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THE MARTIN

THE MARTIN RISES ANEW IN LAS VEGAS

By: Bob Morris

The luxury high-rise residential market in Las Vegas has a new gem with the completion of a \$3 million redesign at The Martin, a residential tower adjacent to the Strip. The renovation was headed by The Kor Group, a Los Angeles-based firm responsible for the development and design of a world-renowned collection of hotels and resorts including the Viceroy and Tides brands; most notably Viceroy Santa Monica and Viceroy Anguilla.

Owner iStar Residential tapped The Kor Group to oversee the renovation given their strong hospitality background and the expectation that the design and service-level typically associated with their luxury properties would resonate with The Martin's sophisticated buyers. iStar and Kor believe the redesign and improved service level will help to further solidify the property's positioning at the very top of the Las Vegas market.

The Martin was transformed over a five-month period and was recently unveiled at a grand opening event. The extensive renovation has addressed nearly every inch of the building's common areas, including the exterior landscaping, porte-cochere, lobby, pool and spa area, garden lounge and fitness center. The outdoor areas have been re-imagined by award-winning landscape architect Mark Tessier. At the pool, the wraparound sundeck has new private cabanas in the form of modern cubes along with a communal grilling and dining area surrounded by lush new landscaping.

The lobby, spa area and new library lounge have been completely restyled with a high-design look and feel that is unmatched in Las Vegas real estate.

Blending classic Mid-Century Modern design with '50s- and '70s-inspired artwork, textiles and furniture; the interior spaces have been adorned with an eclectic and unique mix of accessories from all over the world. Bold graphic black-and-white patterns along with a mix of metals are carried throughout the design, from flooring to wall coverings. Original artwork, custom millwork and a stone slab fireplace create dramatic, warm and cozy spaces.

"The design transformation creates uniquely elegant and intimate spaces that serve as both sanctuary and social hub for The Martin's vibrant community of homeowners," said Tripp DuBois of The Kor Group. "The results surpass our greatest expectations and introduce one-of-a-kind artistic design unlike anything else in Las Vegas."

The Martin, originally built in 2009, is owned by iStar Financial as part of its residential division, iStar Residential. Prices at The Martin range from the mid-\$200s to over \$1.5 million. Penthouses are priced up to \$7 million. For more information about The Martin, visit www.themartin.com.