



MIAMI BEACH'S LINCOLN ROAD GAINS NEW HIGH-PROFILE GARAGE AND RETAIL SPACE DESIGNED BY 'STARCHITECT' ENRIQUE NORTEN

NAMED 'OFFICAL GARAGE' OF *SLEEPLESS NIGHT*

MIAMI BEACH, FL – October 12, 2011 – Miami Beach's legendary walking promenade, Lincoln Road, has gained an important new destination with the addition of Park@420, the innovative Enrique Norten-designed parking garage and retail center. Situated behind 420 Lincoln Road, the original 1940s-era building at the southwest corner of Washington Avenue and Lincoln Road, Park@420 is literally at the center of the city's vibrant artistic, cultural and retail renaissance. Park@420 will be open to the public in time for Lincoln Road's wildly popular Halloween weekend.

Park@420 will be open to the public in time for Lincoln Road's wildly popular Halloween weekend and has been named as the "Official Garage" of *Sleepless Night* on Nov.5 in Miami Beach. The garage is offering a special *Sleepless Night* flat fee of \$10 from 6 p.m. to 6 a.m.

The five-story, \$40 million contemporary complex contains a 500-space parking garage with an entrance conveniently located on 16th Street and Drexel

Avenue, and Shoppes@420, which boasts 17,400 square feet of available retail and restaurant space.

Lincoln Road is now anchored on both east and west by mixed-use garage structures designed by two of the world's top architectural firms: Norten's TEN Arquitectos, based in Mexico and New York, and Herzog & de Meuron of Switzerland, which designed the garage at the corner of Alton Road.

Neighbors include architect Frank Gehry's New World Center (designed for the New World Symphony); The Fillmore Miami Beach at Jackie Gleason Theater; the Miami Beach Convention Center; Miami City Ballet; Bass Museum of Art; and The Wolfsonian-FIU. Recently, FIU's College of Architecture + The Arts opened its Miami Beach Urban Studios campus at 420 Lincoln Road, adding to the growing artistic synergy of the area.

"As we created this new structure, we visualized a design that would fit both the tempo of the neighborhood and also connect with the dynamics of a garage," said former Ambassador Paul Cejas, president and CEO of 420 Lincoln Road Associates, the property owner. "And then, with the opportunity to weave in the new FIU campus, we were able to capitalize on the artistic and cultural energy that now embodies this truly exciting neighborhood."

TEN Arquitectos (Taller de Enrique Norten Arquitectos) was founded in Mexico City by Enrique Norten in 1986 and has produced numerous award-winning and acclaimed architectural projects. Current commissions include two mixed-use buildings in Washington, D.C.; a shopping mall in Puebla, Mexico; the master plan and library of Universidad Panamericana in Mexico City; and a new vision for Rutgers University's Livingston Campus and Business School.

Construction is underway for a museum in Mexico, Acapulco's City Hall, and Mercedes House in New York City, a luxury rental development overlooking the Hudson River.

Award-winning projects such as the Guggenheim Museum in Guadalajara, Mexico and the National School of Theater at the National Center of the Arts and Hotel HABITA, Mexico City have established the firm as a leader in contemporary architecture.

In the past two decades, the firm's projects have been recognized with numerous awards, such as the 2009 Institute Merit Design Award from the American Institute of Architects (AIA) New York Chapter for the Xochimilco Master Plan and Aquarium and a National 2009 Institute Honor Award for Regional and Urban Design from the AIA for the Orange County Great Park.

"We conceptualized all aspects of the new building before construction began," said Lamys Guerrero, Vice President of 420 Lincoln Road Associates, who is overseeing the construction of the building. "Our team captured the boldness of Norton's design and managed the project through its two years of development and construction working in close collaboration with the architect, the community and the city to achieve an iconic masterpiece that will make a lasting contribution to the urban fabric of Miami Beach."

The still evolving city-wide block, anchored by the original 1940s building, is ideally centered in the heart of South Beach, just blocks from the beach, convention center, City Hall, cultural arts venues, and hotels. A 20,000 square-foot, 1,600-seat former movie theater, located adjacent to the new addition, is in the process of being transformed into a multi-level retail space with an anticipated opening of December 2012.

For leasing information, please call (305) 534-4739
or visit www.420LincolnRoad.com.

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