



HELM
SHOPS

MIAMI DESIGN
DISTRICT

MDIC
MUSEUM
HOTEL



HELM is a mixed-use retail development project located in the fashion forward Miami Design District, one of Miami's most sought after destinations. HELM will be anchored by **21c Museum-Hotel** as a part of a 325,000-square-foot development with 70,000 square feet of retail and 85,000 square feet of office space and will boast top-tier restaurants, a green space and dedicated parking. Drawing on 21c's own collections as well as works borrowed from other museums, galleries and collectors, the 21c Museum-Hotel in Miami is expected to showcase painting, sculpture, photography, film, performance, video and digital art. It will also offer cultural programs, such as artist lectures, music performances, film screenings, and photography classes and will feature one of Miami's premier restaurants.

Miami Design District is a neighborhood dedicated to innovative fashion, design, architecture and dining experiences. Miami Design District embodies a singular dedication to the unity of design, fashion, art and architecture, and a commitment to encourage a neighborhood comprised of creative experiences.

NEW TO MARKET



AREA DEMOGRAPHICS

- 1.35 MILLION PEOPLE** live within 10 miles
- 20 MINUTES** to Miami International Airport
- 825,000 DAYTIME EMPLOYEES** within 10 miles
- 14.6 MILLION VISITORS** arrived at Miami International Airport in 2014
- \$2.3 BILLION** spent on apparel, entertainment and services by local residents within 10 miles
- \$23.8 BILLION** spent on apparel, entertainment and services by visitors in 2014



