

AI Will Connect Mercedes-Benz Places Residents to the World

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Sixty-seven stories above sea level, Mercedes-Benz Places sits as one of the many high rises on the Miami skyline bearing an automaker's name. Aston Martin Residences, Porsche Design Tower and Bentley Residences are all nearby, as are the Armani/Casa and Fendi Chateau.

To stand out, Mercedes-Benz Places is relying heavily on its brand affiliation. Design and technology features throughout the space are meant to welcome homeowners, shoppers,

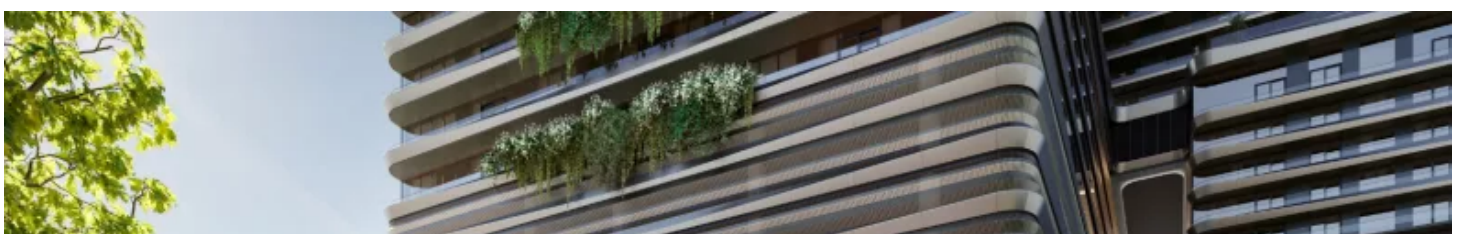
diners and visitors into a fully immersive Mercedes-Benz ecosystem.

The exterior of the condominium structure features horizontal brightwork reminiscent of the center console vents in the [new-generation Mercedes-Benz CLA-Class sedan](#) and the rounded edges of the building play on the car's armrest design.

The evolving juxtaposition of the two-tower structure gives the eye something unique to look at in a sea of light-colored towers as it moves toward the sky.



Rendering of the Mercedes-Benz Places towers. **JDS DEVELOPMENT GROUP**





Rendering of exterior park space at Mercedes-Benz Places. **JDS DEVELOPMENT GROUP**

While driving an artificial intelligence-enhanced Mercedes-Benz, such as the new CLA, Places residents will be able to seamlessly move throughout their day. Transitioning from morning to night with work or play in between, with AI assistance.

"Mercedes-Benz Places in Miami is designed as a highly integrated living experience," Michael Stern, CEO of JDS Development Group, told *Newsweek*. "As truly a mixed-use project, Mercedes-Benz Places includes residences, a hotel, office, wellness and food and beverage outlets. Forward-thinking technology, mobility and sustainability features, and community programming support this future-oriented, integrated lifestyle, including the large-scale, reimagined park at the ground floor, to the many spaces for gathering, entertaining and socializing."

Among the features of the 2.5 million-square-foot build are over 1,000 parking spaces, over 800 condominium residences, a 175-key hotel, 130,000 total square feet of amenity and hospitality space and 200,000 square feet of office space.

There is also a public park that surrounds the Brickell neighborhood space. It will be filled with a basketball court, a dog run, green space, a kid-friendly section and a restaurant that will be built into the historic building that once housed Miami's first high school.

Each condo buyer can customize their space from a selected materials and color palette developed in partnership with the Mercedes-Benz team, led by Mercedes-Benz's Chief Design Officer Gorden Wagener.





A rendering of one of the pools at Mercedes-Benz Places. **JDS DEVELOPMENT GROUP**

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A rendering of the interior of a condo inside Mercedes-Benz Places. **JDS DEVELOPMENT GROUP**

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Prospective buyers can see the options at the site's experience center. In its Finish Room, the sales team shares floor plans and views with clients, helping them understand what their unit could look like.

Like when ordering a car, customers are presented with a curated menu of options they can choose from. Unlike what is available from [Mercedes' Manufaktur arm](#), high levels of materials and design customization aren't able to be accommodated.

Instead, as with a car, the highest level of customization and personalization comes from AI. "AI and connected technology have been part of the design process (a collaboration with Mercedes-Benz, SHoP Architects, and Woods Bagot), and will be experienced in many ways throughout the property, including through an in-home 'dashboard' in your private kitchen," Stern said.

One potential AI-linked opportunity is a valet summon capability. Imagine a blend of technology that knows your schedule, traffic, navigation and climate control preferences that would be able to ask the condo complex's valet to pull up your car so you can be sure to leave on time, in comfort. Or, utilizing self-driving features, your Mercedes car could drive itself out of the deck and into the porte-cochère so it is ready and waiting for you when you arrive on the ground floor.





Rendering of the porte-cochère at Mercedes-Benz Places. **JDS DEVELOPMENT GROUP**





A rendering of a recording studio inside Mercedes-Benz Places. **JDS DEVELOPMENT GROUP**

"Seamless communication will be available at every turn. Not just a 'SmartHome', this is a SmartBuilding, and SmartLifestyle, where your car can talk to your home," Stern said.

Additional high-tech amenities at Mercedes-Benz Places include an F1 simulator, recording studio and custom app.

The first residences in the building are expected to be inhabited in 2027.

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