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Naftali Group Breaks Ground On 67-Story JEM Private Residences At Miami Worldcenter



JEM Private Residences. Credit: Naftali Group.

BY: OSCAR NUNEZ 8:00 AM ON APRIL 11, 2024

[Naftali Group](#) has officially broken ground on [JEM Private Residences](#), a 67-story condominium development located at [1016 Northeast 2nd Avenue](#) in [Miami Worldcenter](#). Designed by the Miami-based architecture firm [Arquitectonica](#) and the New York City-based interior design firm [Rockwell Group](#), the building will rise over 700 feet and feature 259 condo units on the upper levels, 530 multi-family units on the lower levels, ground-floor commercial space, and 591 parking spaces. The development has swiftly moved from market entry to construction commencement in under five months, establishing a record pace for South Florida. This marks a significant milestone in Naftali Group's expansion into Florida, as JEM

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Private Residences aims to set a new standard for quality in the region. [OneWorld Properties](#) is the exclusive brokerage, with [Coastal Construction](#) as the general contractor. [DeSimone Consulting Engineering](#) is the structural engineer, and [MG Engineering D.P.C.](#) is the MEP engineer.

On Wednesday, April 6, Naftali Group hosted a memorable groundbreaking event for JEM Private Residences. The occasion was marked with craft cocktails, passed hors d'oeuvres, and a development preview. Guests at the event included Peggy Olin, CEO of OneWorld Properties; Commissioner Christine King; Miki Naftali, Chairman and CEO of Naftali Group; Bernardo Fort-Brescia, Founding Principal of Arquitectonica; David Rockwell, Founder and President of Rockwell Group; and Daniele Naftali, Executive Vice President of Marketing and Design at Naftali Group. The event culminated in a ceremonial shovel dig, marking the official commencement of the project. Construction is expected to complete in 2027.



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“Naftali Group is proud to reach the groundbreaking milestone for JEM Private Residences in a record timeframe for Miami,” said Miki Naftali, Chairman and CEO of Naftali Group. “Miami Worldcenter is one of the only true walkable neighborhoods in the region, allowing residents to effortlessly access premier dining, entertainment and leisure activities that contribute to the vibrant energy Miami is known for. We believe JEM Private Residences will redefine luxury living and become an integral part of the fabric of Miami’s evolving landscape, offering residents an unparalleled lifestyle experience in an incredible location.”

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Eric Solomon, Yosi Manor, Daisy Torres, Eva Malachi, Frieda Naftali, Miki Naftali, David Hochfelder, Danielle Naftali, Kayla Alkoubey, Suzette Diaz. Credit: Naftali Group.

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Eric Solomon, Daisy Torres, Eva Malachi, Miki Naftali, David Hochfelder, Danielle Naftali, Suzette Diaz, Kayla Alkoubey. Credit: Naftali Group.

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Eva Malachi, Yosi Manor, David Hochfelder, Christine King, Miki Naftali, Danielle Naftali, Bernardo Fort-Brescia, David Rockwell. Credit: Naftali Group.

The design of JEM Private Residences, inspired by the ocean, features architecture and wraparound terraces on each floor that promote a seamless blend of indoor and outdoor living. Wood accents and lush greenery create a welcoming environment, while Fort Lauderdale-based [EDSA](#) oversees the landscape architecture, enhancing the development's ambiance.

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“We are honored to be a part of the team bringing JEM Private Residences to Downtown Miami,” said Peggy Olin, CEO of OneWorld Properties. “Naftali Group’s remarkable journey from market introduction to the commencement of construction in less than six months shows a sign of strength in their ability to bring a high-quality product to Miami Worldcenter and their continued confidence in Miami’s real estate market.”

JEM Private Residences features meticulously crafted interiors. Kitchens boast bespoke millwork cabinetry and panelized appliances, complemented by Calacatta stone countertops and backsplashes. The lobby is adorned with custom-sculpted plaster walls, cove ceilings, and bronze accents, while the 50th-floor amenity suite offers a range of indoor and outdoor spaces, including a Sky Lounge, a 60-foot outdoor pool, fitness center, spa suite, game room, co-working space, glass-enclosed private dining room, and spirits tasting room.