

OFFICIAL VENUE PROPOSAL

550 NW 29th ST – WYNWOOD

A Private Experiential Showroom for Design, Retail & Cultural Programming.

Official Venue Proposal

Design-Driven Experiential Showroom + Cultural Brand Presence

550 NW 29th Street is a 20,000-square-foot private, fully enclosed property located in the heart of Wynwood—Miami’s premier cultural and creative district. The property offers 7,000 square feet of covered interior space defined by a completely open-plan layout, creating a flexible architectural canvas that can be configured to suit a wide range of retail, showroom, and experiential design needs.

Strategically positioned five minutes from the Miami Design District—home to globally recognized luxury retailers and flagship showrooms—and ten minutes from Downtown and Brickell, the property is also located just six miles from Miami International Airport, ensuring seamless access for both local and international clientele.

Wynwood continues to experience rapid transformation, with significant investment in high-end residential developments, hospitality concepts, and retail expansion. Notable additions such as the upcoming Casa Tua project and West Elm’s presence in the district signal a shift toward a more design-oriented and lifestyle-driven neighborhood, increasing both foot traffic and cultural relevance.

We believe this is an ideal activation headquarters for your Miami presence.

LEASE RATE ___ NNN	SPACE ±20,000 SF
TERM Negotiable	CEILING HEIGHT -
USE Office	LOCATION Wynwood/NRD-1

With its industrial scale and adaptable configuration, the property is well-suited to support curated showroom environments, seasonal installations, and immersive brand experiences.



PROPERTY OVERVIEW

Property Overview

20K

Total Sq Ft

Complete lot size with indoor and outdoor zones

7K

Covered Interior

Open=plan enclosed space for flexible showroom and design layout

20ft

Ceiling Height

Soaring ceilings for large-scale installation and lighting.

6

Bathrooms

4 main level, 2 upper level, 1 with shower

Parking

6 formal spaces (3 covered)

Overflow capacity: approximately 30 vehicles

Security & Access

- Fully gated and enclosed property
- Controlled entry and exit points
- Secure perimeter, lockable overnight
- Ideal for private, client-focused retail environments.



CAPACITY & CONFIGURATIONS

Scalable Activation Capacity

Main Level – Grand Hall (Downstairs)

Open-plan layout supporting:

Curated showroom layouts: Up to 800 guests

Seated presentations & brand previews: Up to 260 guests

Mezzanine Level (Upstairs)

Elevated space ideal for:

Private client showings: Up to 300 guests

Seated meetings & presentations: Up to 100 guests

Multi-Level Activation Advantage

The dual-level layout allows for:

- Primary showroom environment below
- Private client or offices above
- Separation of public and private experiences
- Layered brand storytelling
- Controlled guest flow

Total Combined Capacity

Up to 1,100 guests

Across both levels.

Positioned in the Heart of Wynwood

550 NW 29th Street is centrally located within Wynwood—Miami’s premier cultural and creative district, increasingly defined by design-driven retail, hospitality, and high-end residential growth. The property offers direct proximity to key commercial and lifestyle corridors within the city.



Design District

5 minutes



Downtown Miami

10 minutes



Brickell Financial

10 minutes



MIA Airport

6 miles



Freedom Park

5.4 miles



Major Highways

Immediate access

550 NW 29th Street offers a rare combination of **cultural relevance**, **executive accessibility**, and **proximity** to Miami's primary soccer venue — positioning it strategically for team, sponsor, and media-related activations.

Residential Growth Development and Local Audience

Wynwood is rapidly evolving into a full-scale live-work district, with a growing concentration of high-end residential developments bringing a consistent, design-conscious local audience to the neighborhood.



The Rider

2 minutes



The Dorsey Residences

4 minutes



Nomad Wynwood

3 minutes



Prosper Group Development

5 minutes



Wynwood 25

4 minutes



Wynwood Plaza

4 minutes

A growing residential base and curated retail environment continue to drive daily foot traffic, positioning Wynwood as one of Miami's most active and design-forward districts.

Wynwood Context & Site Positioning

550 NW 29th Street is centrally positioned within Wynwood, surrounded by a curated mix of design, retail, hospitality, and residential developments. The immediate area reflects the district's evolution into a lifestyle-driven destination, with each surrounding zone contributing to consistent foot traffic and cultural relevance.



