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Defortuna debuts 13-minute movie about Sunny Isles beach project - slideshow



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The developer behind Jade Signature has taken marketing the project to new levels as the condo market continues to heat up.

Fortune International President and CEO [Edgardo Defortuna](#) used the Colony Theater to screen a 13-minute movie he produced to help sell the luxury condo project designed by architectural rockstars Herzog & de Meuron.

See the attached slideshow for images from the event.

In attendance were 400 brokers and other notable project players including Herzog & de Meuron Project Director [Jason Frantzen](#) and Project Manager [Alfonso Miguel Caballero](#). Additionally, the maker of the movie, [Moe Charif](#), of DCode Films, was at the event.

"The 13-minute movie brings to life the concepts that make the luxury condo so unique – from true flow through units that highlight sweeping views of the ocean and the city to seamless floor plans that connect the residents to directly to the beach," according to a statement from the developer.



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Movie night for Jade Signature at the Colony on Miami Beach

The film included scenes documenting the interaction between interior lifestyle designer PYR led by [Pierre-Yves Rochon](#) and the Pritzker Prize-winning architecture team of Herzog & de Meuron. Renowned landscape architect [Raymond Jungles](#), and Fortune International's Edgardo and [Ana Cristina Defortuna](#) also provided commentary on their vision of Jade Signature and how the building was designed.

The movie appears to be [broken into two parts on the property website](#) under a link called "the movie." One segment is 8 minute and the other if 5 minutes.

Oscar Pedro Musibay covers real estate.







