

Regalia model on crane 3.9.07

## **REGALIA REPLICA HANGS FROM CRANE AT CONDOMINIUM SITE**

### *Unique advertisement draws attention to building's beauty*

SUNNY ISLES, Fla. (March 9, 2007) – Passersby may think an art installation has been set up on the beach, but it is actually a 25-foot model of Regalia that is hanging from a crane at the northern end of Sunny Isles Beach. The 42-story, Arquitectonica designed, luxury oceanfront condominium will be built at the site, located at 19505 Collins Ave. on the cusp of Golden Beach. The building itself is very sculptural; its organic shape appears to be formed by the wind, waves and sand rather than by concrete, glass and steel.

The model of Regalia is actually a sculpture made from cured Styrofoam and white epoxy. Regalia developer Avra Jain has a history of using art in marketing.

“Art doesn’t stop at gallery walls,” said Avra Jain, principal of Regalia Holdings, LLC, developers of Regalia. “We believe real estate development is a creative process and we value the sculptural aspects of the buildings we construct. We view each building as an art installation in the community.”

The opulent oceanfront condominium was designed by renowned architect and founder of Arquitectonica, Bernardo Fort-Brescia. The over 7,600 square feet single floor residences feature 5,515 square feet of interior space with, generous master suites with morning kitchens, walls of windows, and his and her baths with all the fixtures and finishes expected in a building of such high caliber. Large-scale family rooms, dining rooms, great rooms and over 2,100 square feet of outdoor living space are luxuries not usually associated with high-rise living, but are standard at Regalia. Buyers of Regalia have the option of customizing their residences into virtually limitless layouts due to the presence of wet walls throughout, which allow residents to extend plumbing anywhere on the floor plan.

Each of Regalia’s homes features unobstructed, 360-degree views of the Atlantic Ocean to the east, Intracoastal Waterway to the west and Golden Beach to the north. Prices begin at \$6.2 million. Regalia is expected for completion in 2009.

Regalia Holdings, LLC is comprised of developers Jerry Kaufman, Avra Jain, Paul Cashman Murphy and Susanne Bak Mortensen, who have over 80 years of development experience between them. Sales have begun and are by appointment only.

For more information on Regalia, call 305-573-5515 for the development office or 305-466-1311 for the sales office, or visit [www.regaliamiami.com](http://www.regaliamiami.com).

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