

# FAENA RESIDENCES

MIAMI

social media schedule july

# Distribution

- **Collaboratory/Cultural Pavilion (25%)**

Sales Pavilion and upcoming programming opportunities.

- **District (25%)**

Faena District experience, along with Riverfront Living, including waterfront views, Brickell restaurants, nightlife, etc.

- **Residences & Amenities (20%)**

Renderings, design elements, and premium offerings (wellness and enhanced living experiences).

- **Brand / Lifestyle (20%)**

Incorporate lifestyle imagery that captures the experiences, culture, and overall Faena vibe.

- **Team Highlights (10%)**

Spotlight architects and artists, BOS, Sasaki

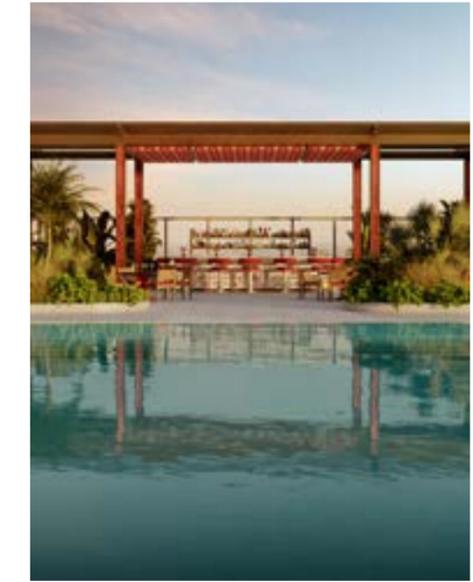




FAENA



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|---------------|--|
| <b>DATE</b>   | July 14th, 2025 REEL   |
| <b>PILLAR</b> | CULTURAL PAVILLION/COLLABORATORY   |
| <b>COPY</b>   | <p>The Cultural Pavilion: A Journey Through Art, Emotion, and Place</p> <p>Set along 327 feet of prime river frontage, the Cultural Pavilion is designed to host immersive exhibitions, curated gatherings, and unforgettable moments. It marks just the beginning of how Faena Residences</p> <p>Miami will transform the Miami River into a world-class destination for art and culture.</p> |
| <b>NOTES</b>  | <a href="#">VIDEO LINK</a>   |



FAENA

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| DATE   | July 16th, 2025   |
| PILLAR | RENDERINGS  |
| COPY   | <p><del>From the River to the Sky.</del></p> <p><del>At the water's edge, the Beach Bar is a striking expression of riverside elegance that perfectly complements a lifestyle defined by five star service, bespoke living, and a cultural epicenter soaring high above the city.</del></p> |
| NOTES  | <u>VIDEO LINK</u>   |



