

# JEM

PRIVATE RESIDENCES

MIAMI WORLD CENTER

Developed by Naftali Group



## FOREWORD

Welcome to JEM. Over three decades, my team and I have developed the most sought-after residences in New York City and throughout the world. As our inaugural residential property in Miami, JEM continues that proud tradition.

We have collaborated with the world's top talents in architecture and design to create a jewel of a building—one whose quality, design, and artistry are unlike anything else in South Florida. A product of our passion and dedication, JEM is a true collector's edition. Its peerless craftsmanship and construction are guaranteed to stand the test of time.

At Naftali Group, our work is a tribute to the greatest global cities. A true international capital, Miami is abundant with culture, flavor, beaches, creativity, shopping, and attractions. JEM is at the heart of that signature magic. Located at the focal point of Worldcenter, Miami's most iconic new neighborhood, it is an urban oasis just one block from Biscayne Bay.

We invite you to discover JEM.

**MIKI NAFTALI**  
CHAIRMAN AND CEO | NAFTALI GROUP



PORTE-COCHÈRE







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AN ACCLAIMED TEAM

Naftali Group, Arquitectonica, Rockwell Group, EDSA





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Inspired by the essential vernacular  
of Miami's architecture, JEM  
embodies the glamour of the past  
to artfully conjure the living of  
the future.

BERNARDO FORT-BRESCIA  
FAIA, PRINCIPAL | ARQUITECTONICA





VISION

## THE JEWEL OF MIAMI

Once in a Generation

An architectural masterpiece, JEM will transform the skyline while introducing an incomparable living experience to Miami. The building's sophistication, integrity, level of service, and variety of curated spaces—from the private porte-cochère to the exclusive JEM Club—are unsurpassed. Its exclusive collection of residences, each meticulously designed, offers commanding vistas that exalt light and expansiveness. JEM's address within Miami Worldcenter establishes the neighborhood as an international focal point worthy of its prodigious name.

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JEM is a building beyond compare—an urban oasis within the city. Both beautiful and practical, it offers a dialogue between craftsmanship, expertise, and innovation.

MIKI NAFTALI  
CHAIRMAN AND CEO | NAFTALI GROUP

VISION

## A VISIONARY DEVELOPER

Naftali Group

Naftali Group's notable track record includes many of the world's most significant developments and landmark restorations. Led by Chairman and CEO Miki Naftali, the real estate firm's dedicated team of accomplished professionals takes an informed and imaginative approach to designing homes that meet and exceed the expectations of today's most discerning residents. Committed to fostering both creativity and originality, Naftali Group nurtures one-of-a-kind collaborations with the most forward-thinking names in architecture, design, and hospitality around the world.





200 EAST 83RD



THE SHEPHARD



THE PLAZA HOTEL



THE BELLEMONT



THE BENSON



THE BENSON



200 EAST 83RD





“”

It is Paris that makes one  
feel poetic, Rome that makes  
one feel heroic, yet it is Miami  
that makes one feel young.

