

Edgewater shines during Art Basel week

Powerful developers team up for beaming light display in neighborhood

By Eric Kalis

A group of powerful developers, including The Related Group, is hoping to draw attention to Miami's booming Edgewater neighborhood during Art Basel week with a beaming light installation.

Related, Eastview Development, mckafka Development Group and Melo Group all agreed to allow white light displays on their Edgewater project sites. The installation is being operated for five hours starting at 6 p.m. each night of Art Basel Miami Beach except Sunday, when the event concludes. Cervera Real Estate's Alicia Cervera and ISG World principal Craig Studnicky worked together to organize the display and get each builder on board.



The vertical lights can be seen from Miami Beach, Art Basel's epicenter. Art enthusiasts driving to Midtown Miami for Art Miami events will pass by the installation.

"Art Basel is all about being inspired and inspiring people," Cervera told The Real Deal. "In that context, we are positioning East Edgewater as the wonder of this neighborhood. This part of the shoreline is coming to life.

At least 10 condo towers are currently proposed in Edgewater, which covers a 20-block stretch of Biscayne Boulevard from Northeast 17th to 37th streets. The development sites in the light display are Eastview's Biscayne Beach, mckafka's The Crimson, Melo's Bay House and Related's Icon Bay and Paraiso Bay.

The installation marks "the first time competitive developers have joined forces to promote an area," Studnicky told The Real Deal. "With this unique initiative, the developments are working together to sell the next ground-floor neighborhood of downtown Miami." — Eric Kalis