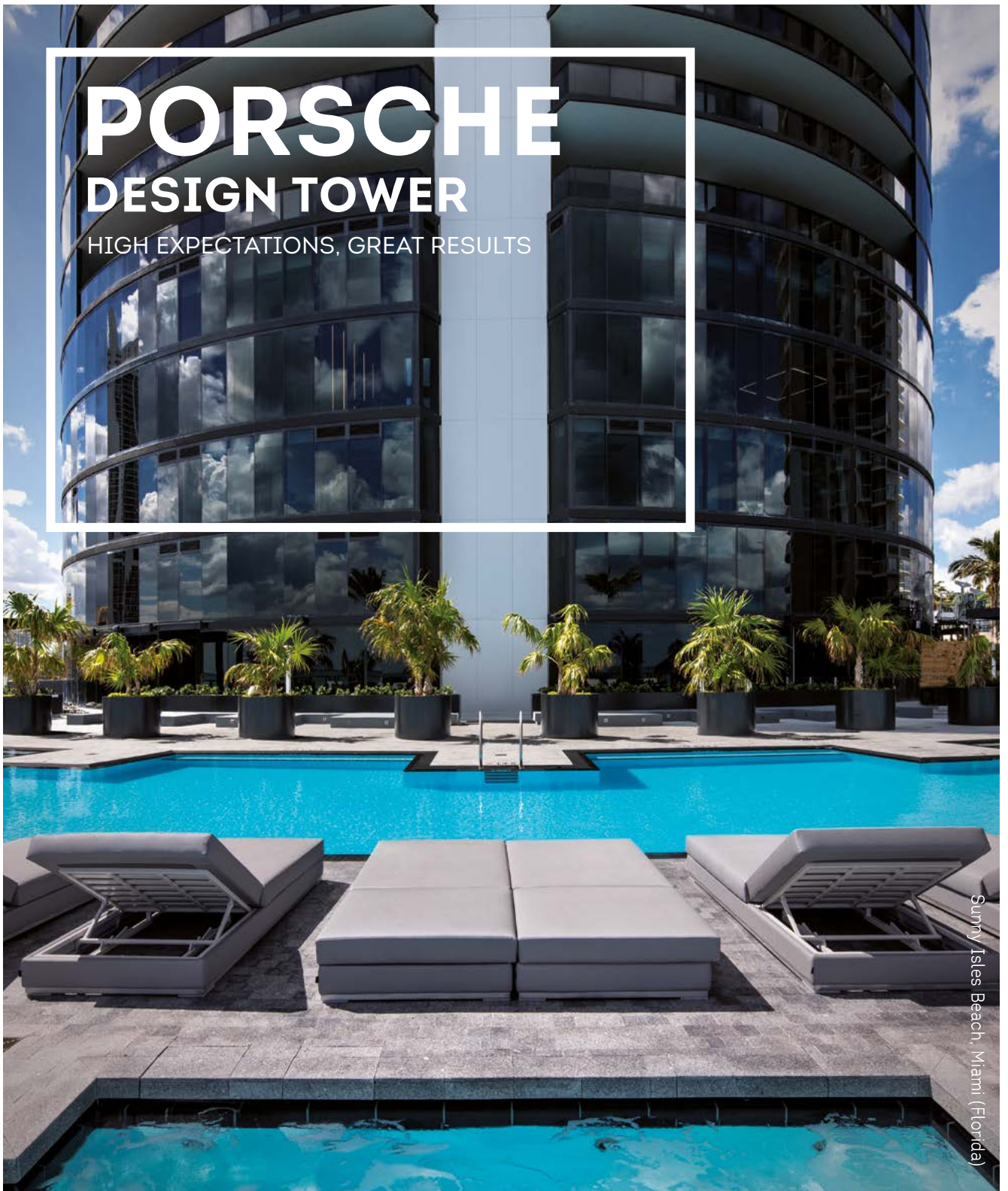


PORSCHE DESIGN TOWER

HIGH EXPECTATIONS, GREAT RESULTS



Sunny Isles Beach, Miami (Florida)

WELCOM





TO SUNNY ISLES BEACH



Defined as the Côte d'Azur of the US, Sunny Isles Beach is a series of luxury houses and resorts directly overlooking the Atlantic Ocean. The Porsche Design Group bet on a unique location, designing the tallest ever high-rise built on Miami's northern coast. The first in its sector to link architecture to its brand, the German car manufacturer ensured an exclusive residence in one of the most heavenly places in Florida.

