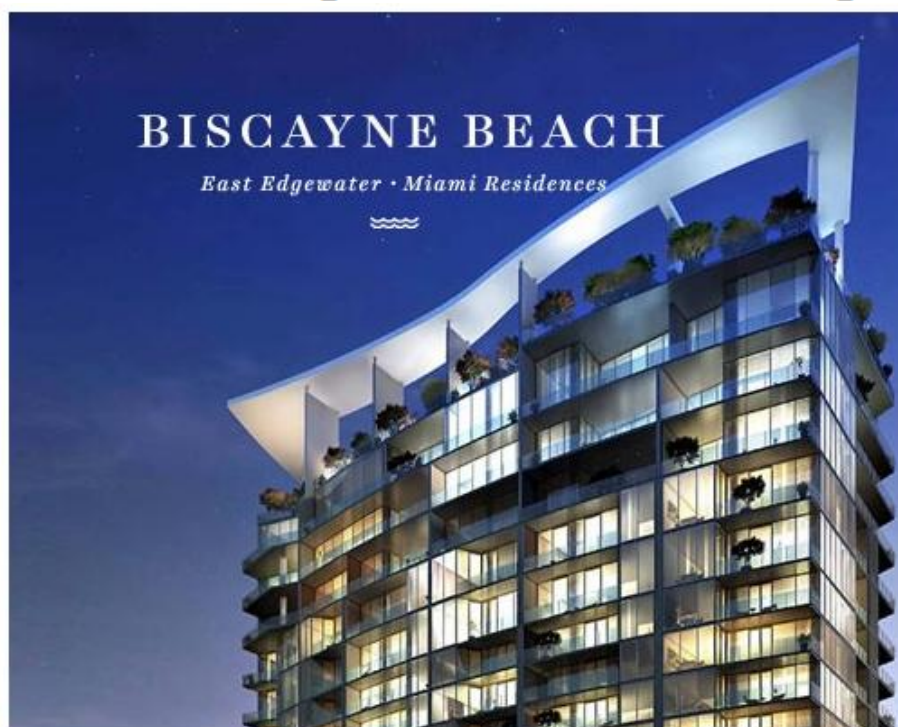


WHAT'S IN A NAME?

Alicia Cervera Names Edgewater's 'Good Side' Edgewater East



Here's a new name for the section of Edgewater between Biscayne Boulevard and the bay, invented by Alicia Cervera: **Edgewater East**. It's short, it's sweet, and it's not something nauseating like *SoWyn*. One of the first new projects to embrace the name in its marketing is Biscayne Beach, a Cervera baby. Sure **Edgewater East is new neighborhood name to add that wee bit of real estate marketing** ~~sheer~~ wizardry that drives up prices, but it's also just a geographic alteration of the broader neighborhood's much older name, Edgewater. And that's fine.

On the other hand for as long as money, wealth, conspicuous consumption, and real estate envy have existed, people have been finding ways to point out that their neighborhood, or their corner of their neighborhood, is better than other 'lesser' environs of said neighborhood. Location, location, location. So, you've got Edgewater East. It's near the bay, it's farther away from some still-somewhat-sketchy neighborhoods, it's got bigger buildings, it's somewhat flashier, and it's more expensive than the "other" side Edgewater. **By default, does this now create an Edgewater West?**