

**THE BOCA RATON**  
**observer**

THE AUTHORITY ON BOCA & BEYOND

**FIGHTING THE GOOD FIGHT**  
ACTRESS HOLLY ROBINSON PEETE CHAMPIONS THOSE WITH AUTISM AND PARKINSON'S

**MOTHER NATURE'S STEWARDS**  
MEET SEVEN ENVIRONMENTAL GROUPS PROTECTING SOUTH FLORIDA

**FIRST DO NO HARM**  
ARE "VOLUNTOURISTS" BOON OR BANE FOR COMMUNITIES THEY SERVE ABROAD?

**IT'S BETTER TO GIVE**  
MAKE THE HOLIDAYS MERRY AND BRIGHT FOR LOCALS VIA VOLUNTEERING OPPORTUNITIES

THE GIVING ISSUE

NOVEMBER 2018

BOCA RATON'S MOST AWARD-WINNING MAGAZINE

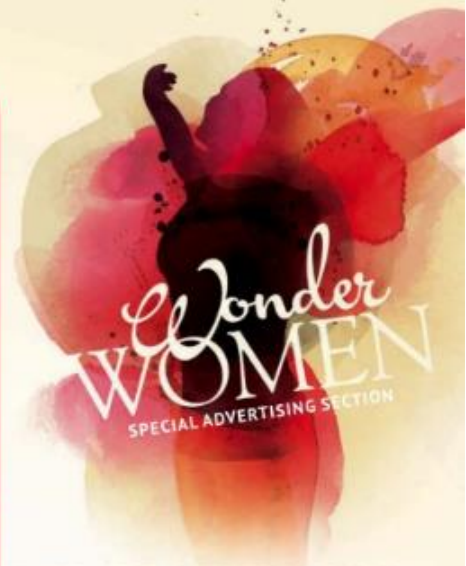
Season Kickoff

**HEART OF Gold**

MOM, MODEL AND PHILANTHROPIST CAMILA MCCONAUGHEY IS BEAUTIFUL INSIDE AND OUT



Senada Adžem



## EL-AD NATIONAL PROPERTIES

**Senada Adžem Represents Downtown Boca Luxury Lifestyle At New Alina Residences**

**W**hen El-Ad National Properties, an Elad Group company, decided to build Alina Residences Boca Raton, they looked to Douglas Elliman's internationally renowned luxury real estate expert Senada Adžem.

"El-Ad understands the importance of designing with a specific target market, and to be effective you have to understand how they live," says Adžem. "We learned through focus groups we hosted that whether it's a young couple starting a family or empty-nesters, they have similar desires. They want security, walkability and gorgeous views. They

want luxurious touches and the latest technologies."

This exercise has resulted in the creation of Alina's sophisticated residences designed to appeal to a discerning clientele. Building on the more than eight-acre downtown Boca Raton site previously known as Mizner on the Green, the \$500 million de-

El-Ad National Properties Alina Residences Preview Center is located in Mizner Park at 430 Plaza Real, Boca Raton. For more information, call 561-404-4490 or visit [allnabocaraton.com](http://allnabocaraton.com).

velopment recently launched a preview center at Mizner Park. Sales of the initial 121 residences – ranging from one to four bedrooms and from 1,400 to 4,800 square feet – have begun with prices starting at just under \$1 million up to more than \$6 million.

"El-Ad is developing Alina with a nod to the rich heritage of Boca Raton as a world-class destination. They respect the tradition of influential design and have worked with local architectural firm Garcia Stromberg to put a new spin on it," she says.

Adžem, a Boca Raton resident, also devotes time

to causes that empower children, including the Florence Fuller Child Development Centers in Boca Raton and the Boys & Girls Clubs of Palm Beach County, where she serves as a board member.

A contributor to CNBC's "Secret Lives of the Super Rich," Adžem looks forward to highlighting Alina Residences on the world stage.

"The one thing I am really proud of is the international

**“The one thing I am really proud of is the international exposure I continue to cultivate for luxury living in Boca Raton.”**

exposure I continue to cultivate for luxury living in Boca Raton," she says. "People all over the world, from Luxembourg to China, are attracted to living this highly desired lifestyle."