● Subject Property

550 NW 29th Street

● Retail

- West Elm
- Casa Tua
- Ralph Pucci
- Sensa Spa

● Residential

- The Rider
- Wynwood 25
- Wynwood Plaza

Recent Investement & Development Activity

Wynwood continues to experience significant investment and rapid transformation, with major global companies and institutional capital reinforcing the neighborhood's evolution into a premier live-work-design district.

Wynwood's Rapid Rise

Amazon at Wynwood Plaza

Amazon signed the largest office lease in Wynwood's history and has expanded its presence to over 75,000 square feet, establishing a major corporate footprint within the district.

Hospitality & Lifestyle Expansion

The opening of Casa Tua Cucina in Wynwood (2026) introduces a major hospitality anchor, occupying over 13,000 SF with a large-scale dining and market concept.

Residential & Population Growth

Ongoing residential developments, including NoMad Residences and Wynwood 25, are driving a growing base of full-time, design-conscious residents.

Major Institutional Investment

Ken Griffin, founder of Citadel, has entered Wynwood with the acquisition of 545wyn, a ~298,000 SF Class A office building—reinforcing strong long-term investment in the district.

Flexible Design Canvas

The open-plan architecture of 550 NW 29th Street supports complete spatial transformation. The venue can be configured to accommodate a range of showroom, retail, and experiential concepts—from intimate client environments to large-scale immersive installations.



Curated Showroom Layouts

Flexible configurations for furniture displays and retail environments



Content & Editorial Spaces

Designed for brand storytelling, photography, and digital capture.



Brand Experience Zones

Dedicated areas for layered, multi-room storytelling



Seasonal Installations

Adaptable space for rotating collections and design concepts



Private Client Lounge

Refined settings for client meetings and hospitality



Arrival & Reception

Defined entry experience with controlled access and flow

Infrastructure & Power

The venue's electrical infrastructure is designed to support large-scale design installations, lighting concepts, and multi-zone environments—ensuring consistent and reliable performance across all spatial configurations.

Electrical Capacity

600 Amp – 3 Phase

200 Amp – Single Phase

Supports:

- Architectural lighting systems
- Custom installations and buildouts
- Multi-zone environments
- Digital and visual display systems
- External vendor requirements

Rigging & Connectivity

- External lighting rigging supported
- Standard WiFi included
- Dedicated high-speed internet upgrades available upon request

The combination of 600-amp 3-phase power and 20-foot ceilings provides the flexibility required to support immersive design environments and evolving showroom needs.

Full Spatial Brand Expression

The venue operates as a blank canvas designed for **complete brand immersion**. Every surface, sightline, and spatial zone can be customized to reflect your identity—from entry to exit, interior to exterior.



Large-Scale Visual Installations

Custom display environments for immersive brand storytelling.



Custom Built Environments

Bespoke structures and layouts tailored to each concept.



Curated Lounge Environments

Bespoke structures and layouts tailored to each concept.



Exterior Presence & Signage

Facade branding, entry moments, and long-term installation flexibility.

Exclusion Showroom Residency Model

For multi-week engagements, 550 NW 29th Street transforms into a dedicated, always-on showroom environment—providing the continuity, privacy, and flexibility required for an extended brand presence.

1

Private Team Basecamp

A secure and comfortable setting for daily operations, meetings, and on-site coordination throughout the residency.

2

Retail & Showroom Environment

Flexible layouts designed for curated displays, rotating collections, and ongoing customer engagement.

