

OCEAN DRIVE

A woman with long dark hair and large colorful earrings is sitting on a stone path in a lush garden. She is wearing a long, colorful, patterned dress with a deep V-neckline and thin straps. The dress features intricate paisley and floral patterns in shades of purple, blue, and pink. She is holding a small white daisy flower in her left hand. The background is filled with green foliage and several white daisy flowers with purple centers.



The ultramodern Eleven on Lenox will offer residents a stylish respite amid Miami Beach's bustling nightlife.

OPULENT OASIS

A LEADING MIAMI-BASED DEVELOPER AND HERALDED INTERIOR DESIGNER DISCUSS WHAT HOMEOWNERS CAN EXPECT AS MIAMI BEACH TRANSFORMS INTO A CULTURAL EPICENTER.

BY KATIE JACKSON

For decades, Miami Beach has been known as the country's—if not the world's—premier playground, offering a sunny respite from harsh winters and, of course, lots of late-night revelry. But today, the tourist destination has transformed into a cultural hub, providing both visitors and locals with unparalleled shops, restaurants, and bars (helmed by award-winning chefs and

mixologists) coupled with the ever-present and legendary nightlife. Masoud Shojaee, president and chairman of real estate development company Shoma Group (and the man behind mega-development City Place Doral and Sunset Harbour's upscale eatery Naiyara), wanted to put his own spin on South Beach and create a residence that incorporates his “live, work, and

shop” philosophy. Enter Eleven on Lenox, a project comprising 11 three-story, ultramodern townhomes located in the heart of the Beach. Shojaee enlisted interior designer Charles Allem, founder and director of design at CAD International, to seamlessly and stylishly bring his vision to life. Here, the expert duo discuss Eleven on Lenox (estimated for completion in

2018) and Miami Beach's metamorphosis.

Masoud Shojaee: When I approach a project, I like to create a lifestyle along with it. I want to change the neighborhood, the attitude, and create a new market for everyone—similar to the project in Doral, where the locals feel like they have an entire community. That was a great feeling, and we're doing that again on Miami Beach.

Charles Allem: The Beach has really morphed into a city. People like to walk, go to the beach, go home, have a drink at one of the great bars, and come back again. Developers want to provide that and also take the next step. Eleven on Lenox [is doing that]. It's very dynamic.

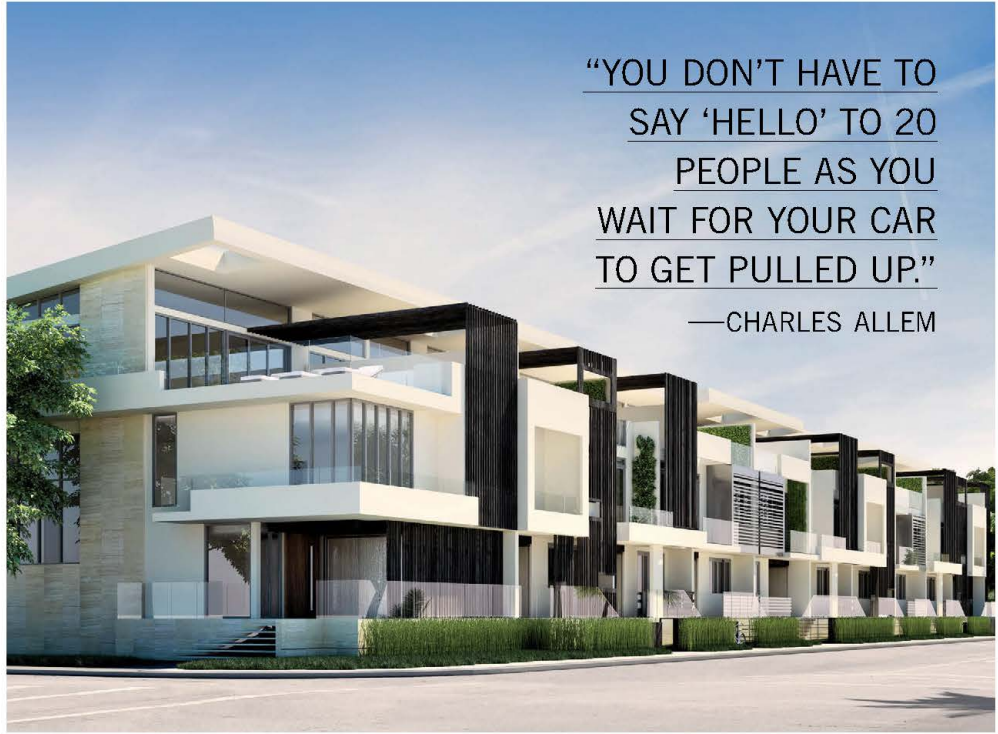
MS: The project is accessible. It's two blocks from the shops, restaurants, and excitement on Lincoln Road. But it's also very private. You don't have to go through a massive lobby to come and go.

CA: That's right—you don't have to say "good morning" or "hello" to 20 people as you wait for your car to get pulled up. You can [be social] at so many places in Miami, but at home, it can become exhausting. It's more laid-back and minimal. [A lot of] clients don't want the madness; they just want something that's totally relaxed. But of course, it has to be flawless!

MS: Yes, [the design] really has character. Charles is doing a phenomenal job in creating a beautiful design that is iconic. People will like it for years to come.

CA: The design and overall project truly embrace and enhance the neighborhood. It's not what I like to call the "holiday maker," because when people go away, it will still connect with the locals, and that's so important.

MS: Charles and I are putting our hearts and souls into it and are really taking a personal approach. This is just the beginning for us, and for the future of Miami Beach. It's the beginning of a new and very exciting era. *The on-site sales gallery is located at 1030 15th St., Miami Beach, 305-506-2390; 11onlenox.com.* ■



"YOU DON'T HAVE TO SAY 'HELLO' TO 20 PEOPLE AS YOU WAIT FOR YOUR CAR TO GET PULLED UP."

—CHARLES ALLEM



Masoud Shojaee and Charles Allem at Miami Beach dining destination The Forge. ABOVE: The three-story townhomes are within walking distance of Lincoln Road's shops and restaurants.

PHOTOGRAPHY BY VANESSA ROBERTS (SHOWJAE)