rise at 551 N. L. Lauderdale Beach Blvd., just north of Las Olas Boulevard. Construction will begin in April with completion scheduled for February 2007. Fully furnished and outfitted deluxe studios, one and two-bedroom suites will average approximately $1,000 per square foot.

Flaunting a distinctive, curved shape new to the Fort Lauderdale Beachfront, the 23-story tower, designed by renowned architect Michael Graves and Associates in collaboration with Oscar Garcia Architects, will resemble a 1920s luxury cruise liner in look and feel. "We are thrilled to be entering this market with such a presence. We've found the best location in which to offer the finest and most luxurious living experience. This will truly be a landmark on Fort Lauderdale Beach," states Donald J. Trump.

"Our alliance with two leading development firms creates a tightly woven infrastructure of finance, operations and development expertise that buyers will recognize and the city will benefit from," commented Levitt Art of Bayrock Group, co-managing member of Stillman-Bayrock Merritt, LLC. "To exemplify Trump's signature level of luxury, Trump International Hotel & Tower Fort Lauderdale will have the most elegant interior finishes and features. Italian marble flooring and top-of-the-line appliances, unparalleled amenities and white glove service, a health club and spa, world-class restaurants, concierge, taxi, room service and 24-hour security will be among them."

Trump conceived the condominium hotel concept in New York with Trump International Hotel & Tower on Central Park West, which is currently rated the number one hotel in the United States by Conde Nast Traveler. Two major advantages of Trump's condominium concept are that condominium owners have the option to allow a premier hotel management company to maintain and rent their units when not occupied, and that they are offered among the most favorable rental programs found in the marketplace today.

Donald J. Trump established the Trump Organization in 1980 as the umbrella organization for all of his real estate developments and other corporate affiliates. The Trump Organization is currently developing residential, hotel and golf club projects in Chicago, Las Vegas, Los Angeles, Phoenix, Miami, Toronto, the Caribbean, Westchester, New York, Bedminster, New Jersey and Seoul, South Korea. Roy Stillman, principal of the Stillman Organization, Ltd. is a prominent real estate developer with projects in New York, Connecticut and Florida. The projects range from land planning to residential and commercial developments that include luxury condominiums and hotels. Stillman has most recently completed The Metropolitan, a high-rise luxury residential tower in Manhattan. Bayrock Group LLC is an international real estate investment and development company specializing in luxury residential, commercial, resort, hotel and mixed-use projects. Currently in the United States, Bayrock is developing projects in New York, Florida and Arizona. Bayrock has also developed and owns three luxury resorts on the Mediterranean Sea and throughout Europe, which are managed under Ritz-Carlton, a subsidiary of Bayrock.

The temporary sales center is located at the Galleria Luxury Collection at 951 E. Las Olas Blvd., with the onsite sales center to open in April.

For more information, call 866-TRUMP-07 (866-877-5007) or visit www.trumpfortlauderdale.com.
THE PROPERTY REPO

Builders Hire Noted Architects to Design Condos

Continued from Page 81

Ever since Mr. Brown hired an architect, the firm's studio has been buzzing with activity. On a recent visit, we saw that the firm's design team was working on several projects, including a major renovation of a historic building downtown.

Mr. Brown explained that he chose the architect because of his experience and reputation in the industry. He said, "I believe in hiring the best and brightest to work on my projects."

The architect, a young rising star in the field, has already won several awards for his designs. He believes that design is not just about aesthetics, but about creating a successful environment for the people who will use the space.

"I want to create spaces that are not only beautiful, but functional," he said. "Every project is unique, and I strive to understand the needs and wants of my clients to create a space that meets their every requirement."
THE FLORIDA BUYER

“We’re raising the industry standards with Beach House; our buyers know it and want to be part of it.” — Rodrigo Nino

BEACH HOUSE

When Rodrigo Nino, president of Prodigy International Development Sales and Marketing, developed a new, sister company to Prodigy International Property, he knew he wanted to create something special—a glass residential building designed by world-renowned architect Richard Meier. At Beach House, the result is a truly unique experience. The four-bedroom residences offer panoramic views and are equipped with state-of-the-art amenities, including high-tech security systems, marble and granite finishes, and contemporary fixtures. The building is located just steps from the beach and provides easy access to fine dining and shopping.