PORSCHE DESIGN TOWER

Designed by the Porsche Design Studio in collaboration with the Suarez Architects - one of Miami's most renowned groups of architects - the Porsche Design Tower is an unparalleled gem of technology and beauty.

A high-rise made up of 132 private apartments on 59 stories, where comfort is at its best: classical, underground garages are replaced by special high-tech elevators, giving car access to flats, so you can park your car at your door. And there's more to it: balconies, a private pool and ocean views in the background, a common, heated outdoor pool, a fitness center with spa, and a restaurant and lounge bar with panoramic windows. Every single element, shape and color is designed to impress at first sight.

The Porsche Design Tower, almost 200 m high, has hugely transformed Miami's skyline, ensuring both, an astonishing and exciting living experience.



**WATER
HAS
NEVER
GONE
SO HIGH**



5 FT 

LOCATION

Sunny Isles Beach, Miami (Florida)

YEAR OF CONSTRUCTION

2013 - 2017

DESIGNER

Porsche Design Group and Sieger Suarez Architects

DEVELOPER

Dezer Development, LLC

MAIN CONTRACTOR

Coastal Construction

HEIGHT

200 m

NUMBER OF UNITS

132

NUMBER OF STORIES

59

UNIT SIZES

from 4,252 to 16,915 sq ft



Bringing water to unprecedented levels: this is the challenge that Myrtha Pools had to face in the Porsche Design Tower with the installation of 116 private pools; between the 7th and the 55th floor, two private pools at the 56th story penthouse, one common outdoor pool flanked by a small hydro-massage pool at the ground floor and 2 spa pools.

A challenge we won thanks to our skills, because Myrtha's technology is the result of studies and research of the best construction solutions and

materials, along with a great commitment. Indeed, being able to see a full-scale model of private pools before they are installed is a way to prove a company's efficiency, with an innovative spirit; because Myrtha Pools' versatility in facing problems is the key to its constant improvements. Since the first stages of the contract, such winning qualities have grown benefits for our company, based on the 'made in Italy' philosophy. Our company's ambition is to 'go beyond', and it is part of our DNA.

FEATURES OF THE BUILDING

Located right on the **ENDLESS, FINE SAND BEACH** overlooking the Atlantic Ocean

ROBOTIC ELEVATOR for cars, with direct access to private garages

OCEAN-FRONT BALLROOM, equipped with a kitchen

PANORAMIC, OCEAN-FRONT TERRACE, with heated, staffed pool and catering service

FITNESS AND WELLNESS CENTER with ocean views, for residents only

MULTI-PURPOSE AREA

RESTAURANT at the same story as the lobby, with glass windows on each side

LOUNGE BAR at the same story as the lobby, with ocean views



FEATURES OF THE APARTMENTS

PRIVATE SKY GARAGE (private garage giving direct access to the apartment) for each dwelling unit