PIETROS MANEOS



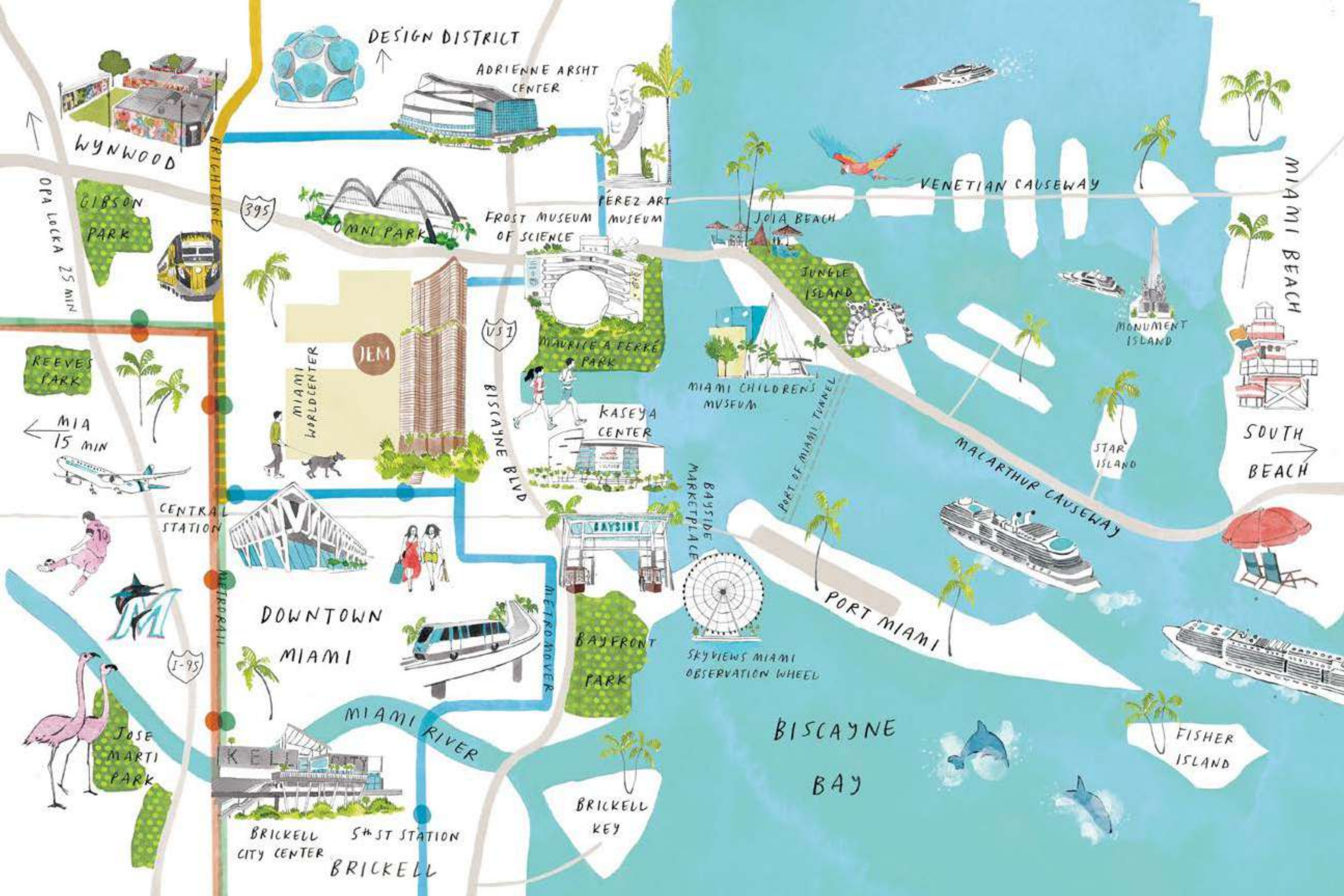
VISION

## THE CENTER OF A WORLD-CLASS CITY

Spanning 27 acres, Miami Worldcenter combines the city's greatest treasures into one compelling destination. With JEM as its centerpiece, this vibrant neighborhood is a place to experience contemporary art museums and galleries, cultural and entertainment venues, global flavors at the most buzzed-about restaurants, alluring shops, and the world-famous waterfront.







DESIGN DISTRICT

ADRIENNE ARSHT CENTER

WYNWOOD

OPA LOCKA 25 MIN

GIBSON PARK

395

OMNI PARK

FROST MUSEUM OF SCIENCE

PÉREZ ART MUSEUM

VENETIAN CAUSEWAY

MIAMI BEACH

JOIA BEACH

JUNGLE ISLAND

MONUMENT ISLAND

REEVES PARK

MIA 15 MIN

MIAMI WORLD CENTER JEM

US 1

BISCAYNE BLVD

MAURICE A. FERRÉ PARK

MIAMI CHILDREN'S MUSEUM

KASEYA CENTER

SOUTH BEACH

CENTRAL STATION

MIAMI METRO RAIL

BAYSIDE MARKETPLACE

BAYSIDE MARKETPLACE

MACARTHUR CAUSEWAY

STAR ISLAND

DOWNTOWN MIAMI

BAYFRONT PARK

SKYVIEWS MIAMI OBSERVATION WHEEL

PORT MIAMI

I-95

JOSE MARTI PARK

MIAMI RIVER

BISCAYNE BAY

FISHER ISLAND

BRICKELL CITY CENTER 5th ST STATION BRICKELL

BRICKELL KEY



PÉREZ ART MUSEUM











ADRIENNE ARSHT CENTER  
FOR THE PERFORMING ARTS







BUILDING

## AHEAD OF THE CURVE

Miami's New Era of Design

JEM stands as a remarkable architectural marvel. Crafted by the renowned Miami-based firm Arquitectonica, this majestic tower soars to a height of 770 feet above sea level. Drawing inspiration from the neighboring ocean landscape, its silhouette mirrors the wavelike rhythm, embodying the spirit of innovation that defines this vibrant city.

