



MEDIA KIT

2016





A Sustainable Global Community Designed to Make the Everyday Extraordinary.

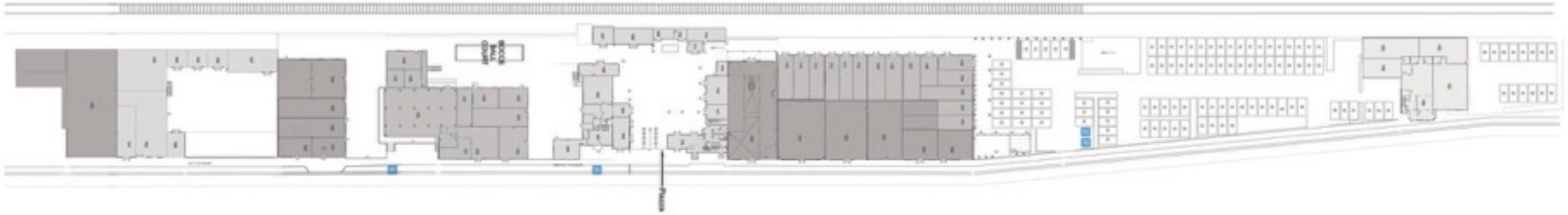
Situated in Miami's historic Upper Eastside's West Belle Meade neighborhood, Ironside (est. 2008) is a vibrant, *multidisciplinary* urban center envisioned by developer and designer Ofer Mizrahi - comprised of 67 showrooms, studios, and coworking spaces that include a diverse grouping of architects, interior designers, material and furniture designers, boutique retailers, creative services and art galleries.

Reminiscent of Brera Design District Milano, Ironside is a unique, green environment, punctuated with rainbow eucalyptus trees, urban gardens and outdoor paths linking glass storefronts accented by public plazas' serviced by cafes, boutique retailers and showrooms.

SOCIAL RESPONSIBILITY

Ironside is committed to excellence in building a sustainably designed urban center, implementing the use of recycled and upcycled material concepts throughout it's infrastructure and incorporating practices of *biodynamic* organic gardening techniques and composting of waste.





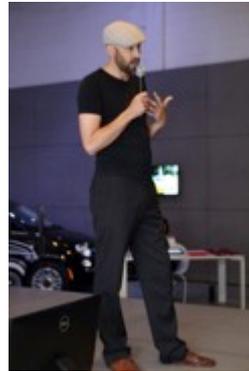
IRONSIDE

- 100,000 Square Feet of Historic Industrial Warehouse Structure
- Re-Designed to function as an European Village Concept
- Outfitted and Designed with Sustainable, Material Concepts, French Draining System and Urban Garden Landscaping
- Centrally located minutes from I-95, Downtown and Miami Beaches
- 67 *Multidisciplinary* Showrooms, Retail and Restaurant Spaces
- Amenities: Restaurants, Fitness Gym, Bocce Ball Court
- Walking distance to Historic Biscayne MiMo Corridor
- Signature Events & Year-Round Public Programing
- Foot traffic of 200,000 Annual Visitors and Growing
- Access to Public Transportation, Bicycle Racks, Parking // car2go and Uber Drop Zones



Power Influencers

Ironside has staged powerful salon talks with influential designers and architects at the forefront of their career from Miami and abroad, including: Ron Arad, Tom Strala, Eugeni Quitllet (2016 Maison&Objet D.O.Y.), Patrizia Moroso, Kobi Karp, Nick Gelpi, Zanini de Zanine (2015 Maison&Objet Americas D.O.Y.), Terry Riley and Piero Lissoni.



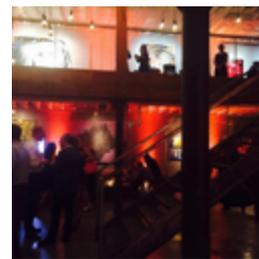
Urban Gardens

A recent edition to the community is the implementation of biodynamic organic gardens and composting of waste from our restaurants. Our inventory of plants include over 100 species of Tomatoes, Peppers, Eggplants, Greens, Herbs, Butterfly plants/edibles and Trees.



Building Community

Ironside hosts monthly public events to engage audiences in the areas of design, art, architecture, culture and sustainable living.



The Art of the Party.

Ironsides is host to multiple themed private events year around from talks, brand activations, art exhibitions, private dinners, filmings, corporate team building, public nights, intimate dinners, lectures, cocktail parties and more. The indoor and outdoor spaces measure up to 10,000 sq. ft, complete with modern finishes, high-end designer bar and reception stations, accent lighting, technical equipment and Wi-Fi.

RESOUNDING WITH THE GREATEST BRANDS IN THE INDUSTRY

Maison&Objet Americas
Worth Magazine
Moroso
VONDOM
Google
Gilt City
Yahoo!
Google
20th Century Fox
Miami Heat
Rolls Royce
FIAT
Facebook
Nissan
Samsung



Brand DNA

Architects
Designers
Artists
Buyers
Collectors
Connectors
Culturists
Curators
Creative Directors
Decision Makers
Entrepreneurs
Gallerists
Globalists
Influencers
Innovators
Leaders
Luxury Experts
Retailers
Fashion
Tastemakers
Urban Botanists

CONNECTIONS

To top talents in art, architecture, design, luxury, technology, commercial develop and hospitality

ENVIRONMENT

Involving creative and sustainable landscape in which ideas consistently become reality

IMPACT

Affluent, international urban and global-minded community



As Featured In.