Wide terraces with **PRIVATE POOL** and **OUTDOOR KITCHEN**

PRIVATE ELEVATOR with direct access to the apartment

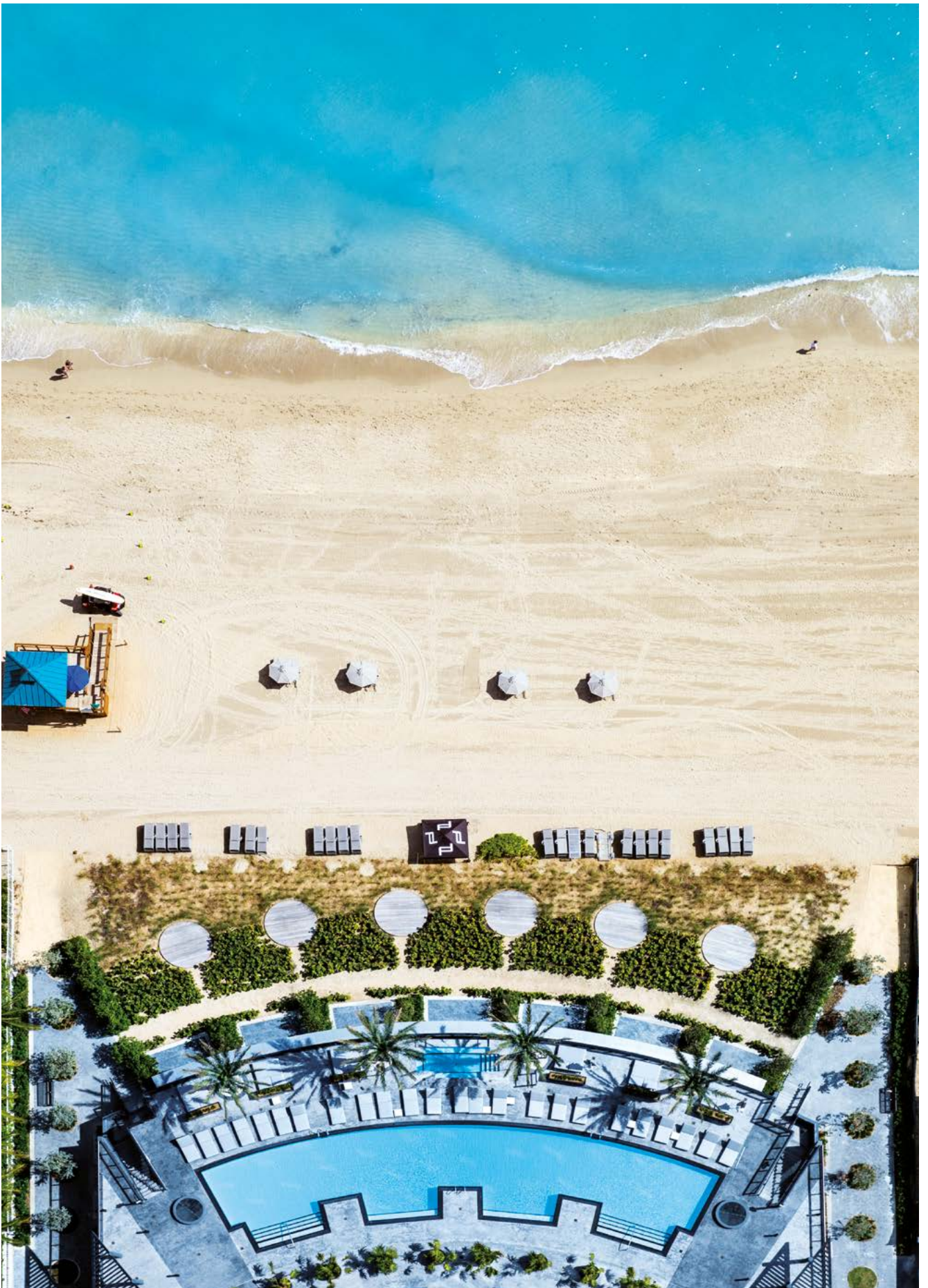
PANORAMIC VIEWS of the ocean, the coast, and /or the city

WIDE FLOOR-TO-CEILING WINDOWS, to better enjoy the views


Top-quality **GRANITE OR MARBLE FALSE CEILINGS** in kitchens and bathrooms

GAS FIREPLACES in the living rooms

PRIVATE INDOOR ELEVATOR in two-story units



AN IDEA YOU CAN SEE FOR YOURSELF

The background of the page is a light-colored architectural sketch. It depicts a balcony or terrace area with a rectangular pool. A wavy vertical line, possibly representing a decorative screen or a stylized tree, is on the left side. The sketch is done in a simple, line-art style with some shading. The overall tone is clean and modern.

While the apartments of the Porsche Design Tower were starting to take shape, 'behind the scenes' of this architectural wonder, a decision had to be made by the company in charge of the private pools on the balconies.

The Miami distributor of Myrtha Pools, RDC Design/Build, met Gil Dezer, the developer, by chance. Dezer did not know Myrtha's technology, yet he was astonished when he had the opportunity to come to our headquarters in Castiglione delle Stiviere, to see a 1:1 scale prototype of the project, complete with accessories and finishing. Dezer immediately understood the construction advantages versus a traditional concrete pool. As envisaged in the original project: modularity, versatility of shapes and materials, a combination of lightness and structural resistance, rapidity of installation and minimum maintenance, and in a short period of time, the contract between the owners and Dezer Development was signed.

The prototype was convincing, even before the developer realized how professional and reliable our long-standing Italian company is. Myrtha Pools can boast a one-of-a-kind technology.



THE PROJECT IS TAKING SHAPE

A NEW, VERTICAL VISION

In this high-rise project, thinking about a horizontal development – as it is normal for a pool – was not enough to solve some criticalities of a typical high-rise.

