

FLORIDA



INTERNATIONAL MAGAZINE

PEOPLE 2011

25 INDIVIDUALS
TAKING FLORIDA
FORWARD

BRUNELLO CUCINELLI

ONE-ON-ONE WITH
THE CASHMERE KING

FASHION STRONG

ELEGANCE WITHOUT FEAR

+HOT SPRING ACCESSORIES

CHARACTER FURNITURE

DESIGN THAT TAKES
THE SPOTLIGHT

THE POWER ISSUE

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PLUS

WEEKEND GETAWAYS
BESPOKE STYLE &
BEAUTY ON THE GO!



JOELSSON



OPPENHEIM



KRÜMM



ROBINS



DEFORTUNA



PLINER



PLINER



TCHERASSI



GERARD



ESQUENAZI



SANTIAGO



IRIE



FERRO



SCHOLL



PEEL



DE LA CRUZ



COLLINS



BORKSON



SANDOVAL



CELAYA



LAMELAS



GREEN



SREBNICK



BELL



KUNKEL

What is POWER? Is it influence? An attitude? A way of life? As we see it at *FIM*, power is all those things and more. For this edition of our popular Power Players issue, we took a different approach from previous editions. We cut back in number, but not in quality. Our selection process became, well, more selective. The 25 individuals featured in the following pages run the gamut in terms of industry and professions. Their reasons for being here include their love for **ART** and creativity, a commitment to **CULTURE** to make the world more interesting, an innate knowledge of **STYLE** in more ways than one, a desire to bring **STRUCTURE** to the forefront and an exciting **VISION** for a brighter tomorrow. Who are these characters? They are artists, collectors, developers, journalists, doctors, chefs and tastemakers, each one different from the next. But what holds true for all is their love of Florida and their commitment to put the state in its best light. And we didn't forget about your love for impact. With that in mind, we expanded our People Hall of Fame to give you a nostalgic yearbook of sorts — perhaps you'll find a friend, colleague or even yourself in the crowd of faces, so take a look. Who made our list? Turn the page and find out. ▷

POWER PLAYERS 2011

INTERVIEWS BY OMAR SOMMEREYNS

PHOTOGRAPHY BY ROD RUIZ

GRAPHIC EFFECTS BY PESATURO

SOFIA JOELSSON *Interior Designer.* **One-word descriptive:** Innovative. **Define "power":** The ability to get things done. **Main accomplishment in the past year:** Creating SoJo Living Collections — turnkey furniture packages readily available for our competitive market. **Digital impact on your work:** I can now show a client how their space will look before we begin building

it. **How you would use endless resources:** By re-investing them into all my passions: my community, my charities, and my profession. **Projects:** One of the largest penthouses on Ocean Drive in the Michael Graves building. **Where do you see yourself in a decade?** Still doing what I love, which is design, and doing it well.



SOFIA JOELSSON



CHAD OPPENHEIM



KIRA KRÜMM

CHAD OPPENHEIM *Architect.* **One-word descriptive:** Passionate. **Define "power":** The ability to make the world a better place. **Main accomplishment in the past year:** Focusing on habitat-enhancing projects, which establish new ecosystems. Architecture is one part of this. **Digital impact on your work:** New technology allows us to work effortlessly around the world. **How you would use endless resources:** By protecting the planet. **Projects:** An eco-city in the Middle East, an eco-resort in the mystical desert of Wadi Rum in Jordan, an eco resort/residential complex in Australia, a hotel in Shanghai, and an amazing villa in Bel Air, California. **Where do you see yourself in a decade?** Still living in Miami — hopefully above sea level.

KIRA KRÜMM *Interior Designer.* **One-word descriptive:** Visionary. **Define "power":** The ability to create. **Main accomplishment in the past year:** Running a design business, helping to establish a weeklong arts festival in my island of Naples, traveling the world to develop my furniture line while being pregnant, and giving birth to my first child. **Digital impact on your work:** Being able to travel and remain seamlessly connected to my team, and communicate with clients effectively. **How you would use endless resources:** By traveling the world collecting art, seeking creative projects, and surrounding myself with like-minded people. **Projects:** Opening an exclusive art and design gallery with my husband, while continuing to develop a product line, The Kira Krümm Koastal Collection. And being a mom. **Where do you see yourself in a decade?** In a coastal environment, focusing on things that make me happy.

CRAIG ROBINS *CEO and president of Dacra Development, which has transformed the Miami Design District into a world-renowned culture/trade/retail hub.* **One-word descriptive:** Thoughtful. **Define "power":** The ability to see more profoundly. **Main accomplishment in the past year:** We converted struggle into opportunity with creativity. **Digital impact on your work:** Efficiency and productivity. **How you would use endless resources:** By creating initiatives to ease suffering. **Projects:** The Miami Design District will transform even more in the next couple of years. **Where do you see yourself in a decade?** A living Buddha once told me, "I cannot discuss the future," and therefore, neither should I.

EDGARDO DEFORTUNA *Founder of real estate brokerage empire, Fortune International.* **One-word descriptive:** Disciplined. **Define "power":** It's the command over others that one obtains from knowledge, hard work, and respect. **Main accomplishment in the past year:** Providing a complete solution to today's real estate challenges by integrating development, construction, marketing, and sales capabilities. **Digital impact on your work:** Our international agents use apps from their iPads or iPhones to make their selling jobs a lot easier and more productive. **How you would use endless resources:** Something that involves children who need help growing and developing into their full potential. **Projects:** Selling the remaining inventory of our buildings. We are also planning the development of some of the best waterfront sites in Miami. **Where do you see yourself a decade from now?** Continuing to create great places where residents can be happy raising a family or enjoying their leisure time in South Florida. ▷



CRAIG ROBINS

EDGARDO DEFORTUNA