Within its walls, the interiors of JEM unfold as a masterpiece, envisioned by the creative masterminds of Naftali Group and the esteemed Rockwell Group. A world unto itself, the building houses the illustrious JEM Club—an exclusive private haven boasting an unparalleled array of city-centric amenities. Ascending further, a series of luxurious residences starting on the 45th floor, replete with sweeping wraparound terraces, seamlessly merge indoor and outdoor spaces, offering a truly opulent living experience.





AN ARRIVAL LIKE NO OTHER

A dedicated and fully serviced porte-cochère provides a seamless transition for both residents and guests, effortlessly guiding them from the dynamic energy of the city to the comfort of home. An iconic sculpture, abundant greenery, and graceful architectural curves combine to create an inviting atmosphere for arrivals and departures alike.





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Miami has a beach for  
every personality.

CONDÉ NAST TRAVELER



Arriving at JEM feels akin to stepping into a chic jewel box. The interior boasts a double-height lobby and a refined aesthetic that captures the essence of an urban sanctuary nestled in the vibrant core of Miami.







## A MULTIFACETED LIFESTYLE

Inside and Out

JEM offers a lifestyle that echoes the desires and taste level of its residents. Unparalleled in range both within and just outside the building, it nevertheless feels boutique and intimate thanks to its quality and bespoke nature. Perched on the 50th floor, the private JEM Club is a dedicated amenity floor offering a multitude of one-of-a-kind curated spaces. An extension of the private residences, it is complete with ideal spaces in which to relax, socialize, and fully enjoy time spent at home—a true complement to the endless opportunities available in the city beyond.



Surrounding the infinity pool, private cabanas are perfect for lounging and enjoying a resort-style experience with friends and family.





# THE BEACH BECKONS

Beyond JEM's extraordinary outdoor amenities, Miami counts the world's best beaches—including famed South Beach—among its many outdoor attractions, plus an innumerable number of parks, gardens, lawns, golf courses, tennis courts, and walking paths.



TOP: Miami Beach Golf Club; MIDDLE: South Beach; BOTTOM: Maurice A. Ferré Park Baywalk

SOUTH BEACH









Featuring a specially commissioned sculpture, the Sky Deck at dusk epitomizes the culture, climate, and urban landscape of Miami. Its vast views impeccably capture the city's sunsets.





Elegant and innovative, a suite of wellness spaces encourages holistic health and unfettered relaxation. JEM's cocoon-like sauna is fashioned from undulating wood, with a porthole that looks out onto the urban landscape below.





STEAM ROOM



Composed of rare pink Himalayan sea salt, the salt room is inspired by a healing tradition rooted in natural salt caves in Europe, which are known for their healing and detoxifying properties.





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JEM is different from everything else out there. It captures the essence of Miami, but in a new way that’s about serenity— with pops of energy.

DAVID ROCKWELL  
FOUNDER AND PRESIDENT | ROCKWELL GROUP



A landscaped yoga and meditation deck along with a cold plunge pool are among a vast and varied assortment of spaces dedicated to all forms of fitness and health.





The light-filled Fitness Club is appointed with state-of-the-art equipment fit for a tough workout or a revitalizing morning stretch.







Featuring the best views in the city, the boxing ring promises to strengthen your body and invigorate your spirit.



“”

If Miami hasn't got it, they  
haven't invented it yet.

MIAMI VICE





The Sky Lounge is a perfect connection to indoor and outdoor living; designed for relaxation, wellness, work, and more, the spacious lounge is fashioned with a custom stone wet bar, a cozy hearth with sculpted fireplace, and a signature plaster chandelier.