3

Content & Editorial Space

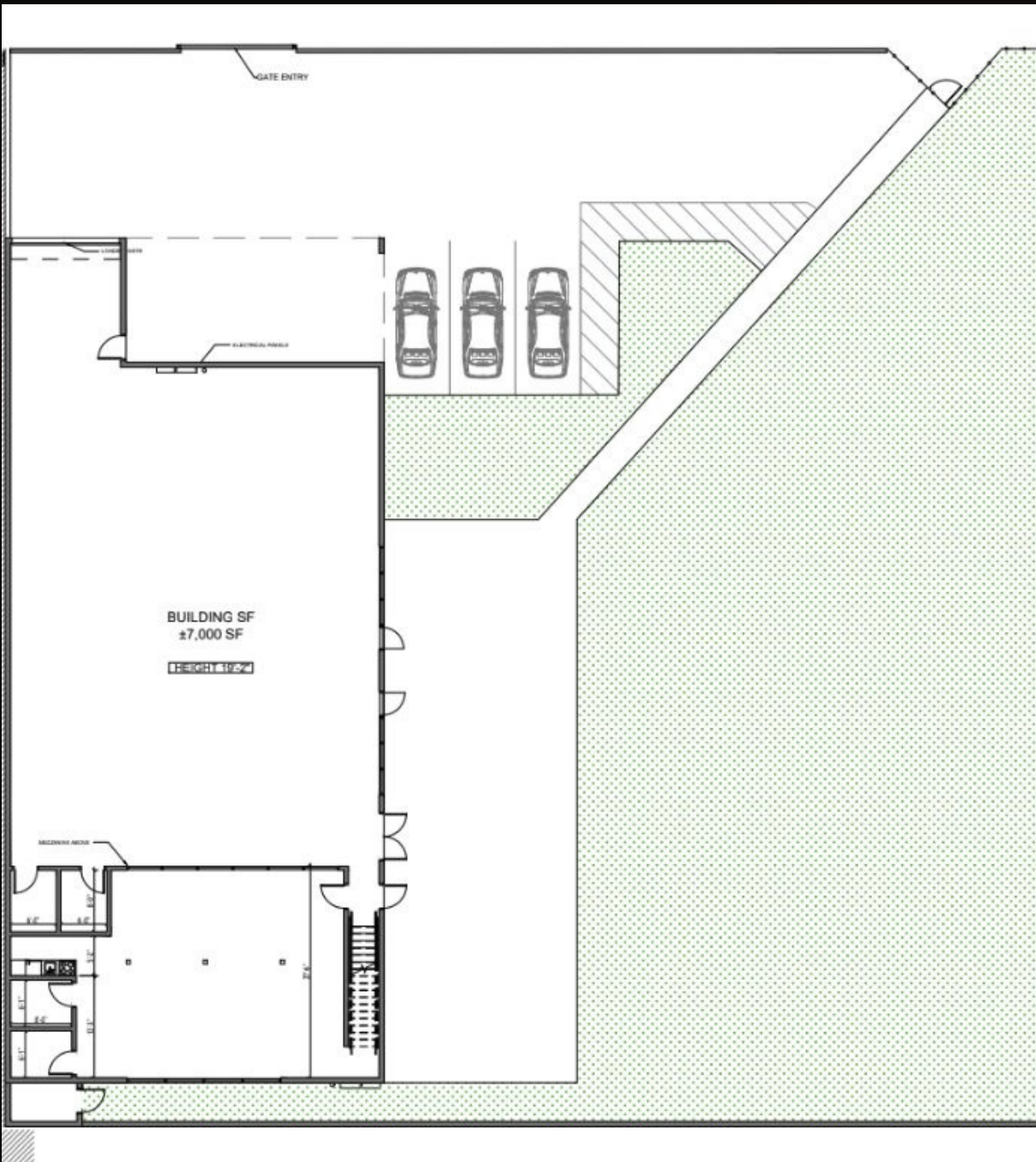
Dedicated areas for photography, digital content, and brand storytelling with consistent access.

4

Long-Term Brand Presence

Multi-week installations within a secure, controlled environment, allowing the space to evolve while maintaining a cohesive brand identity.

Designed for sustained brand presence with complete operational privacy and a refined client experience.



Why 550 NW 29th Street?

No other private property in Miami combines this level of cultural positioning, architectural scale, design flexibility, and operational privacy—within minutes of the city's most influential retail, residential, and lifestyle districts.

Established Design Audience		Near Design District & Brickell		20-ft Industrial Scale
600A 3-Phase Power		Fully Gated & Enclosed		Complete Brand Takeover
Media-Forward Capability		Open-Plan Showroom Flexibility		Built-In Daily Foot Traffic

Positioned within one of Miami's most active and design-forward districts—offering both visibility and a refined, controlled showroom environment.



Let's Build a Meaningful in Miami

550 NW 29th Street offers a secure, adaptable environment for events, productions, activations, showrooms, and operational uses. With a flexible layout and central location, the property is designed to support a wide range of needs.

Contact

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