FAENA



DATE

July 18th, 2025

PILLAR

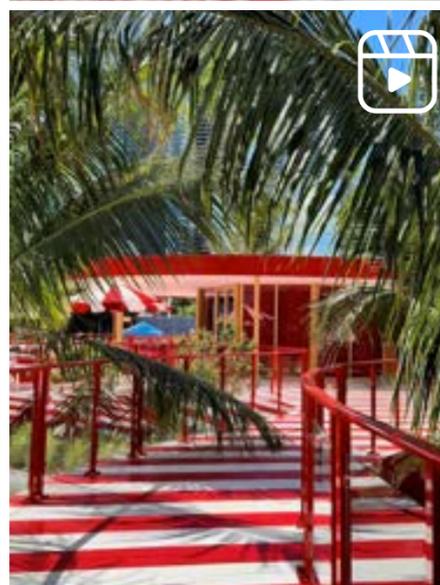
BRAND/LIFESTYLE

COPY

~~Lifestyle in motion.~~

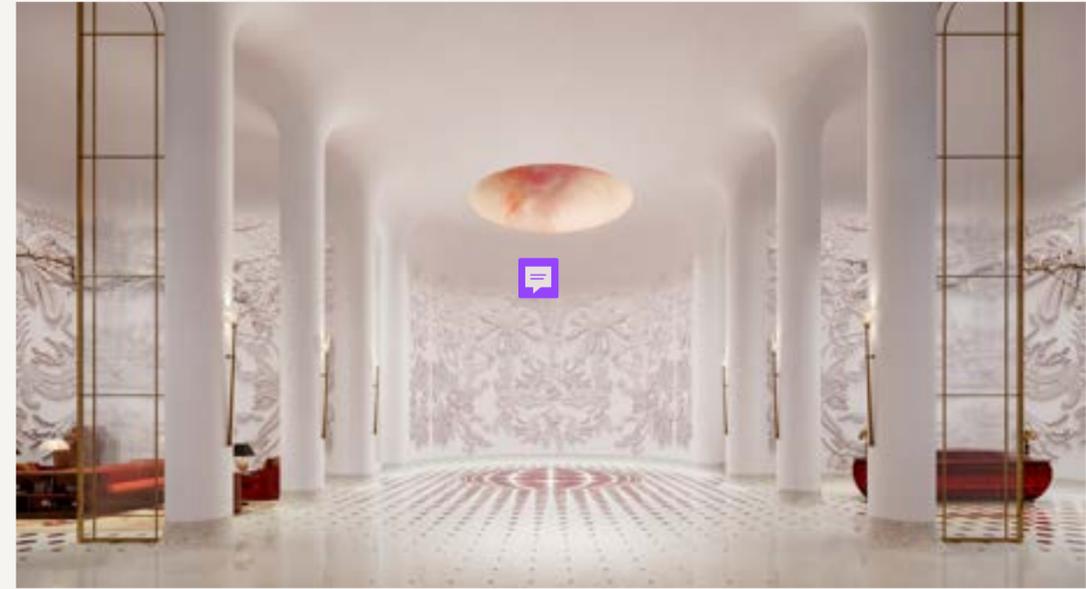
~~At Faena Residences Miami, every moment flows with the spirit of the river, blending lush tranquility with Miami's cosmopolitan energy for a life that's both inspired and beautifully lived.~~

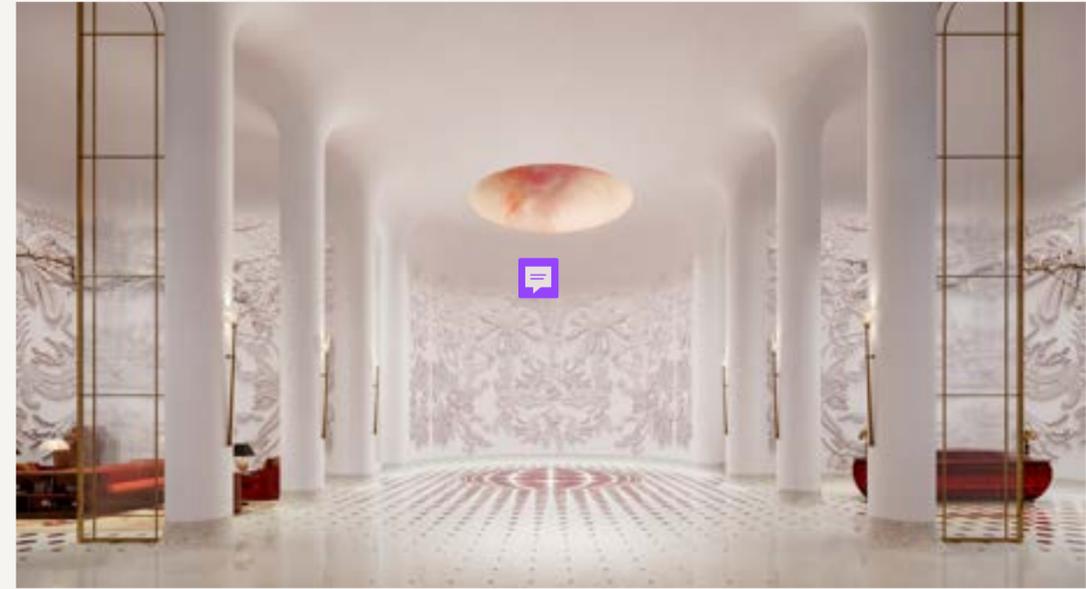
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FAENA

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| DATE   | July 21st, 2025   |
| PILLAR | BRAND/LIFESTYLE   |
| COPY   | <p><del>Signature style, reimagined by the river.</del></p> <p><del>Known for its bold design language and meticulous attention to detail, Faena brings its unmistakable aesthetic to the Miami River creating an original, captivating take on riverside living.</del></p> |
| NOTES  |   |