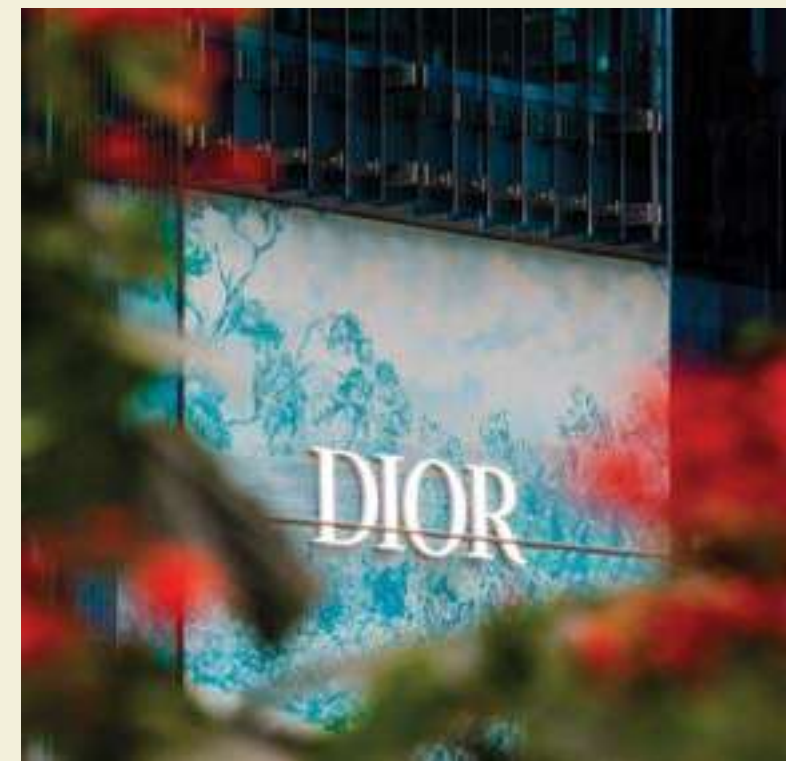






## A SUPERIOR SHOPPING SCENE

From avant-garde boutiques to international designer labels, Miami is a mecca for shopping. There are so many trendy districts to meander through and standalone shops to seek out. In addition to the chic stores throughout Miami Worldcenter, favorites include pedestrian-friendly Lincoln Road, the locally owned shops of Sunset Harbour, the boho concept stores of Wynwood, the global luxury brands and contemporary design stores scattered throughout the Design District, and next-gen department stores The Webster and Faena Bazaar.



DIOR, DESIGN DISTRICT



ALEXANDER MCQUEEN, DESIGN DISTRICT







The perfect environment for productivity and peace of mind, the fully equipped coworking space includes collaborative meeting zones and individual work areas.





## A CULTURAL CAPITAL

As a mosaic of heritages and histories that can be shared through the arts, music, and food, Miami is primed for a flourishing cultural scene. And it delivers. The city is booming with magnificent performing arts centers, a full calendar of cultural events, and regular performances in music, theater, and dance from world-renowned creative arts companies and individuals. Alongside distinguished museums and beloved architecture, the city is bathed in expressive street art. It is home to galleries, artists, and popular art fairs, drawing collectors the world over.



TOP: Wynwood Walls; MIDDLE: Penetrável Macaléia by Hélio Oiticica at Pérez Art Museum Miami; BOTTOM: Notes for a Poem on the Third World, Glenn Ligon, Pérez Art Museum Miami

VIZCAYA MUSEUM AND GARDENS







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Art is too important  
not to share.

ROMERO BRITTO



PRIVATE DINING





## A FEAST FOR FOODIES

Miami's ever-evolving dining landscape runs the gamut from local spots to acclaimed restaurants, serving cuisines as diverse as the people who flock to the city. Over a dozen Michelin-starred restaurants are within striking distance of JEM. When completed, Miami Worldcenter will be home to over 30 restaurants, including several from world-renowned chefs.



BRASSERIE LAUREL, MIAMI WORLDCENTER



SEXY FISH MIAMI



CARBONE



TASTING ROOM





DIRTY FRENCH STEAKHOUSE, BRICKELL



MIAMI CITY BALLET, MIAMI BEACH

## OUT AND ABOUT

When it comes to nightlife and entertainment, JEM's location is ideal. Nearby clubs, performing arts and concert venues, and music festivals attract fans from all over the world. The Kaseya Center, home to the Miami Heat, hosts world tours and large-scale community events. Trendsetting bars and chic cocktail lounges keep the evening going long past the dinner hour.



