Above: the large terrace at the condominium belonging to Rana Florida and her husband at Miami Beach with Dedon Slim-Line outdoor sofas designed by Jean-Marie Massaud. The outdoor loungers and beds are by Gandia Blasco.

Right: Rana Florida. She is an author, editor, and cultural curator, and is CEO of the Creative Class Group, managing new business developments, marketing, consulting, research and global operations. The firm’s clients include BMW, Starwood, IBM, Philips, Pinewood Studios, Zappos and Johnson & Johnson. She recently launched her new book Upgrade, Taking Your Work and Life from Ordinary to Extraordinary.

text: Raphaëlle de Stanislas
photos: Moris Moreno
portrait photo: Gabrie Jurina
The apartment is at the Biscayne Bay side of Miami Beach with a view towards the dynamic city itself. The setting is a spectacular mix of urban and natural, with rooms that flow through to the large outdoor terraces. The floor area is 300 m², plus the same for the terrace space (described by the architect as the ‘lanai’).

The property comprises a large living area, kitchen and dining room, as well as two bedrooms and three bathrooms. When it was renovated, the second bedroom was converted into guest accommodation.

The complex, with the elegant lobby designed by Sam Robin, in which the apartment is a favourite retreat for art lovers and creative people. Undoubtedly because it is a short walk from Lincoln Road and in the evening there are views of the city lights across the bay.

The architectural designer Chris Benfield was asked to revamp the interior in keeping with the part-time owners’ wishes. “In view of the clients’ minimalist tastes, the first intervention was to create plenty of natural light in the interior. An additional effect was to guarantee an unimpeded view of the bay. Then, to further enhance the feeling of space, the third bedroom had to go – it has been turned into a dining room plus space for entertaining. A wet bar was also built there. The result is that the living area, kitchen and dining area-cum-wet bar now form one large space with 3-metre high window walls all round. When the furniture was chosen, we went for low sofas and armchairs to keep a clear view. The idea is to enjoy the view, wherever you sit, in either the living room or the dining area.”

Chris Benfield has created a contrast between this considerable openness and the privacy of the hallway and bedrooms. The entrance...
Top left: The master bedroom which also abuts the large outdoor terrace overlooking the bay. The Talamo bed was designed for Zanotta by Damian Williamson. Below left: the central corridor linking the living area with the rooms beyond is also used to display art. At the very back of the corridor: ‘Pink Lady’ by LA artist Sonia Luc at Pulse Fair Art Basel in Miami.

Next: detail of the living room with a round table designed by Eero Saarinen for Knoll.

Below: detail of the dining room with a Brand van Egmond lamp.

Beside that: a view of the other bedroom with an aluminium bed designed by Bruno Fattorini for MDF Italia. The Dada bedside table is from B&B Italia designed by Studio Kairos. The wall closets in both bedrooms are by Ligne Roset.

The two DAR chairs are a Charles and Ray Eames design. The design dates from 1948 and was produced for Herman Miller. Today the DAR chairs are included in the Vitra collection. The ‘Two Bloom’ lamp was designed by Hiroshi Kawano for Ligne Roset.

Overleaf

The living room with terraces on two sides. The sofa was designed by Piero Lissoni for Living Divani. The Synapsis dining table is a Jean-Marie Massaud design for Porro. The H-chairs around the table were designed by Chrisophe Pillet, also for Porro. The artwork on the wall by Jacin Jiardano (Richard Levy Gallery in Miami Design District) was acquired originally by friends of Rana’s – Mera and Don Rubell – who later sold it on to the Floridas as a token of friendship. The Vermelha chair in the foreground is a Campana brothers design. The Flower Power lamp above the table is by Brand van Egmond (Lightology, Chicago).