



---

# **Waldorf Astoria Miami** Case Study

August 30, 2021

# Waldorf Astoria Residences Miami Sales Center



razorfish

# A Transcendent Experience

The Waldorf Astoria Residences Miami is the most exciting, exclusive new residential opportunity in the world. For our clients, nothing but the best will do.

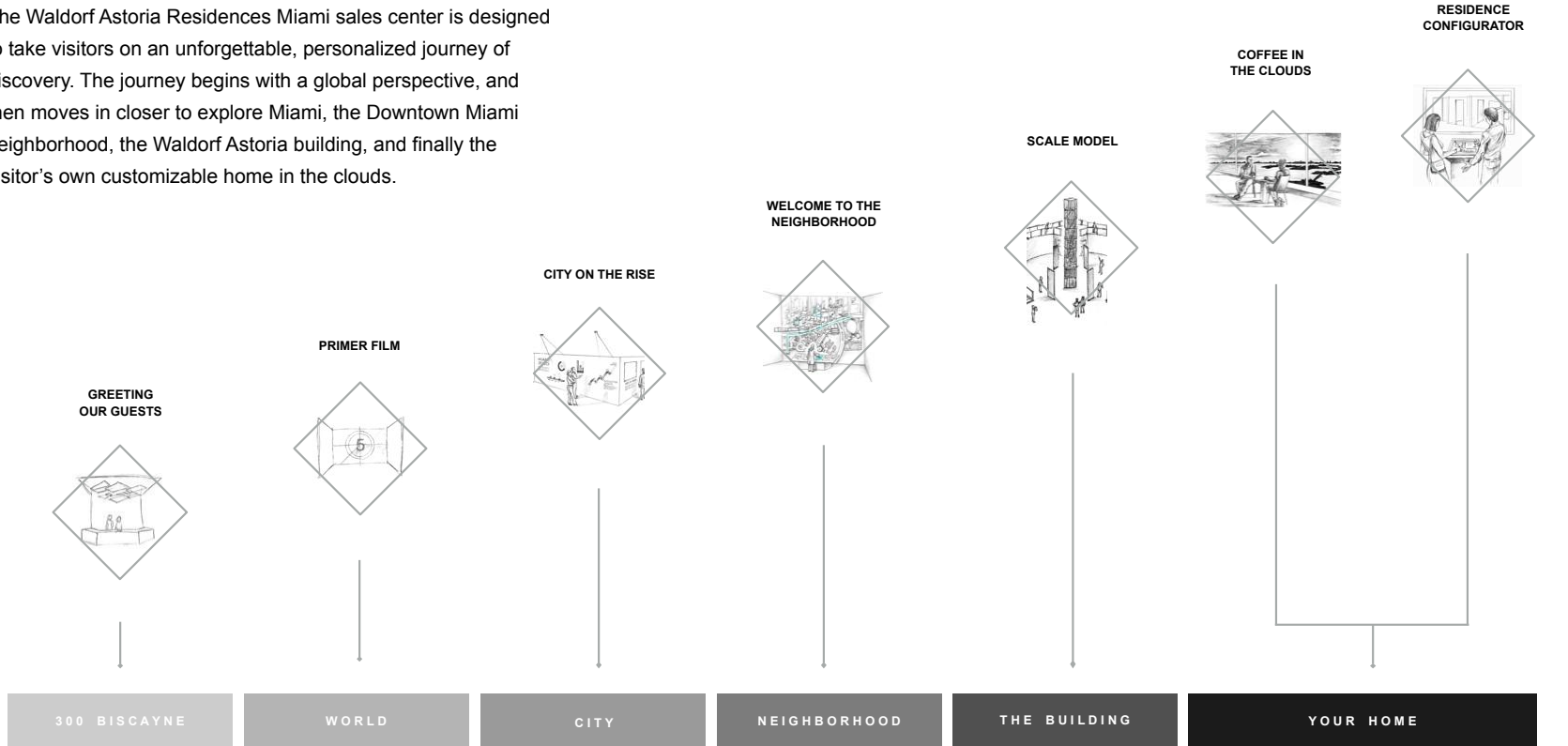
Our sales experience invites this discerning audience to experience transcendent skyline living at the Waldorf Astoria through a series of multimedia experiences. Each one brings to life the extraordinary design and exceptional service of the residences in an unforgettable way.

This document is your guide to creating a truly transcendent sales experience.