TRUMP INTERNATIONAL HOTEL & TOWER FORT LAUDERDALE

What: Trump International Hotel & Tower Fort Lauderdale

When: Donald Trump, Jr., partner, The Trump Organization, Roy Stilman, Managing Member of Stilman/Bayrock Management LLC, Jody Kries, Director of Finance, Bayrock Group, Principals/Owners: Donald Trump, Jr. and Roy Stilman, Developers: Bayrock Group LLC, Property: A 296-unit, condominium hotel designed by Michael Graves and Associates in collaboration with Oscar Garcia Architects, the Trump International Hotel & Tower in Fort Lauderdale, with its curvilinear lines and dazzling Art Deco accents, culminates the elegance of grace and style of the luxurious ocean liners of the 1920s. Each of the hotel suites/residences will be delivered completely with top-notch fittings and fixtures. Floorplans include double Junior Suites, junior and two-bedroom suites from 530 to 4,000 square feet. Price Range: $500,000 to $4,000,000. Scheduled Completion: February 2007. Units Sold: 220 out of 296. Buyer Demographic: "It’s very varied," says Trump, Jr. One of the buyers is a Florida lawyer, another is a South American, and international buyers from the rest of the world and first-time "Trump" buyers who want to be a part of their lifestyle. Buyer Background: "When you deal with these price points, you’re going to get an educated consumer," says Trump. Jr. "This is not a first-timer, but a sophisticated buyer who knows what he’s getting into." The mix also includes design-savvy clients who know the work of the building’s architect, Addie Roy Stilman. This is the first time an architect like Michael Graves will design a building in Fort Lauderdale (and our buyers know that). This will truly be a landmark on Fort Lauderdale Beach that will bring a new level of opulence and sophistication to South Florida.

Median Age of Buyer: A good mix and both extremes," says Trump, Jr. "We have young people who have done incredibly well for themselves as well as typical older buyers who want to enjoy Florida for a couple of weeks out of the year." Main Draw: "Very attractive will be the presence of two leading developer firms, says Jody Kries. "This creates a tightly woven infrastructure of finance, operations and development attitude that buyers will recognize and that the city will benefit from." Sales Center: Galleria Collection of Fine Homes, 945 East Las Olas Boulevard, Fort Lauderdale, 866/919/6701, www.trumpfortlauderdale.com

ARCHITECTURAL DIGEST, JUNE 2005
NEW LIST
The AD 100
The World’s Top Designers and Architects

Michael Graves
341 Nassau St.
Princeton, NJ 08540
609-924-6409
Fax: 609-924-1795

Early on, the decided-ly classicist Michael Graves had modernist heroes, "Charles Eames, Le Corbusier, Mies van der Rohe and Eero Saarinen shared one important characteristic," he explains. "They were engaged not only in architecture but in the things that define the character of a room: the interiors and what they contain." Today his 105-person firm executes that same design crossover in wide-ranging projects, including a new multiple-unit residence on New York City's Fifth Avenue. Graves names Rome as an influence as well. He spent time there first as a recipient of the Rome Prize and then as a trustee of the American Academy in Rome. "The city itself is an artifact," he notes. "It's not a matter of style but rather of the language of architecture. For our time and place, I'd like an emphasis on the common, enduring values of design over the "new."
brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.

The Miami Herald
HOME & DESIGN
APRIL 17, 2005

brand-name condos

Hiring top architects to design condominiums is the latest selling tool — especially in communities saturated with projects.
Trump Hotel to rise on Lauderdale beach

March 13, 2005

Construction will begin next month on a Trump International Hotel & Tower, a 298-unit condo-hotel at 551 N. Fort Lauderdale Beach Blvd., on the ocean in Fort Lauderdale.

The 24-story tower, designed by architect Michael Graves' firm in collaboration with Oscar Garcia Architects, will resemble a 1925 luxury cruise liner.

Real estate developer Donald J. Trump, New York-based developer Roy Stillman and a resort and hotel development company called Bayrock Group are partners in the venture.

The tower will have furnished studios, as well as one- and two-bedroom suites. Average prices will be about $1,000 a square foot.

The temporary sales center is at the Galleria Luxury Collection, 954 E. Las Olas Blvd., with the on-site sales center scheduled to open in April.

AN ACE IN THE HOLE

TRUMP INTERNATIONAL HOTEL & TOWER IS IN THE CARDS FOR FORT LAUDERDALE

by Joie A. Schmitz

in the heated game of South Florida real estate, Fort Lauderdale has been dealt a winning hand. The competition can consider itself Trumped. The business mogul's name recently staked its claim on prime oceanfront property between the Atlantic and the Intracoastal. Trump International Hotel & Tower Fort Lauderdale will become a destination for many and a home for a select few. The 24-story condominium hotel, Donald J. Trump's first signature project in Broward County, rounds out the mogul's presence in the tri-county region and promises to be a prominent 21st century residential landmark when it is complete.