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| <p><b>DATE</b></p>   | <p>July 23rd, 2025</p>   |
| <p><b>PILLAR</b></p> | <p><b>RESIDENCES/AMENITIES</b></p>   |
| <p><b>COPY</b></p>   | <p>A Portal of Arrival.</p> <p>Where the ordinary gives way to the unforgettable. The Cathedral is more than an entrance - it's a luminous passage where architecture and artistry converge in perfect ceremony.</p> <p>Framed by artist-designed murals and bathed in light, this is a reception not just of guests, but of ideas, wonder, and possibility. A threshold where the uniqueness of Faena reveals itself and the rhythm of Miami is reimaged.</p> |
| <p><b>NOTES</b></p>  |  |



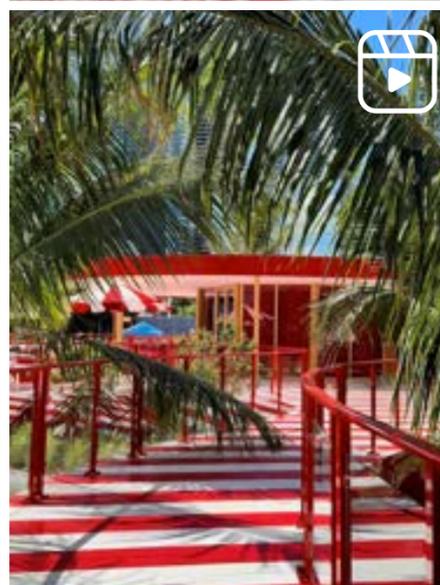
**FAENA**

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| <b>DATE</b>   | July 25th, 2025  |
| <b>PILLAR</b> | <b>TEAM HIGHLIGHTS</b>   |
| <b>COPY</b>   | <p>Designed with Intention, Lived with Soul</p> <p>In collaboration with Bryan O’Sullivan Studio, Faena’s bold spirit is reimagined for residential life.</p> <p>Layered textures, muted reds, and expressive details unfold with quiet drama. From sweeping 80-meter murals by Juan Gatti to the smallest curated touch, every inch is crafted under the Faena way: precise, poetic, and deeply personal.</p> |
| <b>NOTES</b>  |  |