## A TRANSCENDENT EXPERIENCE > VISITOR JOURNEY

The Waldorf Astoria Residences Miami sales center is designed to take visitors on an unforgettable, personalized journey of discovery. The journey begins with a global perspective, and then moves in closer to explore Miami, the Downtown Miami neighborhood, the Waldorf Astoria building, and finally the visitor's own customizable home in the clouds.



CLIENT ENTRY

BROKER OFFICES

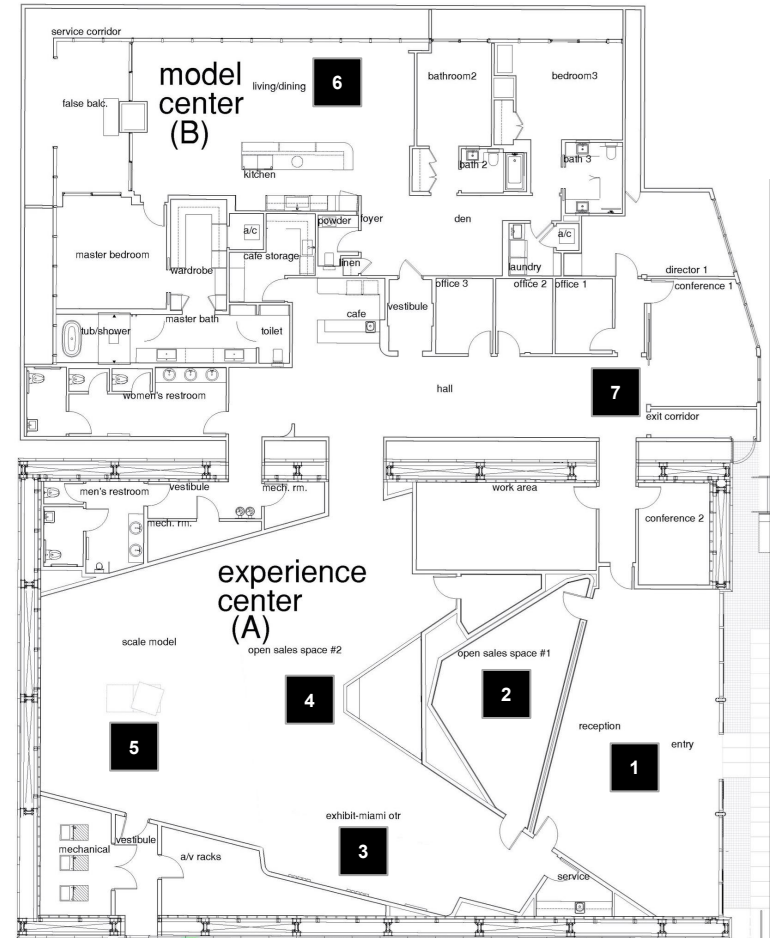


## A TRANSCENDENT EXPERIENCE > VISITOR JOURNEY

While the sales experience has been built to convey a “global to local” story, your approach may change as you grow more familiar with the space and its visitors.

The space is flexible enough to allow you to change the order of events to “wow” or speak to the specific needs of your visitors. For example, the stunning Scale Model could prove too enticing to wait, or a visitor may have specific questions about Miami that prompt an early visit to City on the Rise. A commitment to personalized service is at the heart of our offering and our sales experience.

- 1 GREETING OUR GUESTS
- 2 PRIMER FILM
- 3 CITY ON THE RISE
- 4 WELCOME TO THE NEIGHBORHOOD
- 5 SCALE MODEL
- 6 COFFEE IN THE CLOUDS
- 7 RESIDENCE CONFIGURATOR



# 1 | Greeting Our Guests

A kinetic sculpture hangs above the central reception desk, heralding our guest's arrival in impressive fashion and setting the tone for their visit – you are about to go on a dynamic and cutting-edge journey.