"Florida has been a great place to develop," said Trump, who has also built the legendary Mar-a-Lago Club and Trump International Golf Club in Palm Beach. "In particular, Fort Lauderdale will benefit immensely from this project. The zoning is popular, the architecture will be amazing and the market has been calling for this. Buyers have been waiting for something spectacular. This is it."

No other real estate company has established a brand identity that rivals that of Trump. His signature projects are known and trusted for supreme luxury the world over. While his name precedes his work, Trump has also managed to assemble an incomparable team to back up his reputation. The masters of the development trade have all converged to work on Trump International Hotel & Tower Fort Lauderdale.

Roy Stillman, a leading real estate developer with a portfolio of some of the most impressive developments in New York, Connecticut and Florida, is the Trump International Fort Lauderdale project co-developer. He says the fit out and completion are his work, which he considers a form of artistry. Just as he did for his acclaimed condominium, The Metropolis, in New York City, Stillman will personally make it his mission to seek out and incorporate only the finest textiles, materials and fixtures in Trump International Fort Lauderdale. The end result of his efforts, he hopes, will be the finest building in all of Florida.

"I hope to raise the standard in the state's development," commented Stillman. "Here it has never been customary to, for example, provide flooring other than concrete. Our units are going to be shrewdly and intricately outfitted so that residents can just move in. My intention is that other developers will follow suit, bolstering the bar on real estate work in the area."

Stillman will combine his talents and propensity for producing works of excellence with the incomparable architectural skills of Michael Graves. Together, the pair has conceptualized the structure's profile and its interior design. Bayrock Group, a luxury real estate investment and development organization, will also be contributing to the structuring and operation of Trump International Fort Lauderdale. The development quartet has brought to the project an unmatched caliber of expertise.

Trump International Fort Lauderdale will be comprised of 298 expertly-appointed deluxe studios, and one- and two-bedroom suites. The modern layouts feature flexible floorplans that can easily be combined with other units to create larger spaces, or customized according to the resident's predilection. Each space will be delivered fully finished. Onsite, there will be the standard luxury amenities, such as a 5,000-square-foot health club and spa, and a fitness center complete with state-of-the-art equipment and an extraordinary personal training staff. A world-class restaurant with indoor and outdoor seating and a grand mosaic-tile pool and sun deck both
front the ocean. But what truly sets Trump International Fort Lauderdale apart from the other developments popping up in the area is its expected attached service.

As part of the Trump five-star philosophy, each guest can expect the same outstanding service at any Trump International destination—from New York to Chicago to Fort Lauderdale. Each resident is assigned a Trump Attaché who functions as a personal concierge, providing comprehensive attention to that individual's needs and preferences. The dedicated attaché will closely care for and cater to the details of each residential atmosphere. Included in the signature service will be a cell phone and complimentary business cards and personalized stationary to use while onsite.

Another highlight of Trump International Fort Lauderdale is its amenities. It is the valuable hotel/condo program. The system creates a flexibility that Florida homeowners can appreciate.

When at home, owners can enjoy all the perks of 24-hour, white-glove service—including five-star amenities, concierge assistance, housekeeping, room service, valet service, and live security. When not in residence, owners can place their unit in a voluntary rental pool. The rooms are rented out by hotel reception, subsidizing the owner's fees. The market, saturated with second- and sometimes third-home buyers who live in other locations, has created a demand for this type of residential/reental program. Ultimately, it sets up ease of ownership and maintenance for the consumer who wants simplicity when on vacation.

So, it would seem the deck is stacked in favor of Fort Lauderdale. Trump International Hotel & Tower will encompass incomparable design, exude unmatched eloquence and embody the quality and integrity that is associated with the Trump name.
Trump Fort Lauderdale

Trump International Hotel & Tower Fort Lauderdale will serve supreme as the designation of choice for those seeking a lifestyle of privilege. The 26-story, condominium-style residence by Donald J. Trump and Salomon-Silverman will feature 268 fully furnished, high-rise units and one and two-bedroom units starting from $500,000. Designed by Michael Graves, the development will feature splendid views of the Atlantic Ocean and the Intracoastal Waterway from its location at 551 N. Fort Lauderdale Beach Boulevard. For more information, call 866.TRUMP.G1 or visit www.TrumpFortLauderdale.com.
Condo-hotel investments offer ownership, rental income — and risk.

