

What is MiMo?

MIAMI MODERN, OR BETTER KNOWN AS MiMo, IS A STYLE OF ARCHITECTURE FROM THE POST WORLD WAR II ERA (1945 to mid-1960s) that originated in Miami and Miami Beach as a local adaptation of the various modernist architectural movements that were taking place in other parts of the world. MiMo buildings responded to the subtropical climate and the booming resort economy, adding glamour, fun, and material excess to otherwise stark, minimalist, and efficient styles.

The predominant types of MiMo buildings in Miami Beach are the glamorous resort hotels (such as the Fontainebleau, Eden Roc and Deauville) and the modest garden style apartments and tourist lodgings that housed the burgeoning middle class population. Both types feature playful MiMo architectural features like acute angles, delta wings, sweeping curved walls and soaring pylons.

Credits

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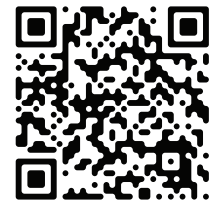
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MiMoONTHEBEACH.COM



DISCOVER MiMo ON THE BEACH

MIAMI MODERN ARCHITECTURE



*It's
Futuristic,
Flamboyant
and Fun*

Take a self-guided tour and experience Miami Beach's cool mid-century modern buildings and neighborhoods where "cheeseholes," "beanpoles" and futuristic "fins" make up the tropical architectural environment.



MiMo ON THE BEACH DISTRICTS



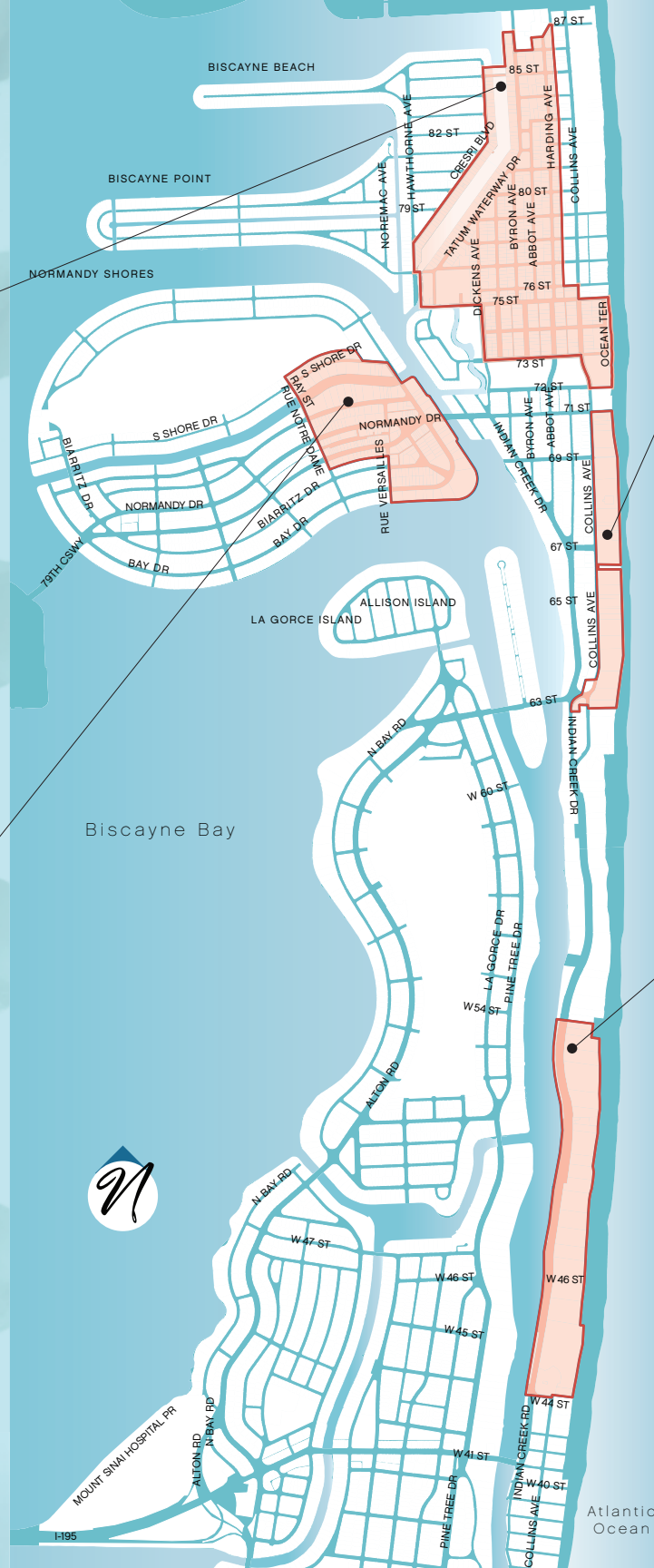
NORTH SHORE NATIONAL REGISTER DISTRICT
Listed in the National Register of Historic Places in 2009, the historic district contains 473 architecturally significant buildings which include small garden apartment buildings, motels, and institutional and commercial buildings.

