

PRESS RELEASE

Director Luis Corchon Releases Breathtaking Video Tour of Luxury Residences By Armani/Casa

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There is currently a deafening boom in Miami's real estate market. Driven by record-low mortgage rates and scenic views, the city is the prime destination for tech giants, entrepreneurs, and individuals looking for space, and freedom amid the pandemic.



Finding the best properties in Miami to move into takes a significant amount of time. Neatly slicing that period into bite-sized pieces, innovative Director Luis Corchon and his team have developed a unique immersive real estate experience video concept that takes viewers on an awe-inducing tour.

Based in Miami, Florida, Luis Corchon holds a deep love and familiarity with Miami. A self-taught talent, Corchon was a rising name in the industry on the lookout for the next significant chapter of his life; and where better to look but in Miami?

Moving to the Museum Park neighborhood proved to be a fantastic decision for the talented creative. His unique abilities and steadfast determination to create a full-service film production studio attracted countless high-profile clients, one of which is the sought-after luxury ocean-front high-rise "Residences by Armani/Casa."

Designed by the brilliant Argentine Architect César Pelli, Residences by Armani/Casa boasts elegant lines and styles topped with a gorgeous ocean view. The luxurious property found in the Sunny Isles neighborhood of Miami hosts a safe environment decorated in muted tones perfect for relaxation and entertaining.

Capturing the building's beauty, Luis Corchon innovatively films the interior and exterior in interesting perspective angles, making viewers feel as if they are on the property itself. His technique and playful use of colors have garnered thousands of views since the release of the first leg of his real estate tour.

Sharing his inspiration on what inspired this new advertising method, Luis says, "there is a big real estate boom happening in Miami right now. Time is of the essence as properties are being snatched up sight unseen and at inflated prices, so clients need to experience a property virtually before they visit in person."

Providing just that, Corchon's real estate experience tours have gained considerable attention on social media. Combining drone, cinema cameras, and models, to film the "mini-movie" has given Luis Corchon's growing audience the dreamy experience of living from sunrise to sunset in the luxury high-rise residence. "We show the sights and the sounds of the space and its surroundings, as well as the interaction of varying light within those spaces" he shares.

As many move to the "Magic City" to escape theirs amid the boost of pandemic-induced tax rates plaguing their current residences, Luis Corchon offers the unique perspective of living in Miami, Florida.

While preparing to publish the next chapters of his luxury immersive real estate tours, the filmmaker is actively working with luxury real estate agents in the city. Luis is determined to capture perspectives on stunning properties to help clients quickly market and sell their homes in this new South Miami Real Estate boom.

Stay updated on the director's ongoing projects. Sneak a peek into his work and live in Miami for a minute and fifteen seconds with this clip on Luis Corchon's Youtube account. Learn more about the innovative talent on his official website.

Media Contact

Company Name: LC Photo
Contact Person: Zuzanna Keller
Email: Send Email
Address: 777 Brickell Ave
City: Miami
State: FL 33131
Country: United States
Website: LCphoto.net

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May 19th, 2:25 PM PDT

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January 7th, 1:03 PM PST by Kellene Stockwell

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