By Joanne Maslen

When Henry Moy first reserved a Fort Lauderdale condo-hotel girnt in late 1996, the idea wasn't far from the ground in South Florida. Few people knew what it was. "When I first thought of it, I was just thinking, 'Oh, well, what do you mean? It's a hotel? Big deal. It's a hotel.'" he recalled.

How condo-hotel is are hot. And May hopes to build his early faith to the fever to the back. His is a development built, evidenced by its robustness: a price tag of less than $400,000 is now the market for $645,000.

"It has appreciated greatly," he said.

In a city that's not looking towards condo-hotel, which are popping up from Fort Lauderdale to Hollywood Beach, buyers get the ownership of an apartment with the services and the amenities that are now hotel residents.

Typical prices:
- $44,500 for the St. Regis, $57,400 for the Biltmore, $62,000 for the Conrad north of the beach.
- $72,000 for the Ritz-Carlton; $90,000 for the Condominium; $120,000 for the The Cloisters.
- $140,000 for the Turnberry; $140,000 for the Turnberry; $180,000 for the Turnberry; $200,000 for the Turnberry; $240,000 for the Turnberry.

But owning this new real estate hybrid unknown with condo-hotel, broken adds. Prospective buyers need to have their eyes on more than how much the rent they appreciate in value before they take a check for down payments of dollars down.

"For one thing, calculating appreciation is complicated," he said. "You need to consider the market value of the property, not just the price you paid for it. It's a form of rental income. Prices tend to be 25 percent lower than comparable units in standard condominiums. Until the market stabilizes, it's a good deal for buyers.""
Architect Daniel Libeskind has built his reputation on some famous commissions. He created the master plan for the new World Trade Center in Manhattan and designed the Jewish Museum in Berlin. Now he's got a new project, a luxury condominium in Covington, Ky.

As developers flood real-estate markets around the country with posh apartments, developers are turning to big-name architects like Mr. Libeskind to distinguish their building from others in town.

"High-rise living is redefining cities," says Ralph Johnson, a Chicago architect with the firm Perkins & Will, who is designing a well-shaped 34-story tower in St. Petersburg, Fla., for Donald Trump, who is in the past hired less well-known architects to devise black glass and gold-trimmed towers, has attached his name to a project. Libeskind's condo, like the one he's doing in New York for Robert A.M. Stern, will have a stone facade combining glass and stone, with a signature square, flat-top roof.

In part, developers are taking advantage of affluent buyers' interest in high-profile architecture. And the strategy is working: a recent sale for two-thirds of the 56 units in a condo building by Mr. Libeskind in Denver sold for more than $500 a square foot, a record for that city. The groundbreaking isn't until mid-May. The $21 million glassy-block structure will sit across a small park from Mr. Libeskind's $12 million addition to the Denver Art Museum. Both will open in 2006.

The developers, Mike High Development and Corpris, are using a large photo of Mr. Libeskind in his prominent materials for the Museum Residences. Brochures offer multiple views of the buildings and Mr. Libeskind added in black and grey, sported in signature square spectacles. His slogan: "Location, Location, Architect."

The building, however, is not in an established residential neighborhood. It's near the state Capitol Building and local courts, said people at the site, having had some success on the eastern edge of downtown. The nearest supermarket is a 15-minute walk.

Five blocks closer to a more residential neighborhood is the Beauvoir. It's also a luxury condo, but not designed by a famous architect. The units sold out, but for $140 a square foot last time. Mr. Libeskind's building will begin construction in lower Manhattan, will price condos starting at $39 million.
 Builders Hire Noted Architects to Design Condos

Continued From Page 10

Even though it has amenities such as a gym and a private movie theater, the new residential development is attracting a lot of interest.

A new condo project is set to open in the next few weeks, offering high-end living in a prime location.

The new development is considered a significant addition to the city's housing market and is expected to attract a diverse range of buyers.

Architects have been hired to design the new building, ensuring it meets the high standards of modern living.

The project is located near the city's bustling downtown area, providing easy access to all the city's amenities.

The building will feature state-of-the-art amenities, including a rooftop pool and a fitness center.

Residents will enjoy a high level of comfort and convenience, with easy access to public transportation and shopping centers.

The building is scheduled to open in the next few weeks, and interested buyers are encouraged to schedule a viewing appointment.

For more information, please contact the project's sales team or visit the website for details.

THE WALL STREET JOURNAL.

