


# TOYS *for* BOYS

ISSUE TWO



UGO COLOMBO  
CARLOS FUENTE, JR.  
NICK FOUQUET  
ALEC MONOPOLY  
RAFAEL BARRIOS  
LIU BOLIN

\$14.99  
ISBN 978-1-4951-3445-6  
5 14 99 >



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# Ugo Colombo

*Understand what people want... then take a couple of extra steps*

WORDS BY TFB

PHOTOS BY CAMILO RIOS WHITE

“His creative flair for developing unique buildings stems from his passion for examining the details and perfecting them. The details of the Brickell Flatiron have indeed been perfected.”

Ugo Colombo is currently in the mist of his most ambitious project to date... Miami's upcoming Brickell Flatiron. In line with most of the projects he is involved with it will be like nothing currently standing in Miami.

His creative flair for developing unique buildings stems from his passion for examining the details and perfecting them. The details of the Brickell Flatiron have indeed been perfected.

Ugo recruited the creative force of Julien Schnabel to aid in the design of what's sure to be Miami's most distinctive building. Ugo has been a legitimate fan of Julien's talent for quite some time and he has the artwork on his walls prove it. For those unfamiliar with Julien's work, his varied resume includes Art, Film, Music and the re-imagining of the Gramercy Park Hotel in New York. It was a clear, blue-skied, warm day that ultimately convinced Julien to take on the project... the type of day that convinces many people to stay.







Ugo didn't want to simply take New York and put it in Miami, he wanted to create something that stood out and looked different. It's safe to say Julien and Ugo were the perfect collaborators in this shared vision. Ugo's hope is that people will appreciate the artistic creativity behind the project when they see it.

The Main Pool (along with the Gym and Spa) had to be placed on the top floor because as Ugo puts it "a pool has to be in the sun, what's the point of having a pool if it's not in the sun?"

360 degree rooftop views are often reserved for exclusive penthouse apartments but because the top floor is a dedicated public space, the Flatiron will provide this access to all of its residents. This was a carefully considered feature Ugo insisted on providing.

This decision resulted in the exclusion of one fantastic penthouse up in the air in order to provide an experience all the residents could enjoy. As he puts it: "It's like sharing the penthouse with the rest of the building"

The Flatiron's location gives it the added bonus of an "Active Ground Floor." You could theoretically live within the confines of the neighborhood and lack for nothing.

"It's a great watch but it's not flashy." Commenting on the watch he is wearing.

Ugo's personal tastes are not ostentations in the least bit... his focus is on quality. He chose his steel Patek Philippe 5960 because from a distance it looks like a "nothing watch." Someone would have to see it up close to know it is a Patek.

"It's a passion... I love watches. It's one of the only things as a man you can buy for yourself"

"Every once and a while I buy myself a present" he says with a smile.

In addition to watches Ugo loves anything with an engine. True to his Italian roots he is most passionate about Ferrari. While he loves all the models currently available, he is driving a recently acquired California T. "You just

cannot tell the car is a turbo, they have completely eliminated the turbo lag on that car."

He loves German technology for his daily drivers but as he puts it "a Ferrari is a Ferrari."

Ugo is a firm believer in living a balanced life. He gets away from work on a regular basis to frequent his favorite establishments. His usual rotation of Miami hot spots also includes Zuma, Cipriani, Cecconi's and Casa Tua.

"If I am going to go on a date with my wife, my favorite restaurant is Casa Tua."

"I like restaurants where you can talk."

Ugo is also a frequent flier. He enjoys and is inspired by seeing new things. Whether he is in Europe or Asia he takes in his surroundings and lets them sink in.

"In Europe the toilets are hanging on the wall... they are not sitting on the floor and there is no visible tank (it is in the wall). That makes the toilet more pleasant to look at. It makes that bathroom look bigger because the floor is more open. I don't know why no one is doing that here but I am doing it in the Flatiron."

That's just one example of how even down time can serve as inspiration for his projects. It is this serious contemplation of the little things that make his projects a departure.

All of his key people have been with him since the beginning... no one involved has been there less than 10 years. That speaks volumes about the kind of ship he runs. He sees his skills being in the development, aesthetics, and logistics of building something special. He turns blank pieces of paper into tangible developments... that is where his passion and talents lie.

Ugo's advice for interior decorators: "It's a living space, it has to be cozy, it has to be warm, it has to be inviting, it has to be a place you want to go in and not go out."