



By appointment  
to HM The Queen  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



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to HRH The Prince of Wales  
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**BENTLEY**

## Press Information

### **A TRIUMPH IN DESIGN– BENTLEY RESIDENCES, SUNNY ISLES BEACH, MIAMI**

- **Bentley Motors and Dezer Development collaborate on the debut Bentley Residences project, set to complete in 2026**
- **A suite of communal amenities varying from a wellness centre to a cinema will complement the 216 exquisitely-furnished apartments**
- **Bentley designers Brett Boydell and Chris Cooke share highlights and their inspiration behind the project**
- **A newly opened sales gallery gives a flavour of the design details that will feature within the Miami beachfront residential building**
- **A showstopping Bentley sculpture is now installed on the beachfront Sales Centre driveway**
- **Discover more: <https://bentleyresidencesmiami.com/>**

**(Crewe, 7 April 2022)** The plans for Bentley Residences are a paragon of design brilliance. The newly opened sales gallery in Sunny Isles Beach, Miami, Florida, celebrates the design achievements so far, and builds anticipation and excitement surrounding the project, that is due to complete in 2026. Spanning 12,000 sqft, the sales gallery offers buyers a first-hand glimpse at the private beachfront one-of-a-kind development of 216 residences. A suite of renders has been released giving a preview of the luxurious communal spaces, wellness and lifestyle amenities, as well as the plans for the private residences themselves. Each of these spaces has been designed to ensure that residents experience Bentley as a part of their journey, both in and out of the building.

Bentley designers Brett Boydell and Chris Cooke have led the design of the project, working closely with Dezer Development and Sieger Suarez Architects.

Their expertise has shaped the exquisitely designed building and its interior,

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### **Nina Eadie**

Lifestyle Communications  
nina.eadie@keko.london  
+44(0)7725 737984

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and they have worked hard to carefully integrate Bentley design throughout each and every corner.

### **A DESIGN MASTERPIECE**

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Brett Boydell, Bentley Head of Design Collaborations, says: "One of the biggest achievements when we design a car, is to have a whole group of designers working together, but to make it look like it came from one person's hand. We have the same exciting challenge with Bentley Residences, but on a 70-storey scale."

He continues: "In reality, each element has been considered, understood and designed by the Bentley Design Team, by our partners at Dezer Development and by Sieger Suarez Architects, but the overall effect is seamless."

Chris Cooke, Bentley Product and Lifestyle Design Manager, adds: "We have applied the same attention to detail that goes into our cars into this very building. Each space is different, but with distinctive Bentley design cues styled harmoniously throughout."

A sense of harmony is something that has been carefully considered. The concept of indoor-outdoor living was really important to Bentley, who's customers enjoy the feeling of being out on the open road, just as much as being cocooned within the comfort of their car cabins.

Each residence will have an individual balcony swimming pool, as well as unobstructed views through seamless floor-to-ceiling glass.

Diamond-shaped glass panels adorning the building's façade are angled meticulously to create the perfect natural light refraction. The same patterns

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and silhouettes are echoed throughout the building, for example, through the diamond-shaped tiles adorning the floor of the lobby. The simple diamond motif is a signature of Bentley design DNA, found throughout all of the brand's products and cars.

### UNIQUE FEATURES

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The environment of each communal area of the Bentley Residences has been carefully considered. The aim is to bring residents together as a community, fostering an atmosphere of relaxation, while still remaining social.

Private and communal amenities include: a cinema, a games room, a wellness centre and spa, a whisky bar, a cigar lounge and a restaurant. Each has been carefully curated to maximise comfort and luxury, and to subtly bring Bentley's design DNA throughout each detail.

The cinema has been designed to mimic the concept of a Bentley car interior. Chris Cooke explains, "A cosseting sofa wraps around the back of the rear three walls, embracing residents in the space."

The games room is state of the art, equipped with VR headsets, and simulators both for golf and for driving.

A whisky bar will grace the finished building, and for now, visitors to the sales gallery can get a taste of how the final installation will look and feel. The bar itself is inspired by the iconic matrix grille of Bentley's cars. Suspended from the ceiling, the bar appears to be weightless and floating.

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The Bentley Residences will bring to life a transformative wellness offering, giving residents a space to connect, re-energise and relax through complete sensorial immersion.

Throughout the sales gallery and the Bentley Residences building, Bentley Home furniture pieces will feature. The Bentley Home furniture range is hand-crafted in Italy and is known for extraordinary levels of craftsmanship. The pieces feature distinctive lines and mimic the materials and finishes of Bentley's cars.

### NATURAL MATERIALS

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Visitors to the new sales gallery can witness first-hand the attention to detail that is going into the planning of the project.

The lobby of the building will feature some impressive pillars, each threaded with the vertical veins of the natural wood used, ingrained with copper dust to add a subtle, metallic finish. This technique was used in Bentley's concept car, the EXP 100 GT, and makes a statement on the innovative use of wood and new materials that will distinguish Bentley's future design.

It is really important, to both the Bentley Motors and Dezer Development teams, throughout the Bentley Residences building, as many materials as possible are locally sourced, and that each and every element matches the same exacting quality standards of the materials found within Bentley's cars.

Natural materials feature heavily throughout the building, and some key components are wood, leather and glass – drawing parallels with Bentley cars.

The exciting thing for the Bentley design team, was to be able to take the

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same materials, and go above and beyond anything that can be achieved in a car, making use of the substantially larger space, and diversity of areas.

Brett Boydell explains: "I think it's the approach to every element within the Bentley Residences which gives that feeling of harmonious and inspiring design. This runs throughout everything from the materials, to the colours, and the richness of all the execution is synonymous with what you would find in our cars."

### MODELS AND SCULPTURE

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The new sales gallery also plays home to a spectacular, full-scale, new sculpture, designed by the Bentley designers in Crewe, with the Miami beachfront in mind. Epic in size, the Bentley speed form sculpture is inspired by the flowing lines and surface definition seen in our luxury cars.

Brett Boydell describes: "The form has been designed to reflect the cars strength and power in volume whilst celebrating its beauty and elegance within the details of its key lines."

He continues: "The colour of the exterior is a unique paint mixed in the Bentley paint shop and was specially created to come to life in the bright Miami climate whilst enhancing the sculptures form. "

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Details:

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Sales gallery address: 18325 Collins Ave, Sunny Isles Beach, FL 33160



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For sales enquiries: [bentleyinfo@dezer.com](mailto:bentleyinfo@dezer.com) Phone: +1 305.932.1000

For media enquiries: [nina.eadie@keko.london](mailto:nina.eadie@keko.london)

- ENDS -

### Notes to editors

Bentley Motors is the most sought after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company's three model lines, Bentayga, Continental and Flying Spur. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.

### Dezer Development

Dezer Development was founded in 1970 by creative and innovative real estate visionary, Michael Dezer. With the involvement of his son, Gil Dezer, President of Dezer Development, the company has grown to encompass unique and strategic holdings in New York, Florida, and Las Vegas over the past 45 years. Today, with just over 27 oceanfront Floridian acres, Dezer Development has arguably one of the largest holdings of beachfront property owned and developable in the state. Dezer Development's branded real estate portfolio includes Porsche Design Tower, and Residences by Armani/Casa and now, Bentley Residences. Generating an unprecedented response from a broad range of local, national, and international buyers, the prolific developer has successfully sold over 2,700 units and generated over \$3.6 billion in sales.

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