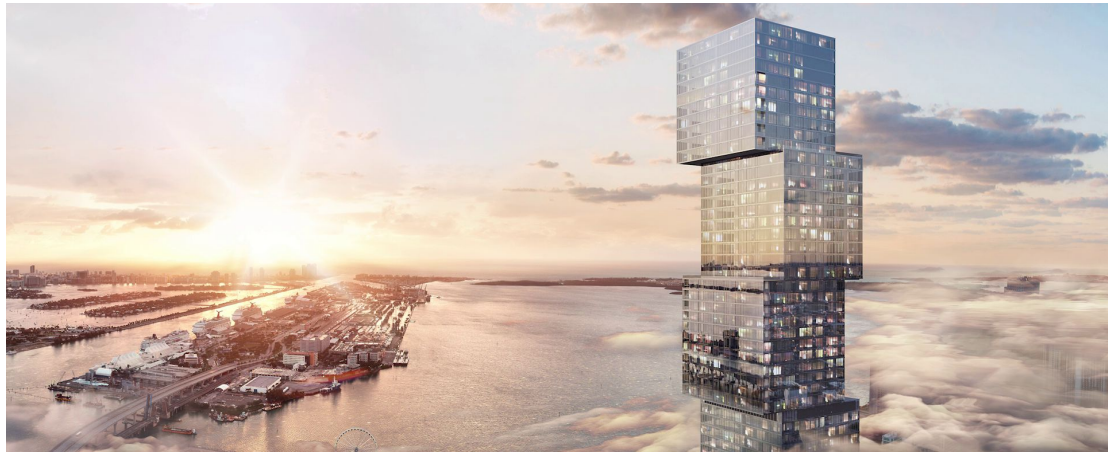
The articulated, block-like geometry of the sculpture's form and its faceted layout mirrors the overall architectural themes of the Waldorf Astoria. The shadows and reflections of the geometric elements dance together on the walls, evoking the warm rippling water so characteristic of Miami.



## 2 | Primer Film

The guest enters an enclosed, gallery-like space for an immersive cinematic experience. All global cities have iconic buildings. Now Miami has its own.

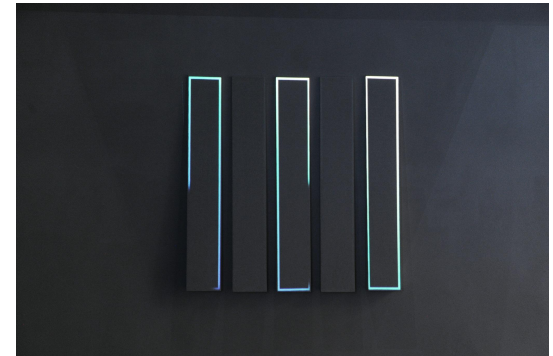
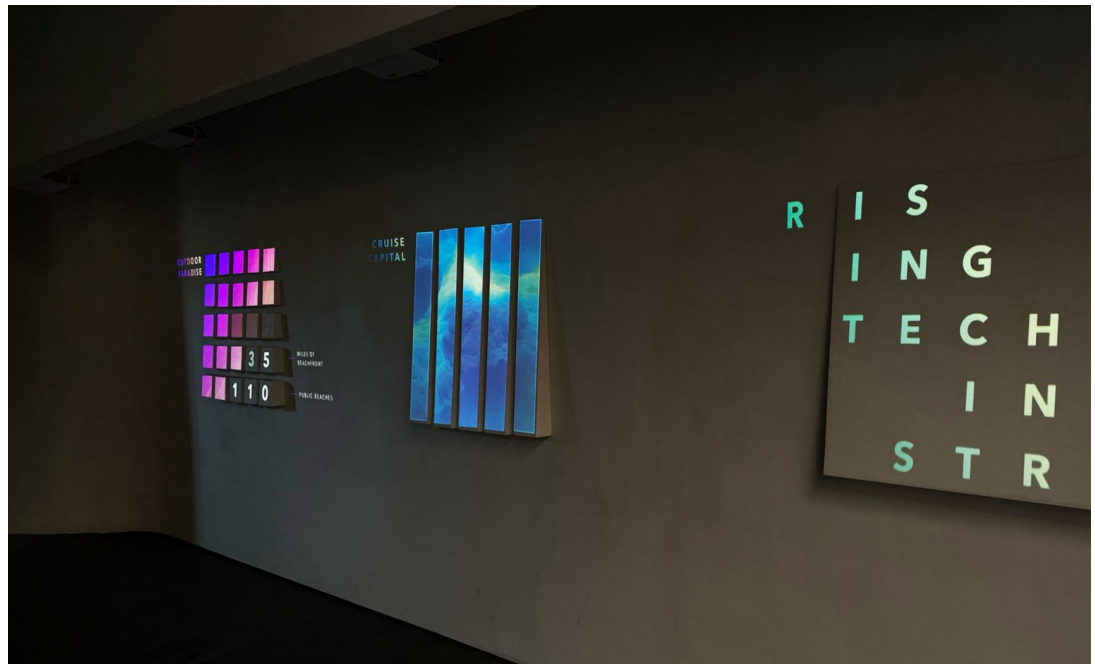
Cue an ultra-widescreen film that introduces the Waldorf Astoria as a new icon of world architecture – a stunning, instantly recognizable structure that soars above the skyline and inspires us with its excellence.



