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Boutique Theater Heads to Downtown Miami

BY JENNIFER LECLAIRE

MIAMI-Metropolitan Miami, also known as The Met, is getting a 12-screen boutique movie theater. The theater will anchor the mixed-use community's future Met Square entertainment complex that's set to break ground in 2011.

MDM Development Group, developer of the Met, inked a deal for the theater with Silverspot. Terms of the deal were not disclosed.

"Not only will we be giving residents and visitors to downtown Miami and Brickell easy access, for the first time, to an unparalleled movie-going experience, but we will be introducing the highly-touted Silverspot luxury brand to the market," says Lyle Stern, a broker at the Miami Beach-based Koniver Stern Group, the exclusive retail leasing representative of Metropolitan Miami. "The theater advances our mission of further developing this area of Downtown Miami into an amenity-rich environment."



Silverspot has made a name for itself by developing differentiated movie-going experiences. No two Silverspot theaters are alike. Silverspot theaters are known for hosting the latest sound and projection technology, reserved stadium seating, extra-large hand stitched leather seats, hardwood flooring, custom sound architectural sound panels, and marble and glass finishes.

Silverspot will also have a full kitchen, offering freshly made foods, and a bar that serves wine and beer. Silverspot will offer a lounge area for dining and a concession stand with options for health-conscious consumers. Silverspot will not only be debuting blockbusters and 3D extravaganzas, but independent and foreign films, facilitated by a highly-trained staff of professionals.

Alyce Robertson, executive director at the Miami Downtown Development Authority, tells GlobeSt.com that the addition of a premium movie theater in Downtown Miami is the latest sign that the urban core is coming of age as a vibrant 24/7 residential, commercial and entertainment district.

"With roughly 70,000 people living in Downtown Miami today and another 10,000 expected to move in by 2014, the cinema is a much-desired amenity for area residents that further enhances downtown's destination status," Robertson says. "On the heels of the opening of the JW Marriott Marquis and Daniel Bouloud's DB Bistro Moderne, this news serves as yet another anchor to attract national retail chains to Downtown Miami."

The mixed-use Metropolitan Miami complex, located at 333 and 345 Avenue of the Americas, consists of Met 1, a residential tower that is completed and almost fully-occupied; the Wells Fargo Center, which is the recently-renamed Met 2 office and hotel component of The Met; and Met 3, which will house Whole Foods Market along with parking and additional retail. The project is accessible from I-95, Brickell Avenue and Biscayne Boulevard, as well as the People Mover mass transit system.