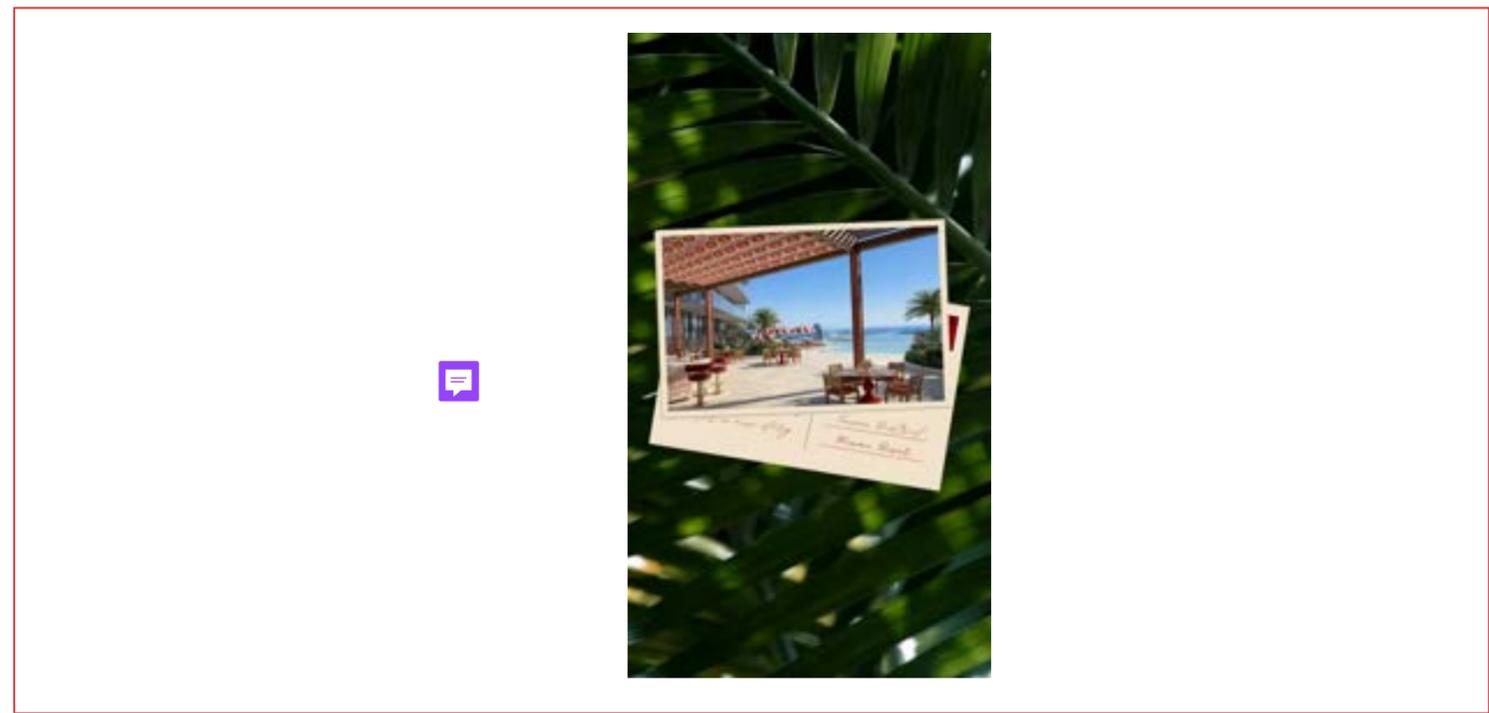
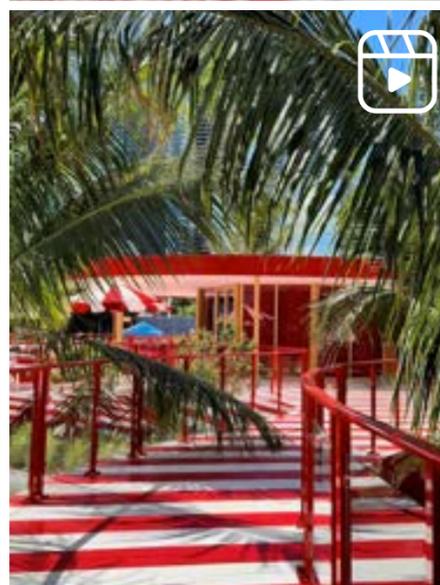


**FAENA**

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| <b>DATE</b>   | July 28th , 2025   |
| <b>PILLAR</b> | <b>BRAND/LIFESTYLE</b>   |
| <b>COPY</b>   | <p>Where art, culture, and experience converge.</p> <p>Faena celebrates creativity in every form. From thought-provoking art to immersive cultural moments, the Faena brand is dedicated to crafting worlds that spark wonder and connection.</p> <p>Faena Residences Miami brings this very spirit home, offering a lifestyle where inspiration lives around every corner and each day is an invitation to explore, create, and be moved.</p> |
| <b>NOTES</b>  |  |



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| DATE   | July 30th, 2025  |
| PILLAR | RESIDENCES & AMENITIES   |
| COPY   | <p>A New Standard of Paradise.</p> <p>Faena Residences Miami reimagines riverside living with an infinity-edge pool deck that frames the skyline in artful luxury. From private cabanas and bespoke wellness to flawless butler service, every detail elevates the art of leisure.</p> |
| NOTES  |  |



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| <b>DATE</b>   | August 1st, 2025   |
| <b>PILLAR</b> | <b>RESIDENCES &amp; AMENITIES</b>  |
| <b>COPY</b>   | <p>Paradise, Perfected.</p> <p>Under the Miami sun, Faena Residences unfolds like a living postcard. At the riverfront infinity-edge pool deck, skyline views, curated wellness rituals, and attentive butler service elevate every moment.</p> <p>From private cabanas to fruit-infused water and small bites, leisure becomes an art form.</p> |
| <b>NOTES</b>  | <u><a href="#">VIDEO LINK</a></u>  |