### 3 | City on the Rise

The guest now enters an exhibition-like space, with three physical reliefs on the wall. As the guest approaches a relief, a digital projection is launched and begins to play across the geometric surface, precisely and beautifully.

Each of the three animated infographics uses compelling data to tell the story of Miami's incredible growth, ease of access, and quality of life – appealing to savvy investors and lifestyle-focused residents alike.

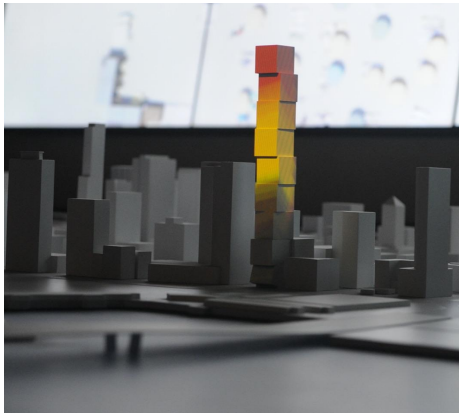
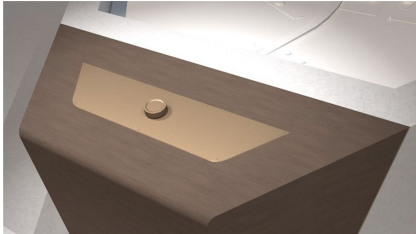




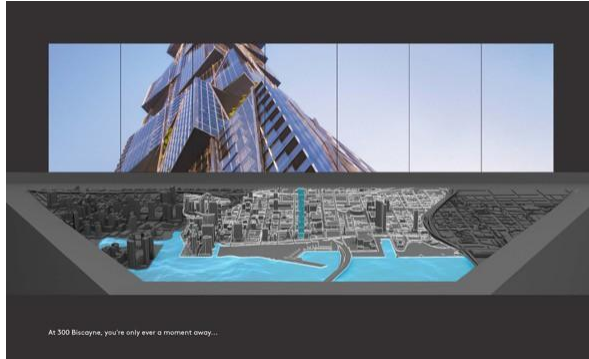
## 4 | Welcome to the Neighborhood

The guest is now drawn to a model cityscape of Downtown Miami beneath a widescreen video projection. The Waldorf Astoria is the focal point for the experience.

With the push of a button, our synced video and light show introduces prospective residents to the exceptional lifestyle available just outside the door of the Waldorf Astoria in Downtown Miami – a world-class neighborhood defined by exclusivity, opportunity and taste.



# Welcome to the Neighborhood Modes



## TOUR MODE

A choreographed presentation across the rear screens and the 3D model. The video showcases Downtown Miami as a global hub for commerce, culture, and entertainment, while light projections on the model bring the city to life.



## EXPLORE MODE

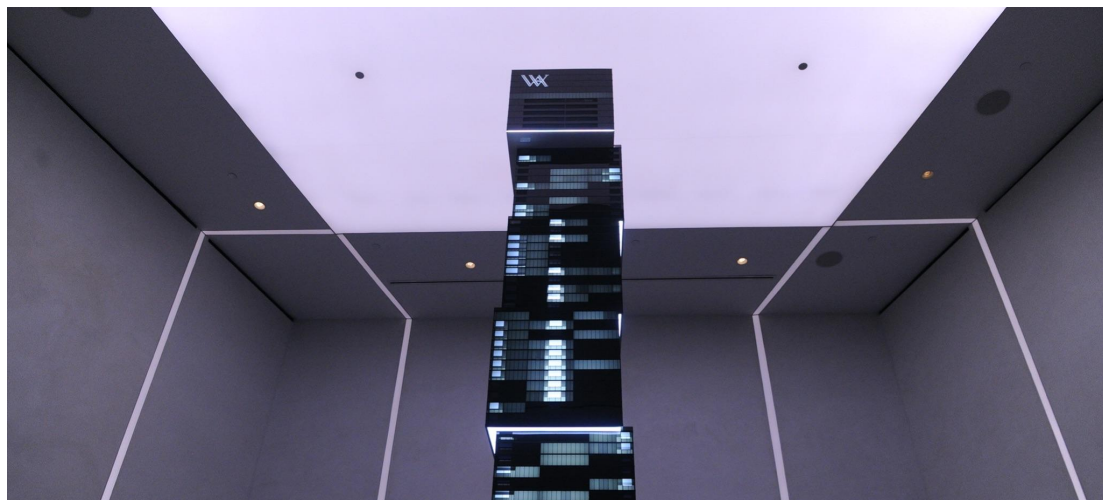
Users scroll through neighborhood points of interest, featured on the rear screens.

