

# David Martin of Terra Group Gives Insights on How to Create Distinctive Design in Real Estate

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*David Martin on how to Create Distinctive Design in Real Estate.*

MIAMI, FL, UNITED STATES, July 15, 2022 /EINPresswire.com/ -- [David Martin of Terra Group is the CEO](#) of a development firm with an \$8 billion portfolio. In order to achieve that kind of wealth, real estate had to meet some pretty high expectations, both for agents and buyers alike. Spanning across asset classes that include residential, industrial, and commercial, Martin weighs in on why the structures have managed to strike a chord in Miami and how his company is helping to redefine the landscape of the Magic City.

One thing that Martin is prone to point out is that no matter how dissimilar buildings look at first glance, they may share more in common than people might expect. A retail office building and a power plant certainly have different purposes for being built, but both need to function in key ways in order to be considered viable. This is the driving force of Terra Group Miami. After all, no matter how beautiful a building is, it's worthless if it collapses under pressure.

When it comes to the more aesthetic qualities of the building, the staff at Terra Group Miami prioritize balance between the colors, textures, and shapes of each new project. This doesn't mean uniformity throughout, though, as Terra is known for challenging the norms and pushing skylines to the limit. It's more important that each component is scaled correctly than perfectly symmetrical with its surroundings.

There is no copying at Terra, as this would be an easy way for onlookers to draw comparisons between one development firm and another. Instead, the firm is big on creating a sense of cohesion, one that instantly sparks a connection with those who live or work in the structure. Even in the most luxurious of buildings, people find that every element serves a specific purpose.

[David Martin of Terra Group has spent](#) a lot of time understanding the real-life ways in which people use buildings, and this is something that can differ based on everything from the profession to the location of the building. This is an important separation that Martin highlights. Architects and designers will have a general sense of how different tasks are accomplished, but the details are what make for an outstanding real estate design. If one of their assets, such as a multi-acre space, needs to include several buildings of varying importance (e.g., a control center,

etc.), then Terra's designers have to understand what the workflow will look like on a day-to-day business long before the project gets underway. It's this kind of forethought that limits the number of changes that need to be made during the development phase, which is one of the best ways to keep schedules and budgets on track.

Once the most important productivity questions have been answered, [David Martin Terra moves onto things like emphasis](#). This term refers to how the eye moves when it first looks at something. If there's one distinct element, say a brightly colored door or large bay window, this will have a lot to do with the first impressions and overall perceptions of a building.

Marin says that it doesn't take much for the eye to become overwhelmed with chaos, so it's crucial to employ just the right amount of emphasis to give his properties an edge over the competition. For instance, the Grove at Grand Bay, built in one of Miami's oldest neighborhoods, features a modern design with floor plates that twist every three feet from 3rd to 17th floors. As the building turns and rises to the sky, it's a dramatic effect that leaves spectators wondering what the building is and how it was built. For those who get to live there, it's a treat to spend time in a place that was essentially calibrated to their every need. More than this, the Grove at Grand Bay showcases how a historical area can be refreshed without losing what made it special in the first place.

At Terra Group Miami, designers are also focused on how patterns are used and what it means for the people who use the building. Some people want patterns to be consistent. For instance, a CEO who wants a two-floor office building may require that both floors feature the same layout so people can find what they're looking for quickly.

Some will want to set themselves apart by creating a new pattern on a floor, one that distinguishes one space for another. For instance, the penthouse floor of an apartment building will have a very distinct look compared to the first floor of the same building. The best designs incorporate patterns for flow but don't rely on them so much that the building loses its personality. Tiles, light fixtures, flooring materials: nothing is overlooked at Terra. Even seemingly throwaway decisions can have an impact on the value of a building.

### David Martin Miami on Designing the Best in Show

When you look at Terra's buildings, whether it's the Pines City Center or the Modern Doral two-story homes, you can instantly see that there's a rhythm throughout the property. This is a fundamental design principle that is simple to grasp but difficult to master and execute. To do it correctly, you have to be able to both evaluate and make fast decisions about countless details at once. How does the eye flow from one design element to the next? How will the average person feel if they have to spend endless hours in the same room? Is the layout logical based on who's using it? When David Martin Terra thinks about who will stand at the helm of each new project, the stakes are high. Luckily, the payoff is a portfolio that continues to ascend in value and a community that thanks Terra for supplying some of the most gorgeous buildings in the city

of Miami.

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