



**CUBE3 Appointed Architect of Record for
Frida Kahlo Wynwood Residences, an Art Inspired
Miami Development Integrating Architecture, Wellness,
and Purposeful Living**

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Architecture and design firm CUBE3 has confirmed its appointment as Architect of Record for Frida Kahlo Wynwood Residences, a new residential development led by Property Markets Group (PMG) and LNDMRK Development. The collaboration includes Carlos Ott as conceptual design architect and Cotofana Designs as interior design partner. This announcement positions CUBE3 at the center of one of the most comprehensive design collaborations currently under way in Miami's Wynwood Arts District, reflecting the continued alignment between art, architecture, and cultural growth within the city's residential sector.

The project's development team described the work as a combined effort to merge architectural discipline with creative expression. CUBE3's responsibilities include the implementation and technical realization of Carlos Ott's design vision translating conceptual sketches and studies into constructible documentation while maintaining architectural integrity and compliance with local building requirements. The firm is

overseeing structural and systems coordination across 244 residences, amenity programs, and shared social areas that define the building's daily rhythm.

According to the released technical summary, the mixed-use structure will present a sculptural façade combining geometric precision with volumetric curvature, serving as a continuation of Ott's conceptual framework. CUBE3 will apply the firm's established project delivery platform to bring the design through permitting, construction, and certification phases. Central to the plan are materials engineered for resilience, natural ventilation strategies, and daylight management that account for Miami's subtropical climate.

CUBE3's role ensures the design intent is accurately translated into a built environment that performs as art and as architecture," said Nathaniel Crawford, Managing Broker at Black Luxury Realty. "This partnership highlights the importance of collaboration in citymaking where a single project becomes a cultural statement as well as a technical accomplishment."

Frida Kahlo Wynwood Residences represents an interdisciplinary model for design-driven residential development. While PMG and LNDMRK Development serve as joint developers, CUBE3 acts as the integrating architect responsible for coordinating multiple creative and engineering disciplines. The tower will include 244 residences ranging from studios to two-bedroom layouts, as well as deeded office suites intended to support evolving work-life requirements.

The amenity design was informed by research into wellness and art-based environments. Plans include a curated art lobby installation, elevated pool with skyline views, fitness and thermal recovery areas, and an on-site wellness center operated in partnership with Baker Health. Other community spaces such as the landscaped outdoor bars and lounges aim to animate the transition between private and collective living. All components have been configured by CUBE3 to maintain circulation efficiency while framing visual connections to Wynwood's cultural fabric and urban mural landscape.

CUBE3's project management team has indicated that construction documents will emphasize coordination among mechanical, electrical, and structural systems to avoid material waste and reduce the project's embodied carbon footprint. The firm's experience in hospitality and multifamily projects across North America informs its approach to modular planning and façade optimization for both performance and ease of maintenance. The building envelope will rely heavily on energy-efficient glazing, composite cladding, and passive shading assemblies derived from Ott's original massing model.

Beyond engineering parameters, CUBE3 draws attention to the building's narrative continuity. Conceptually, the design references Frida Kahlo's creative spirit translating her balance of strength and sensitivity into architectural rhythm. While the aesthetic reference remains symbolic, the architectural composition creates real interaction between structure and experience: light penetrates

communal corridors in controlled gradations, and amenity spaces unfold as sequential vantage points similar to gallery environments. Each residential floorplate reflects spatial order driven by function but guided by artistic sensibility.

The building invites occupants to participate in design rather than simply observe it, Crawford said. CUBE's execution combines a high level of precision with an understanding of how people move, congregate, and reflect within space. It's a meaningful contribution to Wynwood's ongoing identity as a district defined by creative integrity.

Industry analysts estimate that branded and design-signature properties remain among the most resilient segments of the Miami luxury market. According to recent data from The Residences Report 2025²⁶, over 600 branded residential projects are active worldwide, with South Florida displaying one of the highest concentration rates in the U.S. The Wynwood Arts District is considered an anchor of that momentum due to its art fairs, institutional expansions, and street-level authenticity valued by global investors.

In this setting, CUBE's involvement functions as both architectural assurance and economic signal. The firm's participation communicates construction readiness to lenders, municipal reviewers, and potential buyers seeking confidence in technical execution.

Beyond construction metrics, Frida Kahlo Wynwood Residences aligns with Miami's policy discussions around cultural infrastructure. The combination of residential activity and ground-floor art space offers opportunities for public engagement, exhibition events, and educational partnerships consistent with Wynwood's planning objectives.

Projects like this signal maturity in Miami's development dialogue, Crawford added. They balance fiscal responsibility with cultural generosity. CUBE's capacity to translate concept into built language demonstrates that responsible growth can also be aesthetically and socially relevant.

The development underscores the evolving architecture of cities where artistry and practicality converge. In Miami's case, CUBE's participation provides a model for how collaboration among international and local firms can produce architecture that is both technically advanced and culturally grounded.

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