In the design stage, the Porsche Design Tower was intended to be the tallest building in the world with balconies equipped with pools: no company before ours had ever managed to bring water so high, even succeeding in distributing water on the 360° perimeter.

Some possible critical elements of the project might be the complex clover shape of the building, as well as the threat represented by hurricanes and winds up to 220 km/h, which might have affected the static nature of the entire complex.

The challenge for Myrtha Pools had to do not only with structural elements, but also with the coordination activities of the various workers and craftsmen engaged in the field. Thanks to the features of Myrtha's technology and the possibilities it offers, obstacles would be easily overcome.



NUMBER OF POOLS

116 + 2 in the penthouses
(59th story)

LOCATION

private terraces

SIZE

4,95x2,80 m

DEPTH

0,95 m constant

BOTTOM

Black PVC
with Softwalk foam

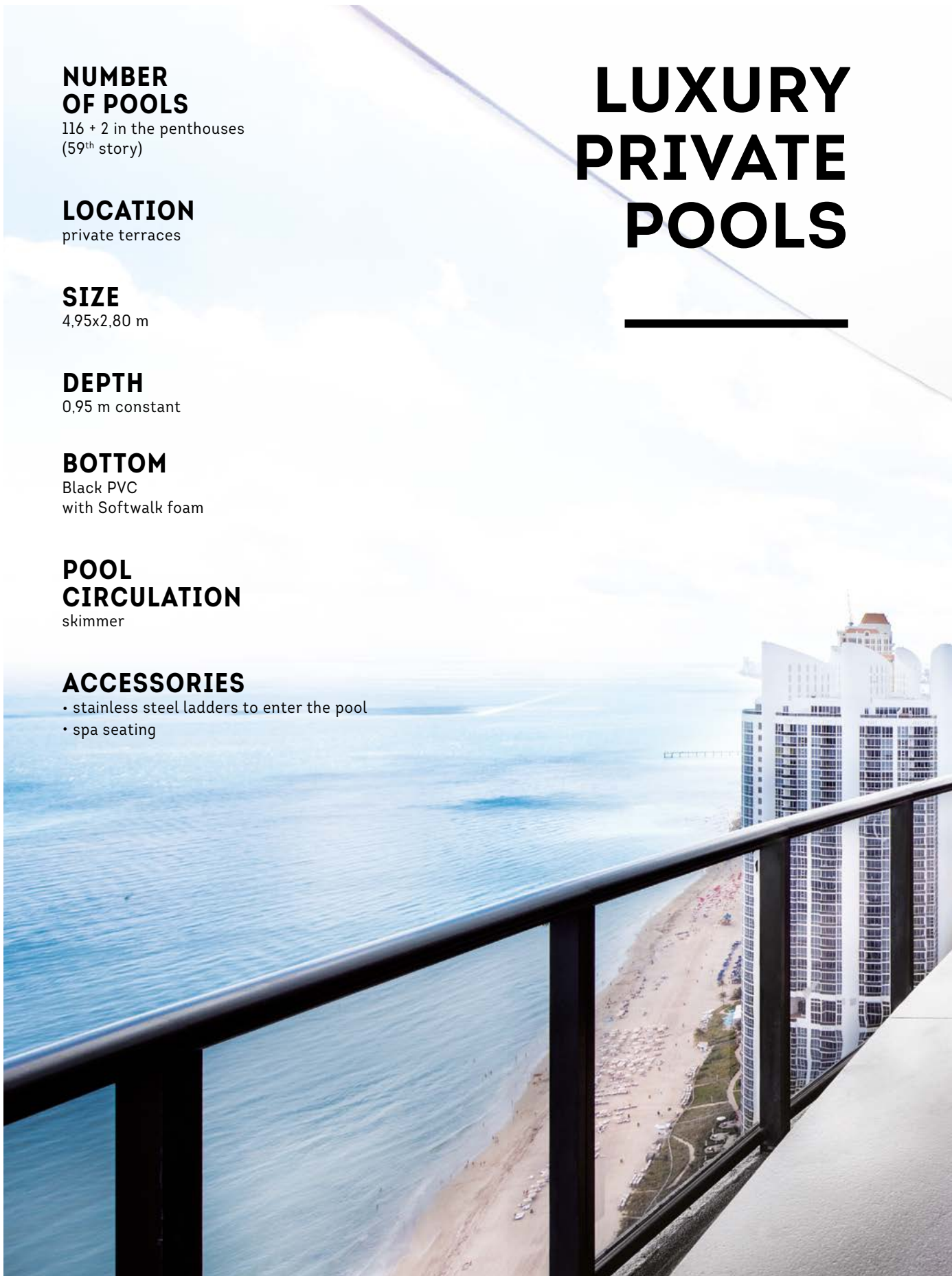
POOL CIRCULATION

skimmer

ACCESSORIES

- stainless steel ladders to enter the pool
- spa seating

LUXURY PRIVATE POOLS



To adjust to the architecture and the customer's requirements, Myrtha Pools designed two different models of private pools: one with the pool ladder located on the right, and the other with the ladder on the left. Every single detail was designed to be integrated in the apartment, aesthetically and functionally, with the final aim to make the time in the pool a real pleasure for all senses.





MAIN POOL FREEFORM

With a spectacular view of the ocean, the common outdoor pool at the ground story is perfect to indulge in moments of total tranquility. A wide structure whose design and curvy lines perfectly match the architectural layout of the Porsche Design Tower.



LOCATION
ground story

SIZE
35,00x4,50 m

ACCESSORIES

- ladders to enter the pool
- spa seating

DECK POOL

The great ocean-front views can also be enjoyed from the small deck pool adjacent to the common outdoor pool, on the ground floor.

A small yet functional deck pool, set discreetly and elegantly in the existing area.



LOCATION

ground story

SIZE

5,40x2,30 m

DEPTH

0,90 m constant

SPA INSTALLATION

12 jets