KASEYA CENTER







# GOING PLACES

JEM's location offers incomparable access to Miami's popular public transit system. With a dedicated entrance below the building, Metromover provides complimentary transportation throughout Miami and directly to Miami-Central Station, home to the Brightline and a stop for Metrorail. Miami's Signature Bridge will vastly improve mobility between Miami's Arts and Entertainment District and greater Downtown. Minutes from JEM, it will feature a stunning waterfront and a 33-acre park with heritage trail underneath its deck. Miami International Airport is a mere 20 minutes by car or 15 minutes by Metrorail from JEM.



TOP: Miami Metromover; MIDDLE: Brightline; BOTTOM: MiamiCentral Train Station

# MIAMI BEACHWALK





KASEYA CENTER







## YOUR PLACE IN THE WORLD

A Haven to Call Home

Providing a consistent interplay between indoor and outdoor living, JEM's private residences are thoughtfully designed for an exceptional way of life. With an understated palette that captures the essence of coastal living, the finely crafted, light-filled interiors are at once livable and luxurious. Lofty ceilings, full-height glass, and expansive terraces boast panoramic views of the city, Biscayne Bay, and the Atlantic.



GREAT ROOM





Streamlined chef's kitchens are as functional as they are stylish. They have been appointed with state-of-the-art curated appliance suites and custom kitchen islands featuring beautiful countertops and millwork details. Ideal for nights at home or entertaining friends, kitchens flow into the ample living space and offer direct terrace access.







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Miami has a wonderful blend of cultures that combine to make for a very interesting array of ingredients, restaurants, and chefs that come there.

PADMA LAKSHMI



PRIMARY BATHROOM









PENTHOUSE BATHROOM





PRIMARY BEDROOM





An aerial photograph of Miami, Florida, taken at sunset. The sky is a vibrant mix of orange, red, and purple, transitioning into a deep blue. The city below is illuminated with city lights, showing a dense urban landscape with various buildings, roads, and a large stadium with a distinctive blue dome. The overall mood is serene and dynamic, capturing the city's energy during the 'golden hour' of twilight.

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The whole context of Miami is encapsulated in JEM. Think of the cosmopolitan nature of the people here. We're curating this experience for them.

DAVID ROCKWELL  
FOUNDER AND PRESIDENT | ROCKWELL GROUP







AN ACCLAIMED TEAM

DEVELOPER

Naftali Group



Naftali Group is a privately held global real estate and development firm with over 35 present and past projects of over \$15 billion in total value. The firm's extensive portfolio includes many of the most memorable and desirable addresses in New York City and beyond. Chairman and CEO Miki Naftali and his team are passionately committed to collaborating with the world's top talents in architecture and design to deliver buildings with an inherent quality, timelessness, and relevance for generations to come.

ARCHITECTURE

Arquitectonica



Since cofounding Arquitectonica in 1977 in Coconut Grove, Bernardo Fort-Brescia has been leading the renaissance in Miami's urban landscape. The firm is recognized for modern designs that showcase innovative uses of materials, geometry, pattern, and color. A major presence on the international stage, Arquitectonica has made its mark globally with projects in 59 countries on five continents.

INTERIOR DESIGN

Rockwell Group



Rockwell Group is an interdisciplinary architecture and design firm that emphasizes invention and thought leadership in every project. Founded by David Rockwell, FAIA, the 300-person firm merges performance and architecture to create extraordinary experiences and built environments, including restaurants and hotels, cultural institutions, transportation hubs, and Broadway sets, across the globe.

LANDSCAPE ARCHITECTURE

EDSA



EDSA is a planning, landscape architecture, and urban design firm based in Fort Lauderdale. Dedicated to the proper use of land resources, the firm's global experience pays tribute to the creation of innovative and inspiring environments. Working with nature to achieve results with enduring appeal, EDSA designs outdoor spaces that are timeless, never forced—and established relationships that strengthen these concepts for future generations.



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175 NE 10th Street Condominium



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