## 5 | Scale Model

The monumental scale model is the focal point for our sales experience. The Waldorf Astoria's nine rotated cubes perch from a seemingly impossible height, with dynamic lines sweeping across their faces, carving up the sunlight and casting it back across the city. A stunning act of engineering that our model puts within reach.

Each cube's unique rotation has purpose – framing Miami's grand skyline from its most beautiful vantage points. Much like these spectacular views, no two apartments within the Waldorf Astoria are the same, each a bespoke iteration, designed with its relationship to the city in mind.

Standing before this model, our guests can see for themselves how the Waldorf Astoria redefines the architecture of Miami and sets a new standard for refined living.

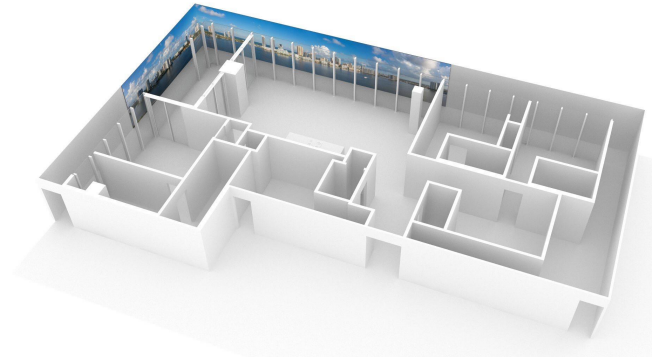
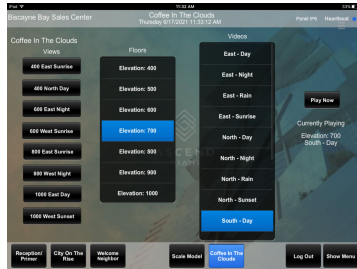




## 6 | Coffee in the Clouds

If the scale mode puts our visitors at the foot of the Waldorf Astoria, the next step in our the journey brings them into the clouds for a stunningly accurate experience of the Waldorf Astoria's unforgettable views.

From within our model unit, guests can gaze out at a view of Miami from the building level and time of day of their choice. The Coffee in the Clouds installation excites the sense and inspires the imagination, creating an unforgettable example of the unparalleled experiences exclusive to the Waldorf Astoria.

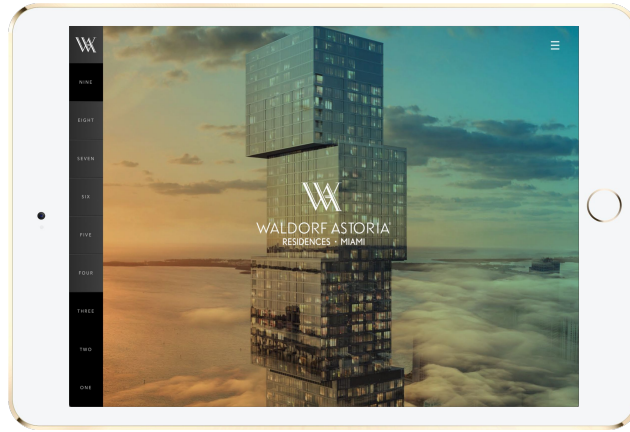




# 7 | Residence Configurator

This is it, where your clients' vision of exceptional living becomes their home in the Waldorf Astoria.

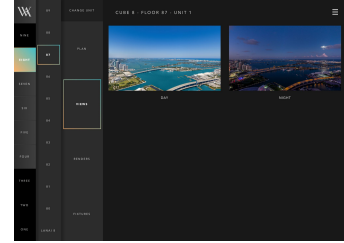
The Residence Configurator allows you to showcase and capture the customization options for your client's residence, from unit selection to fit and finishes. With its flexible small- to large-screen display options and simple interface, our configuration app puts your client in control of creating a truly exceptional residence in the clouds, crafted to the most exacting taste and quality.



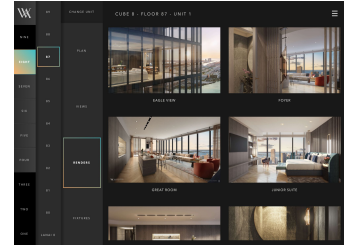
Plan



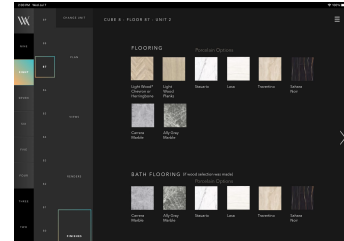
Views



Renders



Finishes



Save Expand Notes Draw Factsheet

Thank You