

# FLORIDA DESIGN

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MIAMI EDITION

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Art &  
Design 2024

Interiors With  
Cultural Cachet

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## COOL FACTOR



MIAMI'S MOST STYLISH PHOTOGRAPHY COLLECTION ISN'T IN ANY MUSEUM OR GALLERY, BUT AT THE SALES CENTER OF ONE OF THE CITY'S LATEST RESIDENTIAL DEVELOPMENTS

TEXT: SAXON HENRY

LEFT AND FAR LEFT: The photography collection on display at The Rider's sales gallery (which will be part of the building's public spaces once built) includes a 2005 shot of actor Brad Pitt by Timothy White and a 1981 contact sheet featuring model Jerry Hall and Mick Jagger by Norman Parkinson.

When setting the tone for the interiors of The Rider, a 12-story condominium tower developed by Rilea Group that will rise above Miami's Wynwood neighborhood, the design team at Radyca intermingled references to art, film, fashion, and music that were popular in Hollywood during the 1960s and '70s with an unmistakable a rock-n-roll vibe. As a result, one of the most dynamic aspects of the public spaces is a million-dollar permanent art collection curated by Morrison Hotel Gallery, known for its fine-art music photography; and Iconic Images Gallery, celebrated for its catalog of images from the frontlines of fashion, music, film, politics, and royalty by photographers who were pioneers in their field.

The curated collection is now on view in The Rider's sales gallery, where

vignettes are composed to illustrate how the common areas will look when the building is completed in 2026. The powerful framed photography is displayed amid midcentury-modern furnishings and vintage Harley Davidson motorcycles featured in niches on the walls—the latter meant to represent the thrill of freedom.

"We approached The Rider with the goal of creating an ambiance where every wall tells a story and every corner bursts with creativity," says Ramón Alonso, president of Radyca. "This architectural gem will pay homage to an era defined by fearless experimentation and boundless imagination."

The photography on display includes candid shots of musical legends like Bruce Springsteen, Keith Richards, David Bowie, and Tina Turner, as well as actors and celebrities such as Brad Pitt and Naomi Campbell. "With my background in the film industry, I knew that with Radyca, we could deliver an immersive living experience at The Rider that not only makes residents feel like they're on the set of a glamorous rock-n-roll movie, but tells the story of a time that so many people still celebrate to this day," notes developer Diego Ojeda, president of Rilea Group.

To amp up the sensory experiences residents and visitors will enjoy through the photography, a video wall display will loop films and shorts, and a Vinyl Hi-Fi Listening Room, equipped with a limited-edition collector's turntable, will bring the rhythms of the past into the present. The collected whole will pay homage to the rock stars and luminaries whose famous faces gaze fixedly from the walls. [theriderresidences.com](http://theriderresidences.com)



LEFT: Along with fine art photography, The Rider's lounge holds vintage Harley Davidson motorcycles in niches and original iconic furniture selections, such as the Bridge Sofa that Stefano Giovannoni designed for Ghidini 1961 that sits in the center of this vignette.