

A redesign,
and the engine
behind it.

Black Boi Media is a product design studio.

We design and build the things companies actually ship - websites, product surfaces, brand systems, and the internal tooling that makes the work repeatable. We work in small senior teams. We write code. We render the assets ourselves.

This deck does two things at once: it shows what your site could be, and it shows the design engine we'd be bringing with us.

WHAT WE DO

- 01 Brand & editorial design
- 02 Site & product engineering
- 03 Generative design systems
- 04 Print-grade art direction

thehaimovgroup.com is sitting on a Wix placeholder.

Three decades of work, three generations, and the first page on Google is a stock window photo and an 'updating soon' note. Every tenant tour, capital conversation, and press request lands there first. We took that personally - and built a working concept of what it could be.

Tenant trust

Executive-suite prospects Google the landlord before they tour. A placeholder is a credibility tax on every lease.

Capital

When you talk to a bank, partner, or seller, the site is the first reference. Right now it doesn't help you close.

Press & search

No portfolio for journalists to cite, nothing for Google to index. The Haimov name doesn't appear in your own results.

Family story

Three decades, three generations - invisible on the homepage. The brand equity isn't being banked.

A developer site, *not a brochure.*

Reference points: Related, Aman Residences, BIG, Olayan. Sites where the building is the hero and the family's voice carries the writing. We design for the people who matter - tenants, capital, press - not awards juries.

Navy, bone, brass.

A palette borrowed from the brass plaques and limestone facades of pre-war Miami Beach. Cormorant Garamond carries the family's voice; Sohne (Inter as fallback) handles the working text.

TYPE

Cormorant Garamond

Display - headlines - pull quotes - proper-noun emphasis.

INTER / SOHNE

Working text - UI - captions - tabular data.



