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**man said: "make it beautiful!"**

Hampton Dunn

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# Photouring Florida

By HAMPTON DUNN



THE MAN SAID: "MAKE IT BEAUTIFUL!"

By HAMPTON DUNN

MIAMI --- Structures don't have to be old to be landmarks, and Miami has one that dates back only to the mid-1960s. It brings kudos from visitors to this playland, and wakes up the architectural world.

It's the eight-story Barcardi Building on Biscayne Boulevard at 21st Street (U.S. 1) near downtown Miami. The most interesting features are the handsome murals on two outside walls. They are made from 28,000 hand-painted, baked, six-by-six-inch ceramic tiles on imported marble.

The Bacardi firm has always had exciting architecture as a trade mark in its buildings throughout Latin America. And when it came time for the company to erect a building here, the board chairman, Jose M. Bosch, put out the word: "Make it beautiful."

Thus when the attractive skyscraper on Biscayne Boulevard was finished, sightseers marveled at the handsome Brazilian tile murals (or "azulejos") of arresting blue and white tropical design. It is noted that the sensuous floral note is a reminder that Miami, gateway to South America and the Caribbean, is lushly subtropical.

The artist was a young man, Francisco Brennand of Recife, Brazil. Inside the elevator shaft is covered on the north and south facades with ceramic tile and marble. The building is recognized as first of its kind in the country, with those spectacular outside decorated walls.

Marble-covered columns --- met at the top floor by a truss --- support the building, making it appear to be floating on air. The building occupies only 17 per cent of the building site, above plaza level.

The architect was Enrique Gutierrez, who was dedicated to carrying out the board chairman's command: "Make it beautiful!"

