



OKAN TOWER CELEBRATES LAUNCH AT PEREZ ART MUSEUM MIAMI

May 16, 2018



Prominent Turkish Powerhouse Developer – Okan Group – hosts lavish celebration to commemorate sales launch of 70-story mixed-use tower in Downtown Miami

(May 15, 2018) Leading Turkish multinational company and developer Okan Group commemorated the launch of its first U.S. development – Okan Tower – with an iconic soiree on the evening of Friday, May 11. Hosted at [Perez Art Museum Miami](#) (PAMM), the event marked a momentous occasion for the more than \$300-million, mixed-use project that will soon rise 70 stories in the Downtown Miami horizon, which will debut a collection of condominium residences, condo-hotel units, a hotel by Hilton Hotel & Resorts, and offices. Exuding the finest elements of Turkish hospitality, more than 800 guests joined [Okan Group's](#) development team and the project's sales and marketing arm, [ONE Sotheby's International Realty](#), including South Florida's top brokers, city officials, prominent local and Turkish media, members of the Consulate of the Turkish Republic, and Miami tastemakers. The festivities encompassed the entire south and southeast sides of PAMM's third-floor outdoor terrace, which overlooks the future home of Okan Tower at [555 North Miami Avenue](#). To showcase the project's prime urban location, the development site was

illuminated via sky beams overlooking vistas, such as the landmark Museum Park and American Airlines Arena, as well as Biscayne Bay.

Elevated on a prominent stage, a DJ set the ambience amidst guest mingling in a lounge-like setting, while a Turkish jazz band provided additional entertainment true to the culture. A performance by a master violinist added to the musical repertoire as attendees sipped specialty cocktails and savored gourmet hors d'oeuvres. Representative of the architectural expression of Okan Tower, the tulip – Turkey's official flower – was displayed throughout the space to serve as a symbolic accent piece.

ONE Sotheby's President Daniel de la Vega ushered the occasion's speeches to capture the energy of the Okan Tower brand. This included a welcome by City of Miami Mayor Francis Suarez, who was joined by billionaire businessman and Okan Group Chairman Bekir Okan in sharing anticipation for the latest addition to Downtown Miami, set to break ground this fall. Architect Behar Font & Partners and an esteemed member of the Turkish Consulate followed to express the project's innovation and positive impact to Miami's real estate market. Culminating the evening on a bright note, an extravagant firework show lit the sky as an Okan Tower video was displayed on a floating barge in Biscayne Bay.

"It is a true pleasure to welcome hundreds to celebrate the launch of Okan Tower," said Bekir Okan. "Miami is a meaningful market, and I feel a strong gratitude for the interest we've received thus far from buyers and investors across the globe."

"This sales launch marks the debut of our dynamic partnership with the Okan brand and signifies the enduring influence of Miami real estate on a global scale," added de la Vega. "We're honored to present this unique architectural masterpiece to the South Florida brokerage community and across continents and look forward to seeing Okan Tower blossom from the ground-up."

Okan Tower will provide dynamic living and hospitality experiences within a multi-purpose tower, delivering sophistication, convenience and the finest fusion of brands. Uniting diverse mixed-use elements in one vertical destination, the project will present a 294-key hotel by Hilton Hotels & Resorts, 236 additional condo-hotel units starting on the 36th floor, 149 condominium residences, plus 4 penthouses, starting on the 51st floor, and 64,000 square feet of 'Class A' office space.

In addition to its various residential floor plans afforded for the condominiums and condo-hotel units, features will include high-speed elevators with separate access points to the various mixed-use components, a 70th-floor sky pool with panoramic views of the bay and city, Hammam spa, state-of-the-art health and fitness center, and outdoor lounge. Additional benefits include a kid's playroom, chef and gastro kitchen, a resident movie theater, and private area for owners with a wine cellar and cigar room, as well as an activated rooftop restaurant on the 67th floor.

Considering the global footprints of Okan Group, Hilton Hotels & Resorts and Sotheby's International Realty, Okan Tower's world appeal will take its sales team across continents to showcase the product, including the U.S., Turkey, Latin America, Europe, and Asia, with pricing starting from \$318,500. For more information, please visit the sales gallery at [542 North Miami Avenue](#) or call (305) 600-1000.



Bekir Okan, Mayor Suarez, Kasim Badak, Murat Gulen & Robert Behar

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About Okan Tower

Okan Tower is the first U.S. development, and latest pioneering, mixed-used project by leading Turkish developer Okan Group. Set in downtown Miami, the 70-story building presents a diverse collection of multi-functional elements – a 294-key hotel by Hilton Hotels & Resorts, 64,000 square feet of 'Class A' office space, 236 additional condo-hotel units, and 149 condominium residences with four penthouses – delivering sophistication, convenience and the finest fusion of brands. Located at [555 North Miami Avenue, Miami, Florida, 33132](#), Okan Tower's distinctive façade, designed by Behar Font & Partners, architecturally-emulates the silhouette of a blossoming tulip, the national flower of Turkey. Okan Group brings nearly five decades of experience to South Florida, having successfully funded and developed ventures in Turkey and around the globe, in industries that include construction, tourism, education, health, and hospitality. Exclusive sales and marketing for

Okan Tower are by ONE Sotheby's International Realty. The project's sales center is located at 542 North Miami Avenue, Miami, Florida, 33136. For more information, please call (305) 600-1000.

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About Okan Group

Founded in 1972, Okan Group is Turkey's leading, innovative enterprise. Boasting international experience and advanced technology, the company began in the industrial arena and has since expanded to a real estate focus, with its first U.S. development in Downtown Miami, Okan Tower. Its investments in the Turkic Republics, primarily Turkmenistan and Kazakhstan, as well as around the world, have earned Okan Group a deep-rooted reputation in the construction, banking, textile, production and tourism industries, among others. Continuously engaging in quality research and identifying growth opportunities, the company's global footprint has resulted in nearly 40 projects that service the community through technological, economic and cultural advancement. For more information, visit www.okan.com.tr/en/.

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About ONE Sotheby's International Realty

As the fastest growing luxury real estate brokerage firm in South Florida, ONE Sotheby's International Realty has fourteen offices in Stuart, Jupiter, Palm Beach Gardens, Fort Lauderdale, Weston, Coral Gables, Miami Beach, Sunny Isles, Bay Harbor Islands, Brickell, Aventura and Key Biscayne, and has recruited more than 750 agents since its inception in 2008. The direct affiliation with Sotheby's and Sotheby's International Realty has offered the company unparalleled, global reach – an attribute sellers reap the full benefit of as their homes receive prime exposure to a network of more than 20,000 associates in more than 65 countries and territories.

In addition to its luxury brokerage division, the firm also boasts a development sales division representing some of South Florida's most successful and prestigious condo developments with a total inventory of over \$3.5 billion. Some of the projects in the division's portfolio include the first residential project of internationally renowned architect, Zaha Hadid, and the premier beachfront residential tower in Sunny Isles Beach built by Turnberry Associates, Turnberry Ocean Club.

For more information about the South Florida market or about working with ONE Sotheby's International Realty, please visit www.onesothebysrealty.com.

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