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ICONIC FONTAINEBLEAU MIAMI BEACH RECLAIMS CENTER STAGE WITH GRAND OPENING AND RENAISSANCE OF THE HOTEL EXPERIENCE

(Miami Beach, FL) – After a star-studded opening November 2008, Fontainebleau Miami Beach recaptured its place among the world’s most celebrated hotel playgrounds. Morris Lapidus’ emblematic curvilinear building, originally the subject of outrage by critics before being embraced by the world’s architects, designers and travelers alike, today defines Miami Beach’s often-exuberant architectural aesthetic. His once avant-garde building is now an enduring architectural masterpiece and perhaps more importantly, his spirit now shapes a spectacular \$1 billion rebirth. Lapidus once wrote “If you create a stage and it is grand, everyone who enters will play their part.” Virtually every aspect of the 20-acre showplace will celebrate the architect’s flair for the theatrical.

Fronting the Atlantic Ocean, the 1504-room hotel’s most distinguishing features include two new towers, 12 restaurants and lounges, a 40,000-square-foot spa, 200,000 square feet of meeting, pre-function and outdoor function space; and dramatic oceanfront poolscape featuring a free-form pool shaped as a re-interpretation of Lapidus’ signature bow-tie design.

In re-envisioning the hotel, its owners assembled a team of eight international architects, designers and project managers to infuse the space with a modern sense of style and sophistication. From its public spaces, lobby and highly stylized restaurants to its guest rooms, spa and pool, the hotel sparkles with an intoxicating mix of old and new. In the process, the original Lapidus buildings were stripped to steel studs and bare concrete in order to entirely recreate guest rooms, public spaces and hotel facilities. Painstakingly, the design team preserved or recreated many of Lapidus’ historical design elements – including the circular ceilings, bow-tie design motifs and famed “Stairway to Nowhere.”

Rooms and Suites with a View

The hotel’s two original towers, Chateau and Versailles, comprise 846 guest rooms. Complementing these legacy buildings are two new, luxury all-suite towers – the 37-floor Trésor and 18-floor Sorrento – offering a combined 658 junior, one- and two-bedroom suites. Stylishly

residential, the suites feature fabrics, furnishings and finishes with an easy tropical elegance. Ranging from 500 to 1,742-square-feet, the rooms include flat panel televisions; kitchenettes with mini-refrigerator, sink and microwave; marble bathrooms with granite counters, oversized jetted tubs and roomy walk-in showers. Spacious balconies offer views of the Atlantic Ocean, South Beach, Biscayne Bay and downtown Miami.

International Dining, Trend-Setting Nightlife

Fontainebleau Miami Beach brings together noted chefs and designers to create dining destinations that are both dramatic and extraordinarily diverse. The hotel's 12 restaurants and lounges include three signature restaurants: **Scarpetta** by Scott Conant (celebrity chef and TV personality on shows such as *Chopped* and *24 Hour Restaurant Battle* on Food Network, as well as chef/owner of the celebrated Scarpetta restaurants), **Hakkasan** (Britain's only Michelin-rated Chinese restaurant) as well as **StripSteak**, by award-winning chef and restaurateur, Michael Mina (chef/owner of Mina Group restaurant properties such as MICHAEL MINA in San Francisco and Bourbon Steak).

Conant is at the helm of **Scarpetta**, the hotel's Italian restaurant. His regional menu features clean, crisp flavors prepared in layers to reflect the quality of locally-sourced ingredients. Celebrated for bringing out exquisite flavor from simple ingredients, Conant relies on Florida's bounty of farm-fresh and organic produce to craft menus of surprising complexity. Located ocean and poolside, the David Collins-designed restaurant offers expansive outdoor wrap-around dining terrace.

Modern Chinese cuisine is the focus of **Hakkasan**, the hotel's sleek and contemporary Chinese restaurant. The diverse menu of New World wines and sake complement the chic yet classic fare. Designed by French design firm Gilles & Boissier, the restaurant is located atop the fourth floor and affords guests stunning views of the beach.

Critically acclaimed Chef Michael Mina brings a dynamic dining and bar scene with the second outpost of his award winning Las Vegas restaurant, **StripSteak**. The restaurant offers hotel guests and locals alike an adventurous steakhouse dining experience including a la carte cuts of steak as well as signature specials that go far beyond traditional steakhouse fare. Executed by Chef de Cuisine Jun Hee Lee, the vast menu showcases signature specials that go far beyond traditional steakhouse fare, a bounty of meats and fish prepared on the wood-burning grill and an expansive raw bar. The two-story indoor-outdoor venue evokes a rich, stylish tone with design details and several convivial cocktail bars along with a beautifully appointed, bamboo-enclosed poolside patio.

In an effort to take freshness to a new level, Fontainebleau's live catch, **Ocean-to-Table seafood program** features fishing operations exclusive to the resort and delivers fresh catches

daily including fish, lobster and Florida stone crab claws to all of the hotel's restaurants. Much of the seafood is transported live to "Water World," an extraordinary 2,000 gallon collection of salt water tanks housed in the basement of the hotel's impressive back-of-house food and beverage operations – where it is kept live until ready to be taken to the appropriate venue.