Navy
#0D1E3F
Authority, depth



Bone
#F7F4EE
Page, paper, space



Brass
#C9A84C
Plaque, accent, CTA

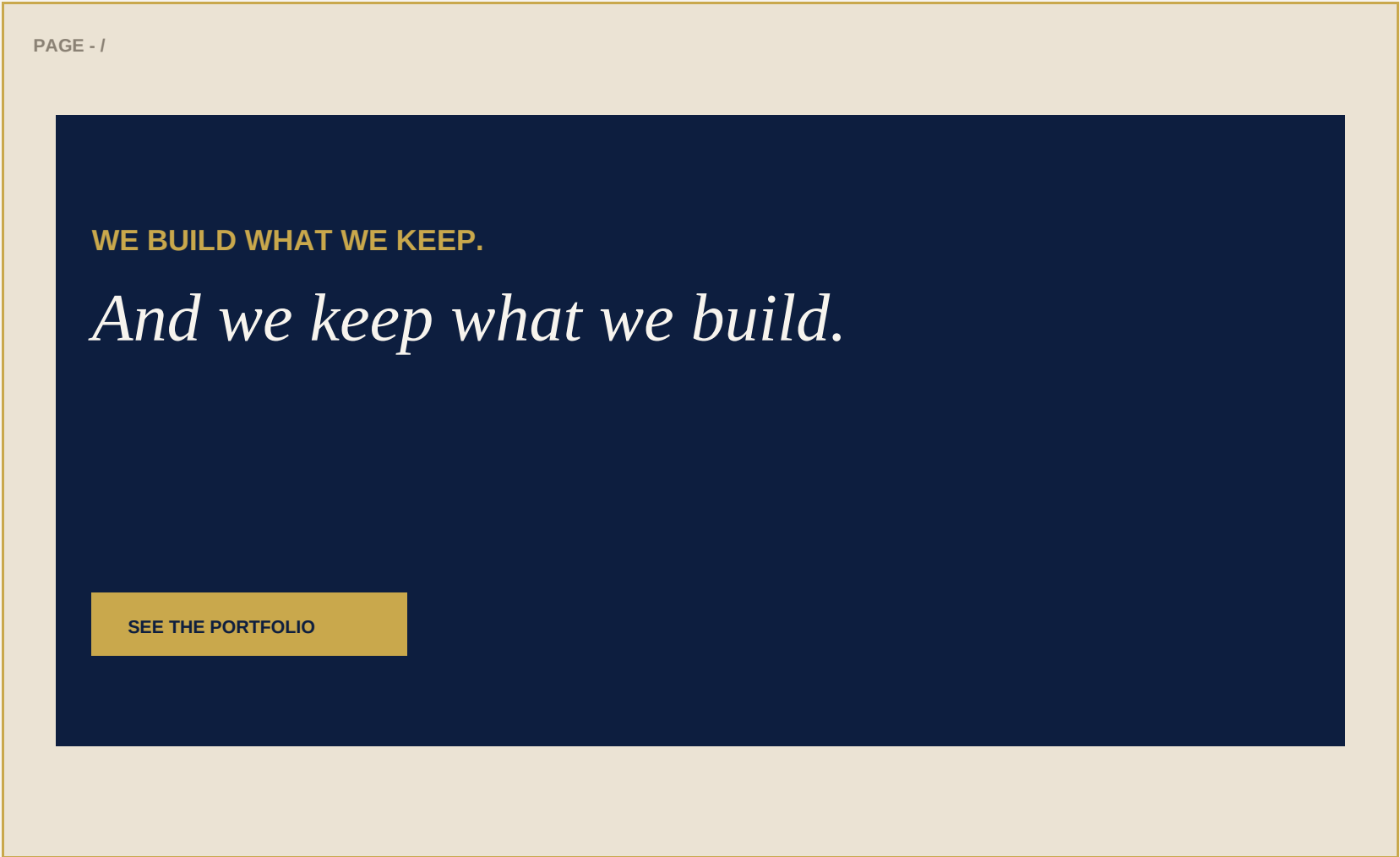


Stone
#8A8174
Rule, caption, frame

Six pages. Every one earns its place.

/	Home	Hero plate, KPI strip, thesis, three featured buildings, family CTA.
/portfolio	Portfolio	Filterable grid + stylized Miami Beach map with project pins.
/portfolio/:id	Project detail	Story, specs, highlights, neighborhood context, contact.
/suites	The Suites - 820 W 41st	Productized leasing page. Live availability table. Tour CTA.
/about	About the family	Letter from the family, timeline, principles, principals.
/press	Press	Editorial quote gallery anchored in trade publications.
/contact	Contact	Intent-routed form (tour, lease, capital, press) + JSON-LD.

The hero is the building, the writing is the family.



WHAT THIS PAGE DOES

Hero plate

Building, twilight, full-bleed. The address is small, the silence is loud.

KPI strip

30+ years - \$400M+ developed - 200K sf - 18 private suites.

Thesis row

Own the dirt. Build for the block. Operate everything.

Three featured

Editorial cards link to /portfolio/:id detail pages.

Family CTA

'If you want to talk to the family directly, we'll pick up.'

Filterable grid + a stylized Miami Beach map.



WHY A MAP

Real estate is geography. A stylized Miami Beach map with pins makes the portfolio scan in two seconds: who owns what, where, and how much of the block.

FILTER LOGIC

All - Development - Investment - Management. URL-synced so a journalist can deep-link to 'Haimov developments under construction.'

Every building gets a story page.

PAGE - /PORTFOLIO/820-W-41ST

MANAGEMENT - MIAMI BEACH

820 W 41st Street

820 W 41st Street, Miami Beach, FL 33140

YEAR	UNITS	SIZE	STATUS
Active	18 executive suites	Boutique Class-A	Completed

The headquarters. A private-suite floorplate above 41st Street tuned for finance, legal, and family-office tenants who want presence on the Beach without the high-rise overhead.

HIGHLIGHTS

- Concierge reception
- Conference + media room
- Covered parking
- 24/7 secured access

820 W 41st as a productized leasing page.

PAGE - /SUITES

SUITE	FLOOR	SIZE (SF)	TERM	STATUS
201	2	640	3-5 yr	Available
304	3	880	3-5 yr	Available
410	4	1,120	5 yr	Available - Apr 2026
506	5	740	3 yr	Leased
612	6	960	5 yr	Available
714	7	1,240	5 yr	Under LOI

REQUEST A TOUR

A letter from the family. and a press wall.

PAGE - /ABOUT

A letter, *from the family.*

We started in 1992 with one building on 41st Street. We still own it. Everything since has been built on the same belief: a Miami Beach block is worth more when somebody loves it for thirty years.

- The Haimov Family

PAGE - /PRESS

THE REAL DEAL

"Miami Beach's quietly compounding family office."

COMMERCIAL OBSERVER

"Haimov keeps assembling Mid-Beach parcels while others wait for a cycle."