Ironside has been featured in leading international publications with a circulation value of over 1 million print and online impressions.

AZURE
FROM ARCHITECTURE THROUGH LUXURY

DEPARTURES
MAGAZINE

The
Miami Herald

THE WALL
STREET
JOURNAL

Worth
THE EVOLUTION OF FINANCIAL INTELLIGENCE

**TRAVEL+
LEISURE**

WIRED

ARTPHAIRE

de
zeen
design magazine

MODERN LUXURY

VOGUE
BRASIL

CBS

GILT CITY

RACKED

luxe.
interiors + design

OCEAN
DRIVE

HAUTE LIVING

UD
URBANDADDY

COVETED
THE ULTIMATE COLLECTOR'S LUXURY LIFESTYLE MAGAZINE

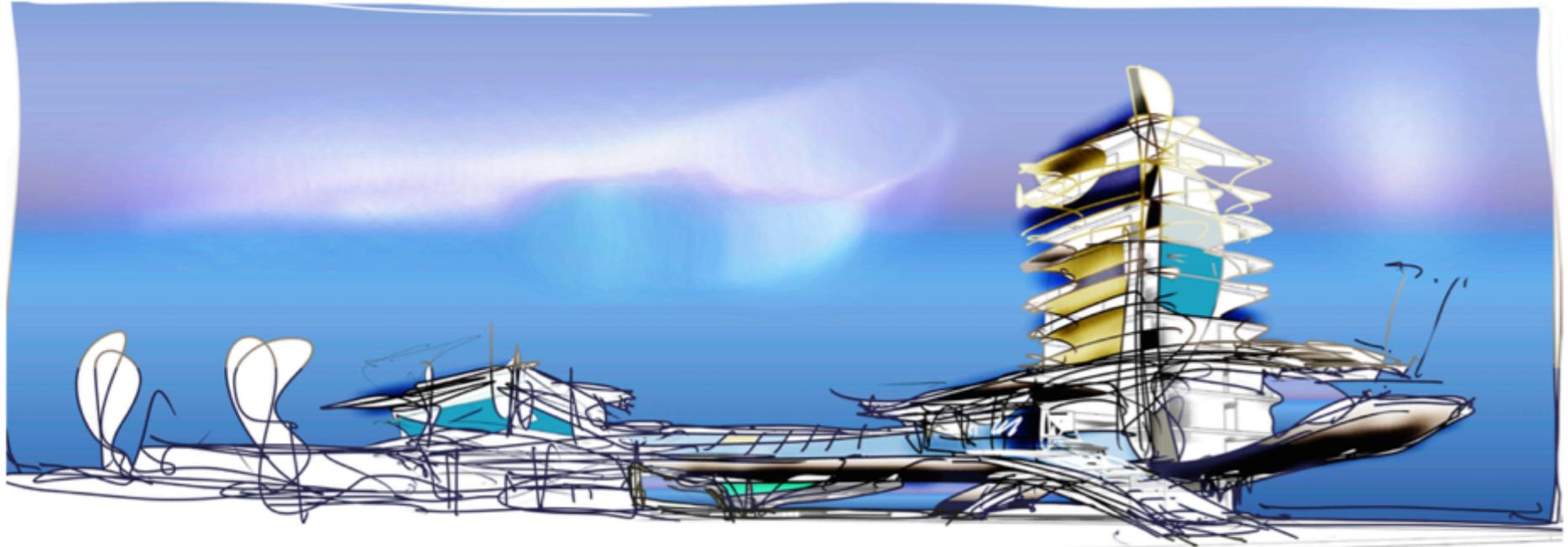
LE JOURNAL
DES FEMMES

New Times

FRAME

DER TAGESSPIEGEL
3

the
culture
trip



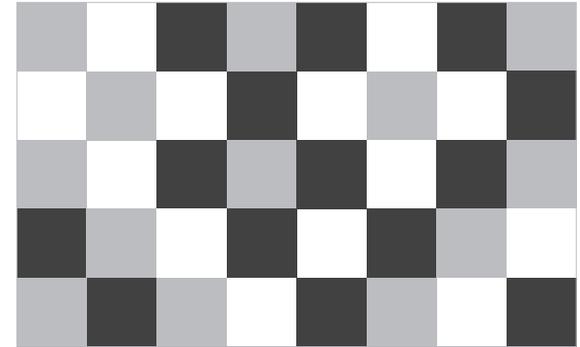
Future

Ironside will expand its complex with a fifteen story high- rise tower and hotel designed by Ron Arad Architects. With the massing of futuristic design and employing principals of sustainable architecture, a new global city center will arise for Miami. The site will include open pathways leading to piazzas, open and transparent residential and hybrid spaces, an outdoor cinema, cafés and a luxury boutique hotel with spa and pool amenities. Ofer Mizrahi's vision of the expansion is to create a link with the existing campus to encourage community, interaction and the cross fertilization between creative businesses in the pursuit of innovation and sustainable design.

Ron Arad on Ironside Founder: "Is it an oxymoron to say an idealistic developer, anyway he might be one" – WIRED UK, October '14



IRON SIDE



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