Inspired by the Côte d'Azur, **La Côte**, a chic, two-level restaurant situated beach and poolside serves the simple, flavorful cuisine of the South of France while **Pizza & Burger**, the second concept on property by Chef Michael Mina, brings diners a casual and approachable vibe inspired by the chef's own backyard kitchen. Suitable for friendly get-togethers, family dinners or after-work libations, Pizza & Burger is the perfect spot to kickback and relax. Tables are adorned with games, a lively atmosphere and upbeat music. The menu is comprised of made from scratch, farm-fresh, multi-ingredient pizzas, burgers and large plates along with inventive salads and craveable snacks. Additional dining experiences at Fontainebleau include: **Vida**, an American brasserie featuring continental comfort food with Latin influences, serving breakfast, lunch and dinner; **Blade Sushi**, which serves classic and creative specialty rolls, as well as tartares, hamachi and carpaccios; **Chez Bon Bon**, the hotel's interpretation of the original coffee and patisserie shop, features gourmet chocolates, delectable specialty cakes, pastries, gelatos and light bites; **Glow pool bar**, the lobby's **Bleau Bar** and **Fresh**, offering on-the-go fare, as well as in-room private dining.

Overseeing the property's restaurants is Vice President of Culinary Operations Thomas Connell, a 19-year Ritz-Carlton alum who opened properties throughout the world in destinations such as Bali, Shanghai, Tenerife, Palm Beach, Hong Kong and Singapore. Connell served as the Executive Chef for the Ritz-Carlton, Hotel Arts in Barcelona, Spain before moving back to the United States where he most recently served as Executive Chef of the Ritz-Carlton South Beach in Miami.

In an area known for its thriving nightlife, Fontainebleau Miami Beach is home to world-renowned nightclub, **LIV**, which is located in the former famed Tropicana lounge.

Picturesque Poolscape

Under the design direction of Jeffrey Beers and Lifescapes International, Fontainebleau's poolscape boasts "walls of water" intermingled with a free-form pool. Guests can also relax by an exclusive adult pool with a sexy enclave surrounded by cabanas and sun loungers. Families can spend the day in multiple small dipping pools and an interactive children's waterscape play area. This renowned ocean-side focal point remains as glamorous as when James Bond and Goldfinger sat by the pool for a heated game of gin rummy.

Tapping the Essential Element

The two-level **Lapis spa at Fontainebleau**, designed by Richardson Sadeki, harnesses the natural qualities of water to create a shared experience that is both restorative and renewing.

Mineral-rich water in many forms – including mist, rain and steam – are used throughout the 40,000-square-foot spa that features 30 private treatment rooms as well as a co-ed pool and lounge area.

Lapis draws upon thermal therapies, the oldest spa treatments that transfer energy from heated elements of earth, water and air. Merging these age old techniques with the latest contemporary technology and design, Lapis provides guests with stress-relief, anti-aging and wellness solutions – each a sensory experience designed to energize and rejuvenate.

Spa interiors, treatments and programs are unexpectedly re-interpreted creating an environment inspiring social engagement that is contemplative, pure and sophisticated. A communal sanctuary, Lapis provides intimate moments within a quiet collective.

Unrivaled Meeting Space

The new Fontainebleau caters to every type of group, from executive board meetings to large-scale conventions. The hotel's 58 meeting rooms, totaling 107,000 square feet, are designed to assure flexibility and diversity, while more than 42,000 square feet of pre-function space and 51,000 square feet of outdoor function space – including the 21,000-square-foot Ocean Lawn – offer a wide variety of venues for events. Equipped with state-of-the-art technology, the meeting space includes three elegant ballrooms totaling 66,000 square feet that accommodate as many as 3,000 people, theater-style, as well as a meeting center with nearly 19,000 square feet of space and two permanent boardrooms.

Facilities include cutting-edge technology such as top-of-the-line sound systems and video distribution; digital signage with high-definition displays; technology-enabled interactive wayfinding; and a distributed antenna system for two-way radio, WiFi and cellular systems.

Historical Highlights

With the dream of creating one of the world's most opulent and magnificent hotel's, innovative hotelier Ben Novack purchased the Harvey Firestone mansion on Collins Avenue in 1952 for \$2.3 million and appointed Morris Lapidus as the project architect for a new hotel. Lapidus' plan was to create the largest hotel in Miami Beach including 554 guest rooms in an 11-story gently curving façade. Fontainebleau Hotel opened in late 1954 with an inaugural grand ball attended by 1,600 people, including the mayor of Fontainebleau, France. Through the 1950s and 1960s, Fontainebleau reigned as the top resort hotel in Miami Beach. Every major entertainer stayed or performed at Fontainebleau, including the Rat Pack, Elvis Presley, Bob Hope, Lucille Ball, Jackie Gleason, Judy Garland, Milton Berle, Jerry Lewis, Marlene Dietrich, Debbie Reynolds and many others.

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About Fontainebleau Miami Beach

A spectacular blend of Golden Era glamour and modern luxury, Fontainebleau Miami Beach merges striking design, contemporary art, music, fashion and history into a vibrant guest experience. A revered landmark and symbol of style and sophistication since its opening in 1954, Fontainebleau Miami Beach boasts 1,504 guestrooms and suites appointed with lavish amenities; the world-renowned LIV™ Nightclub, 12 restaurants and lounges including two restaurants from Chef Michael Mina – StripSteak and Pizza & Burger; two AAA Four Diamond signature restaurants, Scarpetta and Hakkasan; the 40,000-square-foot Lapis spa with mineral-rich water therapies and invigorating treatments; a dramatic oceanfront pool-scape offering lush cabanas; and is home to BleauLive, the innovative concert series that combines intimate performances with memorable weekend escapes.

For general information or accommodations at Fontainebleau Miami Beach, visit www.fontainebleau.com or call 1.877.512.8002.