BISNOW MIAMI

"A throwback approach: own the dirt, hold the building, run it yourself."

MIAMI HERALD

"Restored a stretch of Collins Avenue without a single demolition permit."

We don't just design pages. *We design product.*

To prove it, the next pages walk through the Haimov Labs - a design engine we built that takes a single line of concept and renders museum-grade product, on-body imagery, and 3D in under two minutes. Each archive piece that follows is a real render, generated by the same engine that would stand behind your site.

Type a feeling. Get a board.

The Concept Design Store is the consumer-facing lane. A single text field - 'desert outlaw with a barbed-wire halo' - produces a four-view spec board for a Haimov pendant in about thirty seconds. Brand, palette, and chain are seeded from the catalog.

- 01 Concept in - one line of intent.
- 02 Spec - palette, motif, edition mark, tagline, dimensions.
- 03 Four-view render - pendant front, three-quarter, chain detail, on-body.
- 04 Live on the site - pinnable, hideable, archive-grade.

PER BOARD

~1.1 credits

~ \$0.15 in compute - ~30s end-to-end

FOUR-VIEW SPEC BOARD

Front, three-quarter, chain macro, on-body. Captioned and ready to share.

Drop a reference. Get an archive piece.

The Lab is the atelier lane. Up to four reference images (a fabric, a facade, a photograph) steer the system. The output is a 14-render archive board - engraved back plate, hidden compartment, authentication tag, on-body - produced in about two minutes.

Every archive board ships with a download bundle: 14 full-resolution renders, an editorial PDF, and an optional 3D model (Rodin v2, 250K triangles). Hi-res upscales (2x / 4x) are one click.

PER ARCHIVE BOARD

~3.9 credits

~ \$0.55 in compute - ~2 min end-to-end

14 EDITORIAL RENDERS

Front, side, back, three-quarters, macro engraving, on-body, packaging, lighting tests, authentication tag.

THE SOVEREIGN 45-47.

From a single line to a print-grade poster.

A one-of-one Haimov archive piece, conceived and rendered inside the Lab. The board it produced was promoted to a 24x48 main poster and a 24x36 appendix at 600 DPI - print-ready, no retouching.

CONCEPT -> BOARD	~ 2 minutes
RENDERS PRODUCED	14 full editorial
PRINT OUTPUT	24x48 + 24x36 @ 600 DPI
3D OUTPUT	Rodin v2 - 250K triangles - GLB + STL
PERSISTED ASSETS	Mirrored to studio storage (no 7-day expiry)

THE POINT

Same engine.
Different category.

Swap 'pendant' for 'tower elevation,' or 'private suite render,' or 'press kit cover.' The same studio that produced THE SOVEREIGN can produce the asset library for The Haimov Group site.

Five pieces, all generated here.

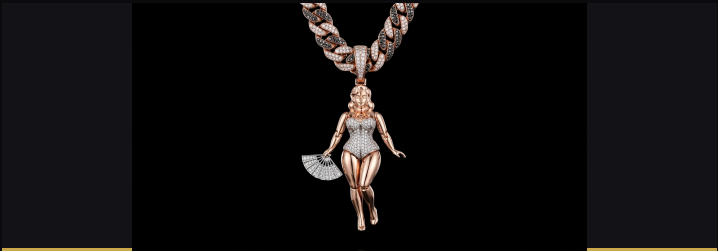
One-line concept -> spec -> render -> archive. Two minutes per board. Each piece lives on its own page that follows.



ULTIMATE PLAY BUTTON
Sport / trophy / culture



THE SOVEREIGN 45-47
Archive / 24x48 / 600 DPI print



THE MIDNIGHT STARLET
Cabaret / onyx / diamond pave



EMERALD HEIST
Caper / Cartier-cut emerald



THE URSA APEX
Wilderness / bear / diamond



SPORT / TROPHY / CULTURE

Ultimate Play Button

A pave-set play icon rendered as a championship medallion. One-line concept to print-grade render in two minutes.