The fitness and wellness area on the fifth story has two symmetrical pools, with variable water depths and hot tub, manufactured by Myrtha Pools. Like all pools of the Porsche Design Tower, spa pools are also designed according to the architectural space intended for them. The hidden infinity point, and the views on the background give the same exciting feeling you would have being in contact with the crystal-clear waters of the Atlantic Ocean.

**NUMBER
OF POOLS**
2

LOCATION
fitness area (6th story)

SIZE
5,50x8,00 m

DEPTH
from 0,90 m to 1,50 m

SPA INSTALLATION
12 jets



SPA POOLS



A SPECIAL TRANSPORTER



Shipping the materials from Italy and handling them on the field were conducted in perfect synchrony.

Having a 40 ft container containing 12 pools available on the spot was a distinctive logistic plus for us. Due to space restrictions and the need to not worsen the intense traffic of the Miami area, no more than 3 containers at a time were permitted to stay at the base of the Porsche Design Tower for unloading the materials. With only 10 shipments of 3 containers at a time, scheduled to facilitate mobility on the roads during the week, it was possible to deliver all pools very rapidly.

Finally, Myrtha's technology, lightweight, modular, and not too bulky, made it possible to transport the pools with a normal elevator, without the use of any external crane - therefore at no extra costs.

TEAMWORK

Coordinating the workers in the field was an essential challenge for such a complex project.

The company's renowned structural flexibility was combined with organizational flexibility, enabling to work in different sectors while ensuring perfect execution. While pools were being installed from the 37th story upwards, the plasterers proceeded with their work, descending from the penthouses to the last two stories. When the workers met, about halfway through the Porsche Design Tower, the ascending and descending order of development was inverted, and works were completed within the time frame.







TECHNOLOGY
THAT
INSPIRES



INCREDIBLE LIGHTNESS

As in a relocation, the pools of the Porsche Design Tower were packed and transported like pieces of furniture from one room to another, and even from a story to another.

A unique advantage in terms of structural cost reduction is the lightness of the components of Myrtha Pools: large amounts of concrete, reinforcement structures and huge interventions by workers are no longer needed with Myrtha.



