

Berenblum Busch Architecture designs unique ‘Beauty Academy’ in Wynwood

Berenblum Busch Architecture (BBA), an international architecture, planning and interior design firm, recently announced that it has designed a mixed-use project located in Wynwood, at 2337 NW Fifth Ave., that will be home to Luxury Brand Partners (LBP) corporate headquarters. The highly anticipated project, which LBP teamed with developer Moishe Mana to build, is slated to be completed by mid-2017.

The “Beauty Academy” will include more than 200,000- square-feet of retail and office space in a nine-story building and will feature a 50-room boutique hotel, LBP’s flagship store-insalon, a restaurant, an auditorium with 300 seats, ateliers and learning rooms, an outdoor pool deck and a uniquely landscaped rooftop venue with breathtaking views of downtown Miami.

LBP, a leader in high-end beauty products, will have more than 300 employees at this location and projects that it will draw more than 1,000 daily visitors to the facility from the hair and fashion industries.

Set on Fifth Avenue, the “Beauty Academy” scales-back above Level 6 to diminish its presence on the street while being slightly set back, creating opportunities for outdoor seating on the wider sidewalk.

The building is composed of several architectural volumes that are articulated to break its overall mass. To reinforce this strategy, BBA will use carefully selected finishes and materials that develop interplay among transparent, translucent, opaque and reflective surfaces.

“This is a truly unique project that we are excited to be a part of, both in the design elements and the impact that it will have on Wynwood as it continues to grow into a vibrant arts district,” said Claudia Busch, principal of BBA. “The ‘Beauty Academy’ will serve as a leading education facility that will bring fashion, retail and beauty together and incorporates the creative, exploratory design features that define Miami’s Wynwood.”

In recognition of Wynwood’s street art heritage, the “Beauty Academy” incorporates multi-story art in the main facades. The murals are integral to the building as they partially envelop the structure, becoming a vivid expression of its uses.

For more information about BBA, visit www.bbamiami.com.

