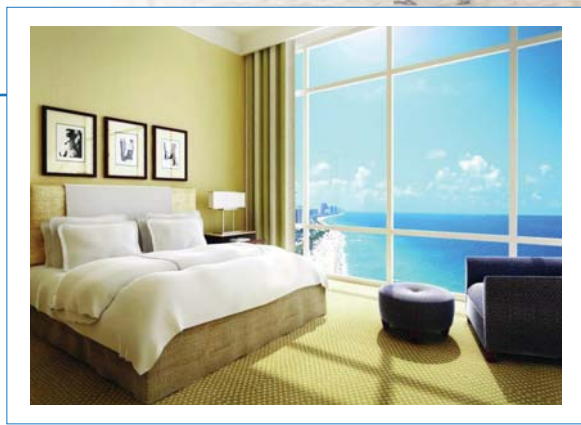


THE INTIMATE WORLD OF DONALD TRUMP

Trump Las Olas

BY LESLIE MCKERNIS



In a radical departure from the usual signature project of the developer, Trump Las Olas Beach Resort expresses an intimate nature. Trump projects are usually impressive, iconic in size and scope, whereas this project is unusual because of its size—a boutique condo/hotel with only 95 residences.

Stuart Kessler is son and partner of Eugene Kessler, an original developer on the Turnberry project. Both Kesslers are part of the Trump Las Olas development team, 550 Seabreeze Development, in conjunction with the Trump Organization and the Bayrock Group. Stuart Kessler reveals the vision behind Trump Las Olas Beach Resort.

It is said that Trump Las Olas Beach Resort is a departure from the mogul's South Florida projects. How?

All previous Trump projects were much larger in scope. Trump Las Olas Beach Resort will be of an intimate, personalized scale. This scale opens the Trump brand to a market not previously touched—a boutique hotel with European flair.

You can literally walk out of the resort and onto your yacht at the Bahia Mar Marina with 100 mega-yacht berths, accommodating

vessels up to 250 feet. [Owners will have access to the TPC at Eagle Trace and reciprocals at all TPC courses nationwide.]

In addition to a concierge, there is a personal European Butler service for each floor, twenty-four hours a day, seven days a week that knows your likes and dislikes, even how you like

your kitchen stocked and can book a personal chef for your stay. There's a fitness center and spa. We envision offering programs for healthy menu options.

Who is your typical owner?

The generic owner is in their mid-30's to mid-fifties, from New York, Chicago, Boston, Latin America, [Great Britain], making in excess of \$200 K a year, who wants to come to Florida for two weeks a year. It is a special kind of buyer—a sophisticated group.

Trump Las Olas is overlooking the Atlantic Ocean from its vantage point in the heart of Fort Lauderdale Beach. What is the beach like at this location?

The beach is wide. This is the south side of Ft. Lauderdale Beach, known as the quiet side because residents go north. The ocean and Intracoastal can both be seen from our location.

It seems that projects are getting smaller in square footage. What is the 474 sq. ft. unit like?

The studio room actually feels large because it is the size of a large hotel room, and comes with a kitchenette. It has appeal for someone who intends to use the resort amenities. Some rooms have 1,600 sq.ft. of interior space and others are very large—at 2700 sq.ft. with the balcony.

How do you explain the nature of a condo-hotel, or condotel, to potential owners? Will owners use this as a resort destination or as a home?

Our buyers are sophisticated in the nuances of this product. A condo hotel acts and functions as a hotel first and foremost. There is usually a rotational reservation program, and a room is put into a queue with no favoritism. If an owner desires that time period and his unit is not available, he can get a 'like' room at an owner's rate.

The interior designer, Diane Winovich, is known for hotel design. How would you characterize her work on Trump Las Olas?

The interiors are eclectic and contemporary, without being minimalist or sparse. The palette includes warm, natural colors with splashes of color on the pillows.

Oscar Garcia has just designed two signature projects: Trump International Resort on Ft. Lauderdale Beach in conjunction with Michael Graves as well as the Trump Las Olas. CitySmart was also fortunate to garner an interview with Garcia.

Tell me about your background:

I am a Midwestern Cuban, raised in Indianapolis, Indiana. Ultimately, I came to Florida and was with [renowned hospitality architect] Dan Adache for ten years. With Dan, I learned the best of condo design and the best of hospitality design.

How would you characterize the nature of your firm and the work it does?

I like to think of the work we do as True Architecture. True Architects work within the context of the existing. We explore the fabric of a city and add to it. New York, in all its chaos, is our Disney. We like the randomness of it—it breeds experimentation.

Condo Hotels are the New Trend?

Certainly. It is both a financial and lifestyle consideration. It is the concept of a five or six-star hotel within a financially viable mechanism.

Does the buyer see a hotel condo as a residence or as a luxury vacation?

The best hotel condos are hotel first and condos second. In many municipalities, the length of stay is dictated, often, anywhere from two weeks to two months.

Trump Las Olas and Trump International Tower are both condo hotels, yet because of the scale difference, they will have different experiences. What is the experience that you can expect at Trump International Tower?

Trump Las Olas is an intimate experience because of its size, and the Trump International Tower is the experience of a world class five or six-star resort hotel. They are both on what is known as the quiet side of the beach. There is white glove service, a spa, a signature restaurant and sun, sea and views.

What inspired the design for the Trump International Tower project?

It is Art Deco, 1920's-'30s inspired. It has many signature Michael Graves elements, a presence worthy of a Trump project and a tropical sun, sky and ocean palette of cool blues, greens, yellow and blues.

The lobby of the Trump International Tower is said to be impressive, large in scale and filled with drama. Can you describe it?

Code restrictions led to the rather ingenious design of a separate building. The building footprint could not go more than 200 feet in any one direction, so we pulled the building apart and an entrance is created in the middle between the buildings, and a highly desirable lower level building is created along the beachfront.

The developers are Trump, Roy Stillman and the Bayrock Group? How has your interaction been with the team?

The team is a total collaboration. Trump lends his name, his experience and the brand. Roy Stillman is a very accomplished, knowledgeable and a hands-on developer.

Who did the interiors for the project? They seem fresh, cool and sleek with built in amenities and lighting.

The interiors are 100% Michael Graves and are luxury cruise ship inspired. This was a total customization. The owner went to great lengths to detail a world class environment.

The spa is a very prevalent and necessary element in a hotel condo. Health and fitness combined with luxury. How did that come about?

The spa has indeed come into its own. It is seen as part of the experience of luxury to be able to be fit, healthy and pampered.

Garcia and his team relish the idea of creating something artistic and monumental in scope.