SHOP



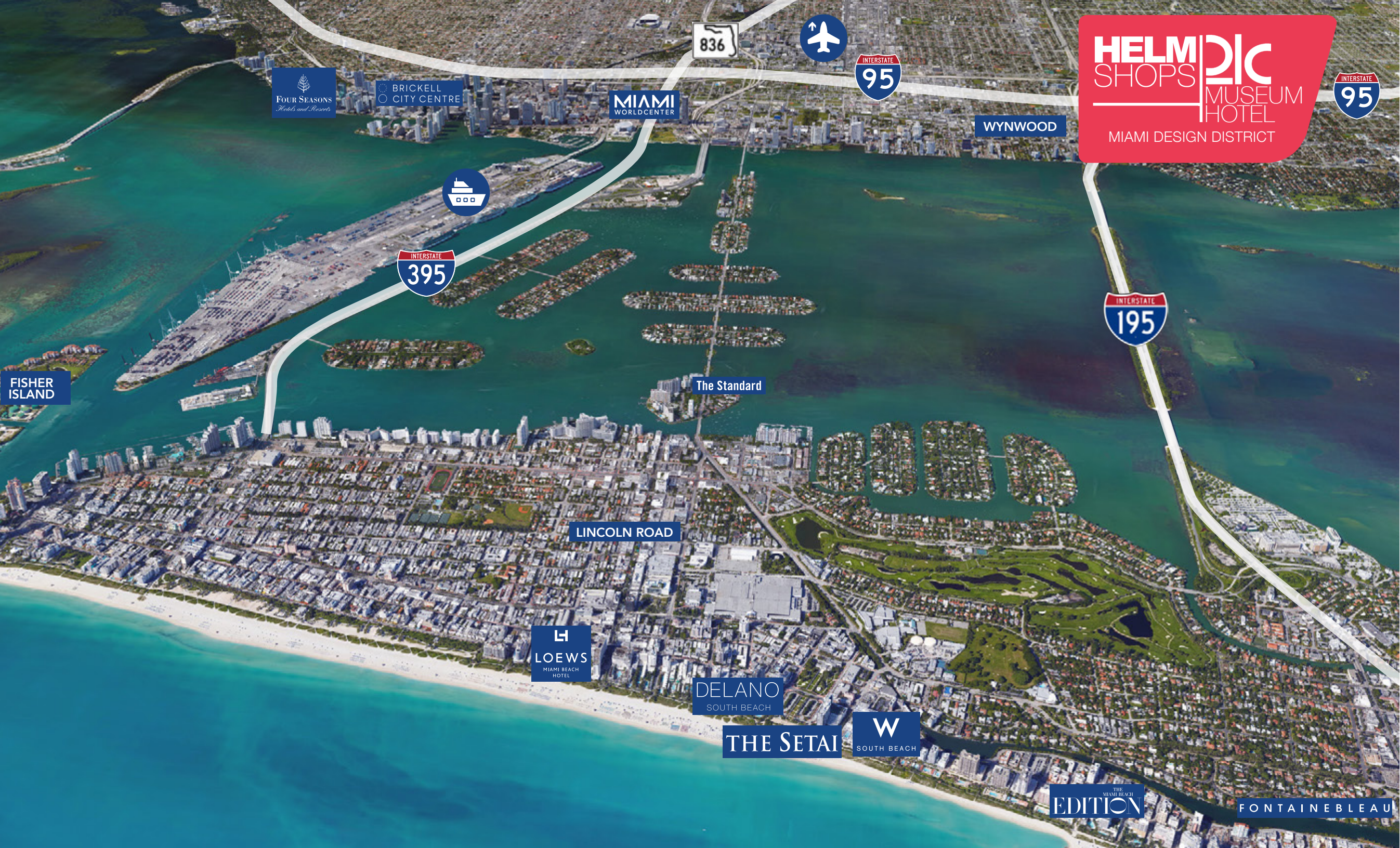
MUSEUM



HOTEL



RESTAURANT



HELMIC
SHOPS | PIC
MUSEUM
HOTEL
MIAMI DESIGN DISTRICT

MIAMI DESIGN DISTRICT



HELM 21C
SHOPS | **MUSEUM**
HOTEL
 MIAMI DESIGN DISTRICT

MIAMI DESIGN DISTRICT

KEY

- ◆ ART
- ◆ BEAUTY
- ◆ DESIGN
- ◆ FOOD
- ◆ LUXURY
- ◆ PARKING
- ◆ \$5 VALET SERVICE

2ND FLOOR PALM COURT

N.E. 39TH STREET

N.E. 2ND AVENUE

Map showing detailed floor plan of the 2nd floor of Palm Court with various units and their occupants.

← I-95, DOWNTOWN, MIAMI INTERNATIONAL AIRPORT | I-195 | TO MIAMI BEACH →



A PLACE
TO GATHER





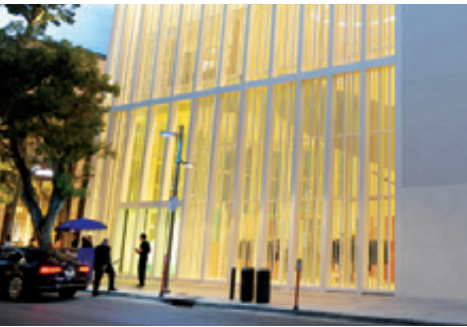
A PLACE
TO SHOP





A CULTURAL
COMMUNITY
HUB





IT'S ALL
HERE

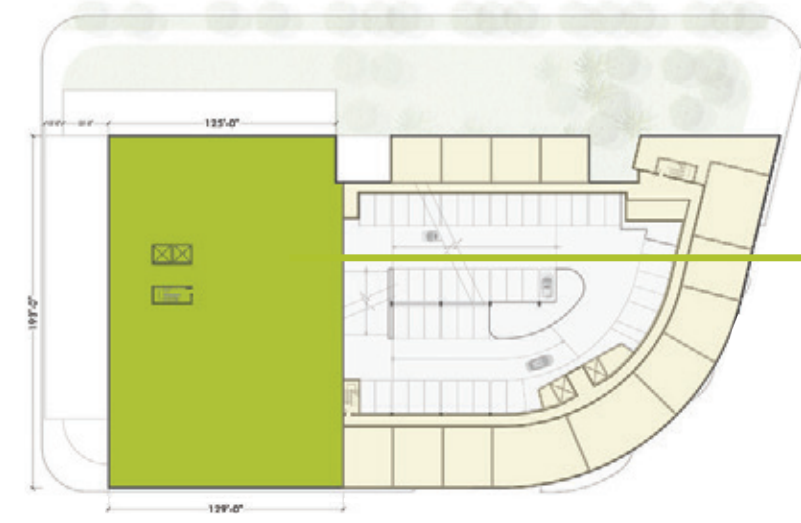


HELM SHOPS | MUSEUM HOTEL

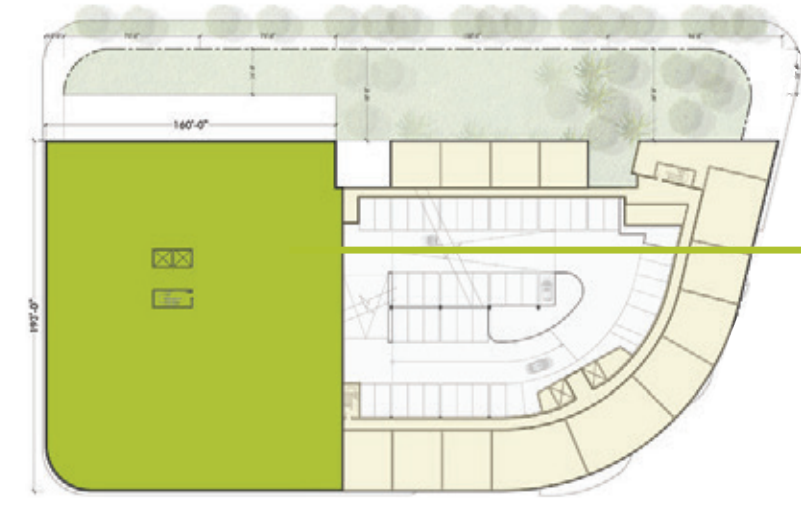
MIAMI DESIGN DISTRICT



OVER 300 EXCLUSIVE PARKING SPACES



THIRD LEVEL RETAIL
 ● 24,795 SF



SECOND LEVEL RETAIL
 ● 31,438 SF



GROUND LEVEL RETAIL
 ● 37,629 SF



HELM | **21C**
SHOPS | MUSEUM
MIAMI DESIGN DISTRICT | HOTEL

HELM | PIC SHOPS MUSEUM HOTEL

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Knight Frank**
Retail



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