



Innovation and Style

MIAMI ARCHITECT ROBERT SWEDROE HAS NOT ONLY DESIGNED MANY OF MIAMI'S BEST-KNOWN RESIDENTIAL BUILDINGS. HE ALSO CREATED THE NOW BELOVED AMENITY OF THE DIRECT-ENTRY ELEVATOR.

Over the last 42 years, Robert M. Swedroe has developed a reputation as one of South Florida's most visionary and successful architects. He founded Robert M. Swedroe Architects & Planners in 1974, with a commitment to designing innovative buildings of uncompromising quality. Soon after, he began to specialize in multi-family residential design. Among Swedroe's most important innovations: Florida's first known major direct-entry elevator building, Bal Harbour Tower, in 1988.

Robert M. Swedroe Architects & Planners is located at 12000 Biscayne Blvd., Suite 200, in Miami. For more information, call 305.891.2555 or visit Swedroe.com.

Q&A with Robert M. Swedroe, principal of Robert M. Swedroe Architects & Planners

What sets you apart from other Miami architects?

"I've done a total of more than 3,250 buildings in my career, mainly in Florida, but also across the country and around the world. And one of the reasons I've been so successful is that I design from the inside out, rather than the other way around. What is most important is what the living unit is. Then the 'look' of the building is a byproduct of the design of the interiors."

That said, what sets your designs apart?

"Our work is known for its design efficiency and for workable floor plans to make the space 'livable.' And design efficiency is very important today. When I first started, residential construction costs were \$120 per square foot. Today, it's \$300 to \$500. That means design efficiency is more important than ever before."

Why was the creation of direct-entry elevators so important?

"It increased the then-conventional 80 to 85 percent efficiency of buildings to 90 to 95 percent. That added tremendous additional profits for developers. In addition, it also delivers exclusivity, privacy and multiple views, instead of the one-dimensional views you get with a traditional corridor. And finally, direct-entry elevators enhance resale values."