



# Ocean Drive A Siminetti Case Study

## One of Ocean Drives most iconic building

*“In the late 1990’s, when world renowned architect and designer Michael Graves set out to design the luxury condominium building in South Beach that would become one of the crowning achievements of his extensive career, he was hopeful that it would turn out exactly as he had envisaged it: a postmodernist icon that stood at the border between land and sea, with elements that anchored it to South Beach, and others that called it to the ocean. A design that resembled a ship; threatening, at any moment, to break free of its 15th Street mooring, and set out to sea.*”

### Executive Summary

Situated in one of Ocean Drives most iconic buildings, we have just installed 3500ft<sup>2</sup> / 350m<sup>2</sup> of Siminetti mother of pearl mosaics. Designed by the late renowned architect, Michael Graves, the swimming pool and hot tub are fundamental aspects of this iconic building and in keeping with Michael Graves wishes, the residents of the condominium have followed the initial design brief of finishing the pool in stunning mother of pearl mosaic tiles.

Client – Private Condominium

Project Completion – 2021





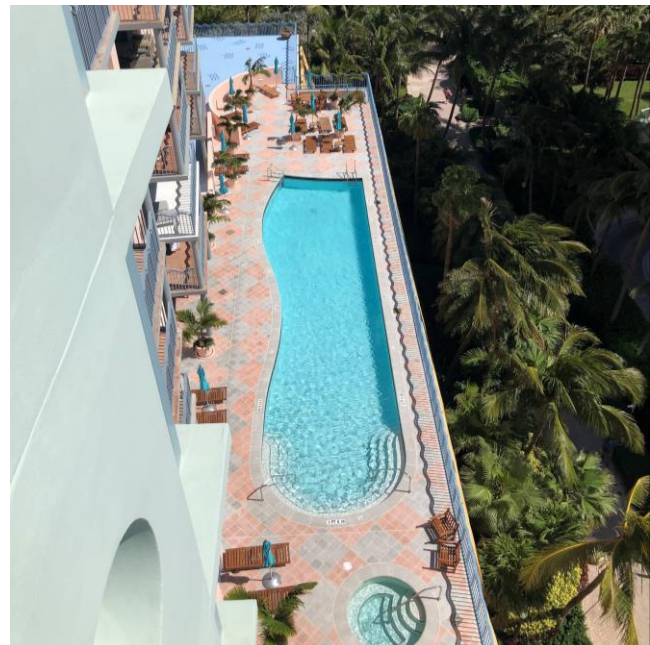
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## The Project

Graves did, however, have one regret. One of his most cherished ideas, never made the final cut: a visually stunning, fourth floor swimming pool, shaped like a wave, and adorned in mother of pearl tile; the final flourish of his land-sea thematic vision. Instead, the pool received a pretty standard concrete treatment and remained, for the last 20 years, a utilitarian, but less than overwhelming feature of the building.

Siminetti supplied a staggering 3500ft<sup>2</sup> / 350m<sup>2</sup> of Midnight Pearl & Bianco mosaic tiles to the condominium. Both Midnight Pearl and Bianco are ideally suited to use in a swimming pool. Their unique qualities mean that the harsh chemicals commonly used in swimming pools will not tarnish the tiles & the UV rays from the hot Floridian sun will not cause discolouration.

Once applied the stunning swimming pool emerged as an iridescent lagoon of white mother-of-pearl mosaic tile with black trim, that literally shimmers in the sunlight, and projects an oasis of calm and relaxation, when lit by its computer-controlled evening lights.



As mother-of-pearl had only been previously used on one major pool project (the Phoenician Resort in Scottsdale Arizona), some residents were originally skeptical about the suitability of the material. Today, however, everyone seems to be on board. As Rosenbaum puts it: “Once all is said and done, all of our owners and guests seem to agree that the final result is not only visually stunning, but that it speaks directly to Michael Graves’ postmodernist vision. It looks like a win-win for all concerned”.