

Media Contacts:

Stephanie Giner

Tel: 305.535.3208

sginer@fontainebleau.com

*** IMAGES AVAILABLE UPON REQUEST**



**FROM SCORNED TO CELEBRATED, THE UNDENIABLE ARCHITECTURAL APPEAL OF
FONTAINEBLEAU MIAMI BEACH**

(Miami Beach, FL) – In Morris Lapidus’ autobiography *Too Much Is Never Enough*, the once-ridiculed architect of the iconic Fontainebleau Miami Beach wrote, “American taste was being influenced by the greatest mass media of entertainment of that time, the movies so I designed a movie set!” No other architect would have been so perfectly suited to the task. In designing Fontainebleau Miami Beach, Lapidus, a former retail architect known for his innovative interior design, would leave an enduring architectural imprint that, even today, defines the city’s singular aesthetic. Tapping the best practices of retail design, he relied on show-stopping details to create a stage-like setting in which “everyone who enters will play their part.”

The most significant building of Lapidus’ career, Fontainebleau Miami Beach’s emblematic curvilinear design came to define 1950s Miami Beach. The building’s modern façade created a jaw-dropping focal point along Collins Avenue. Inside, floating ceilings, crystal chandeliers and plentiful sweeping curves imparted an ultramodern atmosphere. “Before Lapidus, everything was boxy; his bends and zig-zags were revolutionary,” recalls a former employee. In fact, the resort’s design was so distinctive that, for decades, Fontainebleau didn’t even have a sign in the front.

Although the resort was embraced by the traveling public, who appreciated not only its striking exterior but also the more practical aspects of its design (it’s curving walls, for example, caught the ocean breeze in an era before air conditioning), critics were outraged, calling it garish and flamboyant. The *New York Times* went so far as to call Lapidus’ work “inspired super schlock.”

Today, however, Fontainebleau Miami Beach has become an enduring architectural landmark and Lapidus is widely regarded as a visionary. His work was showcased in “Promises of Paradise: Staging Mid-Century Miami”; at the Bass Museum and a line of home accessories designed by

Lapidus has been launched. Books published by the once-critical American Institute of Architects now embrace his works.

In his autobiography, Lapidus revealed that in his career designing hotels he was “selling a good time” and, as such, he delivered on a grand scale. Considered Miami Beach’s most luxurious hotel, Fontainebleau became the favorite retreat of every 50s and 60s-era entertainer, and its sexy, stylish architectural lines the backdrop for numerous movies, including Goldfinger, The Bellboy, Scarface, The Specialist and The Bodyguard. Its dramatic and legendary “Stairway to Nowhere,” which actually led to a coatcheck, allowed guests to make a grand entrance into the lobby.

The \$1 billion rebirth of Fontainebleau has magnificently restored Lapidus’ signature details, such as bow-tie design motifs, circular ceilings and columns, while introducing new 21st century glamour. In uncovering the architect’s original vision, Fontainebleau assembled a team of internationally acclaimed designers, architects and artists to work on everything from the famous lobby and picturesque poolscape to three original restaurants, whose interiors were shaped by such contemporary design firms as Jeffrey Beers International, Gilles & Boissier and David Collins. The new Fontainebleau debuted its makeover November 2008 with the Victoria’s Secret Fashion Show, and a star-studded opening party; Fontainebleau Miami Beach immediately recaptured its place among the world’s most celebrated resort playgrounds. The iconic property features more than 1,504 rooms, suites and penthouses on 20 acres of oceanfront land and includes four luxury towers – Trésor, Sorrento, Chateau, and Versailles – as well as 12 restaurants and lounges, a 40,000-square-foot spa and 200,000 square feet of meeting, pre-function and outdoor function space.

Complementing the resort’s two original towers, Chateau and Versailles, the all-suite Trésor and Sorrento towers offer a combined 658 junior, one- and two-bedroom suites. Interestingly, it is said that Lapidus saw plans for the Trésor tower just before he died at the age of 98 and called it “the exclamation point to his original vision.”

###

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 by Scott Conant 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.