After World War II, the North Beach area became a lure for middle-class residents seeking a tropical resort lifestyle, and the architecture of the buildings conveys that sensibility. Roofs are generally flat. Natural stone, slump brick, and patterned stucco cover the facades. Other eye-catching architectural details include perforated concrete screens punctuated by idiosyncratic pylon forms, projecting concrete fins and decorative modern metal details. Most of the buildings wrap around intimate garden patios.



NORMANDY ISLES NATIONAL REGISTER DISTRICT
Laid out in the 1920s according to the tenets of the "City Beautiful Movement," Normandy Isles consists of two man-made islands – Isle of Normandy and Normandy Shores. Broad curvilinear streets, with apropos French names, extend and run along well-defined residential and commercial districts, culminating at a centerpiece civic plaza and monument, the Vendome fountain.

The eastern portions of the two man-made islands comprise this historic district, which was listed in the National Register of Historic Places in 2008. Although a number of Mediterranean Revival and Moderne style structures can be found among the district's 201 architecturally significant buildings, the vast majority are MiMo-style garden apartment buildings constructed between 1945 and 1963



THE NORTH BEACH RESORT HISTORIC DISTRICT

Receiving local historic designation in 2005, this district stretches from 63 to 71 Streets along Collins Avenue. After World War II, this area developed into a major tourist and entertainment attraction. The Deauville, Carillon, Casablanca and Sherry Frontenac are among this unique mid-century historic district's grand hotels. And while their names might have evoked exotic European or African locales, the resorts were truly all-American, catering to a vacationing public eager to experience an all-inclusive fantasy right in their own backyard.

Each full-service hotel welcomed tourists with a grand lobby, as well as swanky cocktail lounges and supper clubs boasting top-notch acts; thematic restaurants; vast ballrooms, banquet halls, and meeting rooms; a multitude of retail shops; enormous swimming pools, extensive sundecks and solariums, plus a sweeping array of highly popular private beach cabanas.



THE MORRIS LAPIDUS / MID 20TH CENTURY HISTORIC DISTRICT Designated historic by the City of Miami Beach in 2010, this district runs along a one-mile stretch of Collins Avenue. Once lined with opulent mansions owned by American industrialists, this area contains 14 properties, 12 of which are architecturally significant mid-20th century structures built between 1954 and 1966.

A remarkable five of these buildings are among the most distinctive, grand, and architecturally dramatic mid-century structures designed by internationally acclaimed Miami Beach architect Morris Lapidus. This extraordinary collection of Lapidus' masterpieces, together with seven mid-century structures designed by other highly respected and successful architects, exemplifies the full aesthetic, social, economic and historic impact that this one single mile stretch would have on the evolution of "Miami Modern" design.

Tours

GUIDED WALKING TOURS

North Shore National Register District –
Want to learn more about Miami Modern architecture? Join this monthly 90-minute guided walking tour of the North Shore district. You'll learn how to identify the many unique traits of MiMo architecture by visiting a number of different public and private buildings. For information contact the Miami Design Preservation League, www.mdpl.org/tours 305.672.2014

SELF-GUIDED TOURS

Explore at your own pace with our self-guided walking tours. Download the tour brochures for each of the four MiMo districts at www.MiMoOnTheBeach.com

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