APRIL 20, 2005
Breaking Ground

As one of the most premium real estate markets in the United States, Florida attracts developers from all over the world. And each of these clever marketers is seeking to create the next big thing. Branding has become an important facet of the Florida real estate landscape. Here, a marque name goes a long way in establishing the tenor and reputation of a property. Hip hotelier Ian Schrager is developing a luxury hotel-condo in Miami Beach, but when it comes to self-branding, no developer does it better than Donald Trump. When the Trump name is attached to a project, it creates instant buzz. More importantly, it translates into instant sales and—in many cases—a quick sellout.

Trump Tower Tampa

On the west coast of the Sunshine State, Trump has partnered with Tampa, Fla., developer SimDeg-RoBEL to create Trump Tower Tampa, a luxury condominium that will feature 192 residences priced from $700,000 to over $6.5 million. It is Trump’s first project on the Gulf of Mexico and, at 52 stories, it will be the tallest building on the west coast of Florida. “We’re going to produce something that’s never been produced in this area before,” said Trump at the project’s opening. “There’s always competition, but nobody will have the height we have or the architect we have, and nobody will have the name Trump.”

The project was designed by the prominent Tampa firm of Smith Barnes Santiesteban Architecture, and will be built by Turner Construction. The $220 million Trump Tower Tampa is located on a 1.5-acre site along the Hillsborough River in the heart of Tampa’s financial and cultural district. The condominiums and penthouses will range from 1,991 square feet to 6,150 square feet and will feature the finest appointments and amenities—concierge and valet service, business center, a party room with catering kitchen, a fitness center and spa, serviced suites for overnight guests, billiards and game rooms, a restaurant and a pool deck. The lobby will feature exotic wood finishes, imported marble floors with inlaid onyx highlights and a covetable art collection.

Already, the tower is nearly sold out. Ninety-eight percent of the condominiums were reserved by the time the sales center opened in February; completion is projected for 2007.

Trump Tower Tampa, 813.225.2070, www.trumptowerampa.com

Trump International Hotel & Tower

Trump is also expanding his empire on the east coast of Florida,
where he already has several projects in the works. His newest undertaking is Trump International Hotel & Tower, a five-star, 298-unit hotel-condominium on two oceanfront acres in Fort Lauderdale, to be built in conjunction with New York resort developer Roy Stillman and Bayrock Group LLC.

The 24-story tower, designed by famed architect Michael Graves, will feature units ranging in size from 530 square feet to 4,000 square feet. Prices will span from the $500,000s to over $3 million. Each unit will be fully furnished, replete with flat-screen TVs, DVD and CD players, state-of-the-art kitchens, imported Italian marble flooring and spacious bathrooms.

"The name of the game here is five-star service," Stillman says. Residents and hotel guests will have access to all the services of the hotel, including white-glove concierge service, valet, housekeeping and room service. Amenities will include a 5,000-square-foot health club and spa, a fitness center with personal trainers, a world-class restaurant and a pool deck overlooking the ocean—all in the heart of Fort Lauderdale Beach, which is experiencing a renaissance with the development of other hotel-condominiums under the W Hotel and St. Regis flags. Trump International Hotel & Tower is scheduled for completion in 2007.

The Shore Club

Another hotel-condominium making news in South Florida is the Shore Club, a conversion of an existing hotel on Collins Avenue in Miami Beach to a hotel-condominium.

Hotelier Ian Schrager—known for developing the legendary Studio 54 in New York City as well as the Delano, one of the hottest hotels on South Beach—will invest over $20 million in the existing hotel to create 245 newly configured units ranging in price from the $500,000s to $20 million, some of the highest prices ever asked for hotel-condominium units in Florida. One of the priciest penthouses is three stories of over 2,400 square feet, and comes with a 3,000-square-foot terrace, a private lap pool and 360-degree views.

Shore Club unit owners will have access to all hotel services, including the restaurants, bar, fitness center, beach concessions and even pet walking and sitting services. They will also have privileges at the neighboring Delano and VIP treatment at all hotels, bars and restaurants owned by New York's Morgans Hotel Group, Schrager's firm.

Amenities at the Shore Club include Nobu, the cutting-edge Japanese restaurant owned by Nobu Matsuhisa and Robert DeNiro, as well as Ago, a Tuscan restaurant, and the famed Skybar.

"The Shore Club is an opportunity for people to be part of the lifestyle I have spent the last 20 years cultivating," Schrager says. "There's something sexy in giving people the opportunity to own within one of these lifestyle hotels."

Schrager already has a waiting list of anxious buyers. He plans to give his current customers first dibs and has fielded a few phone calls from people inquiring about the $20 million penthouse. Occupancy at the Shore Club is expected to begin in the fall of 2006.