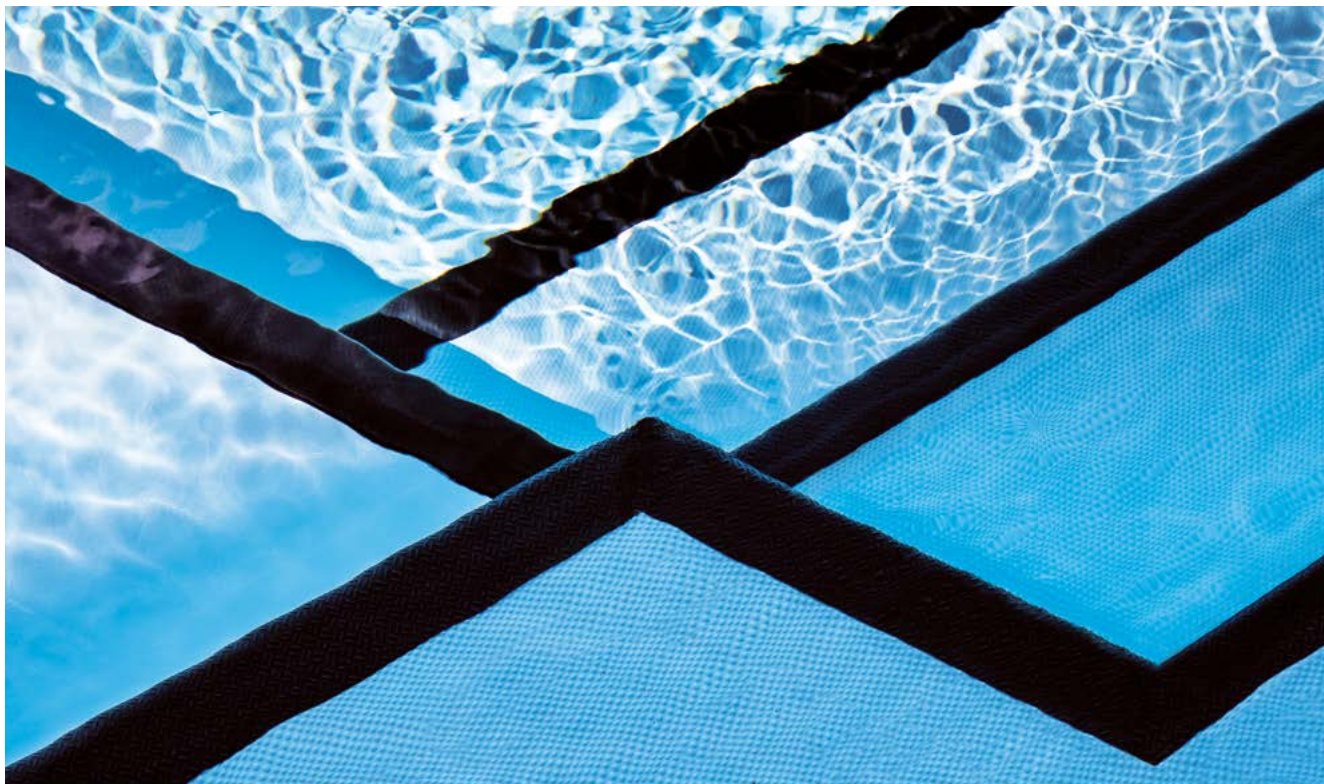
EXTREME RESISTANCE

Winds can reach 220 km/h on Miami coastline, and in the hottest months hurricanes are not rare. Installing pools on balconies so exposed to water and gusts is a technical aspect that cannot be underestimated. From the planning phase onwards, Myrtha's pools adjusted to the whole high rise, able to oscillate up to 20 cm to oppose the wind gusts, preserving resistance and flexibility during such atmospheric events.

PERFECT SEAL

Myrtha's pools installed at the highest stories of buildings stand out for the double waterproofing of the swimming pool, which, in case of water leakage, prevents water from filtering towards the lower stories. A fundamental feature in a high rise with so many water surfaces and so many stories.





FLAWLESS SAFETY

To complete the safety of the “high rise elevated pool experience”, the engineering study on static features of balconies was followed by the functional study of an accessory such as the entry ladder.

With the aim to avoid accidental falls, the Sieger & Suarez architects envisioned a step placed over the pool edge, which enables to enter the pool by simply sitting on the step and rotating the legs by 90°. Thanks to its versatility, Myrtha Pools turned this idea into reality without overturning the initial project: a 45cm step that enables to access the pool in total safety.

PUSHING WATER HIGHER AND HIGHER

Works were finished, structural difficulties had been brilliantly overcome, and Myrtha Pools could be happy with the results obtained. A last challenge, however, would push it even higher.

After the project ended, the client decided to install two more private pools in the penthouses on the 56th story. The elevators to the penthouses were too small to contain the pools, and the external cranes had already been disassembled. Materials were therefore transported with the elevators for the cars up to the 54th story, and then, step after step, up to the penthouse story.