ORIGIN	One-line concept
ENGINE	Haimov Labs / Gemini-3-pro-image
RENDER	Full-resolution PNG, persisted
PRINT	Up to 24x48 / 600 DPI ready

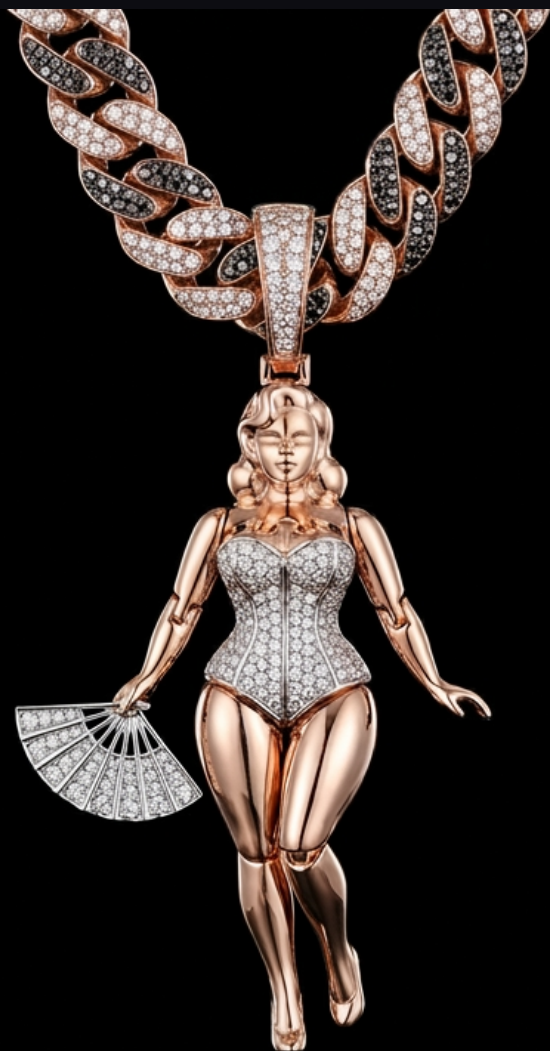


ARCHIVE / 24X48 / 600 DPI PRINT

THE SOVEREIGN 45-47

The flagship archive piece. Promoted from a single concept line to a 24x48 main poster and a 24x36 appendix at 600 DPI.

ORIGIN	One-line concept
ENGINE	Haimov Labs / Gemini-3-pro-image
RENDER	Full-resolution PNG, persisted
PRINT	Up to 24x48 / 600 DPI ready



CABARET / ONYX / DIAMOND PAVE

The Midnight Starlet

Cabaret silhouette in onyx and diamond pave. Reference-image steered, 14-render archive board.

ORIGIN	One-line concept
ENGINE	Haimov Labs / Gemini-3-pro-image
RENDER	Full-resolution PNG, persisted
PRINT	Up to 24x48 / 600 DPI ready



CAPER / CARTIER-CUT EMERALD

Emerald Heist

Cartier-cut emerald rendered with editorial lighting tests, on-body shots, and an authentication tag.

ORIGIN	One-line concept
ENGINE	Haimov Labs / Gemini-3-pro-image
RENDER	Full-resolution PNG, persisted
PRINT	Up to 24x48 / 600 DPI ready



WILDERNESS / BEAR / DIAMOND

The Ursa Apex

Wilderness motif executed in diamond. Engraved back plate and hidden compartment in the same generation pass.

ORIGIN	One-line concept
ENGINE	Haimov Labs / Gemini-3-pro-image
RENDER	Full-resolution PNG, persisted
PRINT	Up to 24x48 / 600 DPI ready

Four moves. Repeatable. Yours to license.



Eight to ten weeks, end to end.

Phase 1 - Discovery	WK 1	Family interviews, portfolio audit, address & asset inventory.
Phase 2 - Design	WK 2-4	Brand refinement, page system, component library, content draft.
Phase 3 - Build	WK 4-7	Production site, CMS for projects/press, contact + intent routing.
Phase 4 - Asset engine	WK 5-8	Haimov-tuned generative pipeline: building plates, suite renders, press art.
Phase 5 - Launch	WK 8-10	Soft launch, analytics, SEO, handoff. Optional retainer for content.

WHAT'S INCLUDED

Six-page production site - CMS for projects + press - intent-routed contact - JSON-LD/SEO - analytics - Haimov-tuned asset engine - 30 days of post-launch support. Investment discussed live.

One conversation, *in person, on the Beach.*

Pick an afternoon. We'll bring the live site, the labs, and a printed copy of THE SOVEREIGN 45-47 so you can see the print quality in person. Thirty minutes is enough to know if this is a fit.

PREPARED BY

Black Boi Media

Product Design Studio - Miami

hello@blackboi.media - blackboiproductdesignstudio.lovable.app