Jessica Goldman Srebnick is expanding the Wynwood Walls without losing the “special sauce” that makes the Arts District so distinctive.

The “laid-back luxury” styles of Miami-based designer Fabrice Tardieu are having a bold impact on the local and global fashion scenes.

Orange, aqua, and silver in luxuriously loud patterns shout style for summer.

Jessica Goldman Srebnick is expanding the Wynwood Walls without losing the “special sauce” that makes the Arts District so distinctive.
WYNWOOD AT ALL COSTS

THROUGH EXPANSION AND CURATION, JESSICA GOLDMAN SREBNICK IS HELPING WYNWOOD GROW UP, WITHOUT LETTING IT GROW OLD. BY JON WARECH

Under the watchful eye of developer Tony Goldman, the Wynwood Walls transformed a once-undesirable neighborhood into a vibrant home for internationally acclaimed street art. But for his baby to develop as the late visionary intended, it will fall on his daughter, Jessica Goldman Srebnick, to nurture the area into adulthood.

“I feel like Wynwood is in its toddler stage,” says Goldman Srebnick, the CEO of Goldman Properties. “We’re walking, we’re talking, but we still have a lot of growth ahead of us.”

Over the next five years, Goldman Srebnick expects big changes in Wynwood, including an influx of retail, a 434-car parking garage (being developed by Goldman Properties), and office buildings packed with tech companies, start-ups, and coworking space. But as the neighborhood grows, Goldman Srebnick is working to ensure that Wynwood doesn’t lose what she calls the “special sauce” that makes it one of the most dynamic communities in the world.

“The art is going to go vertical,” she says. “Right now it’s all horizontal, but as we start building bigger, it’s going to go vertical, which is going to be interesting. Plus, I think you’ll see a beautiful marriage of art and architecture in Wynwood. The hope is that we’re setting the tone for that.”

The evolution has already started at Goldman Properties, which recently expanded the

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Wynwood Walls by purchasing an adjacent property dubbed Wynwood Garden. While the expansion allows for larger events—like the concert series that Goldman Srebnick is starting in May or high-profile weddings (and nightlife impresario David Grutman’s recent engagement)—it also provides room for more street art, which is the foundation of the development.

“We like to make sure we have representation from all over the world,” she says, noting that she’s on the hunt for an Italian artist. “In the day and age of Instagram, you can really research and find some extraordinary artists and what they’re doing in real time all over the world.”

Here, the art isn’t just pretty; it’s also good for business. “I look at the Wynwood Building as an interesting example,” Goldman Srebnick says of the structure that’s now home to tenants like Del Toro Shoes and the hair salon Junior & Hatter. “It was a 40,000-square-foot industrial building that was getting $6 a square foot in rent. We painted it these incredible black and white stripes—we didn’t change the structure of the building at all—and then all of a sudden, creative people wanted to work there and creative retailers wanted to be there.”

And as Wynwood matures, new tenants will expect the same vibe—“There’s going to be a cachet to having an office in Wynwood,” she says—and demand that the cool neighborhood not lose its edge. Businesses like Jugofresh are doing their part by standing out designwise and embracing the responsibility that comes with being a Wynwood tenant. “You know where you are when you’re in Wynwood,” she adds. “It’s not Everyplace USA.”

Juggling the creative and the corporate, managing an expanding business while staying true to her father’s ideals, and helping Wynwood grow without selling out constitutes a big part of Goldman Srebnick’s day. She watched her father at work (what she endearingly calls the Tony Goldman School of Business) and is a “lifelong learner,” she says, attending the leadership development program at Harvard Business School every year.

“When you work that much harder and the quality of your product will be that much better if it’s something you really love and believe in,” she explains, noting the success of the restaurants her company runs, Wynwood Kitchen & Bar and Joey’s Italian Café, and the growth of tenants like Panther Coffee and Zak the Baker. “We have a marathon mind-set, not a sprinter’s mind-set, and so we’re thinking about decisions for the long term. Choices come with consequences, and I try to make choices that better the lives of other people and create prosperity and hope.” And in Wynwood, hope springs eternal, and prosperity is painted on every wall. 2520 NW Second Ave., Miami; thewynwoodwalls.com  

**MY WYNWOOD**

No one knows the painted town quite like the visionary who helped create it.

**Best place for dinner?**

“Wynwood Kitchen & Bar is the perfect marriage of food and art. There’s no place like it, and the food is outstanding.” 2550 NW Second Ave., Miami, 305-722-8959; wynwoodkitchenandbar.com

**Where’s a fun afternoon with the kids?**

“Obviously, the Wynwood Walls. It exposes kids to something they don’t typically get exposure to on a very, very large scale. They have the freedom to explore in a safe place and there’s a lot to see. Every time we go there, they discover something different. I know I’m being self-serving, but if it weren’t great, I would have changed it to make it great.”

**How about a quick snack?**

“Obviously, we’re not in this as a hobby; this is a business. But at the same time, you will work that much harder and the quality of your product will be that much better if it’s something you really love and believe in.”

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