Working after the yard had closed meant that we needed a technically advanced solution allowing to adapt the pool to a structure that had been completely built.

Without a lightweight, modular, and versatile technology as Myrtha's – able to manufacture a sort of 'engineered' pool – the test would have never been passed, and surely not so rapidly and cost-effectively.



ACCESSORIES CREATED TO STAND OUT

The perfect ability of Myrtha Pools to combine style and functionality is also enhanced by the accessories and finishes the Tower pools were equipped with.

Total black look, shapes and materials were studied to the smallest details by the Research and Development Department of Myrtha Pools – and supervised by the Porsche Design Group – for accessories completely 'Made in Myrtha', able to adjust perfectly to the sophisticated and luxury context and ensure a perfect well-being experience.

All accessories are ready made, bringing benefits in terms of transport, installation times and costs. They are packed and shipped from Italy; once they reach the construction yard, they must only need to be assembled.





SPA SEATING

The shape of spa seating is also the result of great efforts made by the Research and Innovation Department of Myrtha Pools. The curvy and ergonomic lines perfectly adjust to the pool layout, to offer the greatest comfort combined with the pleasure of a massage.

ENTRY LADDERS

The 45 cm step placed over the pool edge is a special solution, studied ad hoc to ensure greater safety when entering the pool, and the ladders may also be used to stop and relax for a while.

INVISIBLE TECHNOLOGY

Just one look is enough to understand the construction and stylistic perfection of the private pools. Special solutions were implemented to ensure the final product is both elegant and innovative.

The pools are placed between two columns; one is structural and in reinforced concrete, the other is hollow inside, to lodge the pipes (power grid, gases, drains. etc). The small solarium adjacent to the pool hides the technical compartment, with the filtering and pump system.



FREEDOM - INFINITY POINT

In spa pools, water disappears under the flooring that surrounds the pool, thanks to the hidden infinity point. This is an elegant and sophisticated way to obtain a special effect: the distance between the pool and ocean water almost seems to dissolve.



BOTTOM COATING OF BLACK PVC WITH SOFTWALK FOAM

At the bottom of the pool, a special Softwalk foam is placed under the black PVC coating, making movements in the water both pleasant and safe. Such softness, at such elevations, makes you feel like you are fluctuating in the air, walking on the clouds.

WHEN INNOVATION HITS THE BULL'S EYE

Myrtha pools stand out for a series of features that make them competitive, as well as being the ideal partner to meet even the greatest expectations.

STRUCTURAL RESISTANCE

Built to perform: resistant, solid, and flexible, it absorbs the micromovements of ground adaptation and resists corrosion.

WATERPROOFING

Beauty and resistance: the perfect waterproofing of the swimming pool is ensured by the exclusive PVC lamination process, directly on Myrtha steel panels. A PEM coating has also been inserted between the first and the second layer of the waterproofing. PEM is a light and flexible plastic material whose porous surface prevents water from accumulating and stagnating.

DESIGN, SHAPES AND FINISHING

The most advanced materials and accessories: the great variety of finishing and materials ensures a unique and customized product.



INSTALLATIONS IN PARTICULAR CONDITIONS

Lightness of the structure: combined with flexibility, it enables to create pools even in the most difficult conditions.

LONG-LASTING

Long live Myrtha: it boasts the longest lifecycle on the market; this guarantees a great value to the pool for a long period of time.

SUSTAINABILITY

Designed to be eco-friendly, both during the realization stages, and during transport and installation.

MAINTENANCE COSTS

Minimum maintenance is required: the constant technical support by the Myrtha team ensures the best pool performance.



**ITALIAN
EXCELLENCE
AND
INNOVATION.
SINCE 1961**

Founded in 1961 and based in Northern Italy, the Company quickly became the international leader in the market.

Myrtha Pools' leading-edge technology is based on a unique modular system: stainless steel panels, laminated internally with PVC and one rigid membrane.

"Myrtha System": unique technology worldwide.

Our uniqueness lies in our unprecedented technology. Specially tailored for customers who appreciate quality and want long-term, safe investments.

Thanks to continuous research and development, Myrtha Pools has achieved several technological breakthroughs, presenting the most advanced solutions in the world of aquatics. Our exclusive technologies have been selected for major international competition events, including the Olympic Games and World Swimming Championships.

THE RESULT OF EVOLUTION

300

direct employees

+ 300

distributors and certified
installation teams worldwide

1,500

swimming pools each year



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