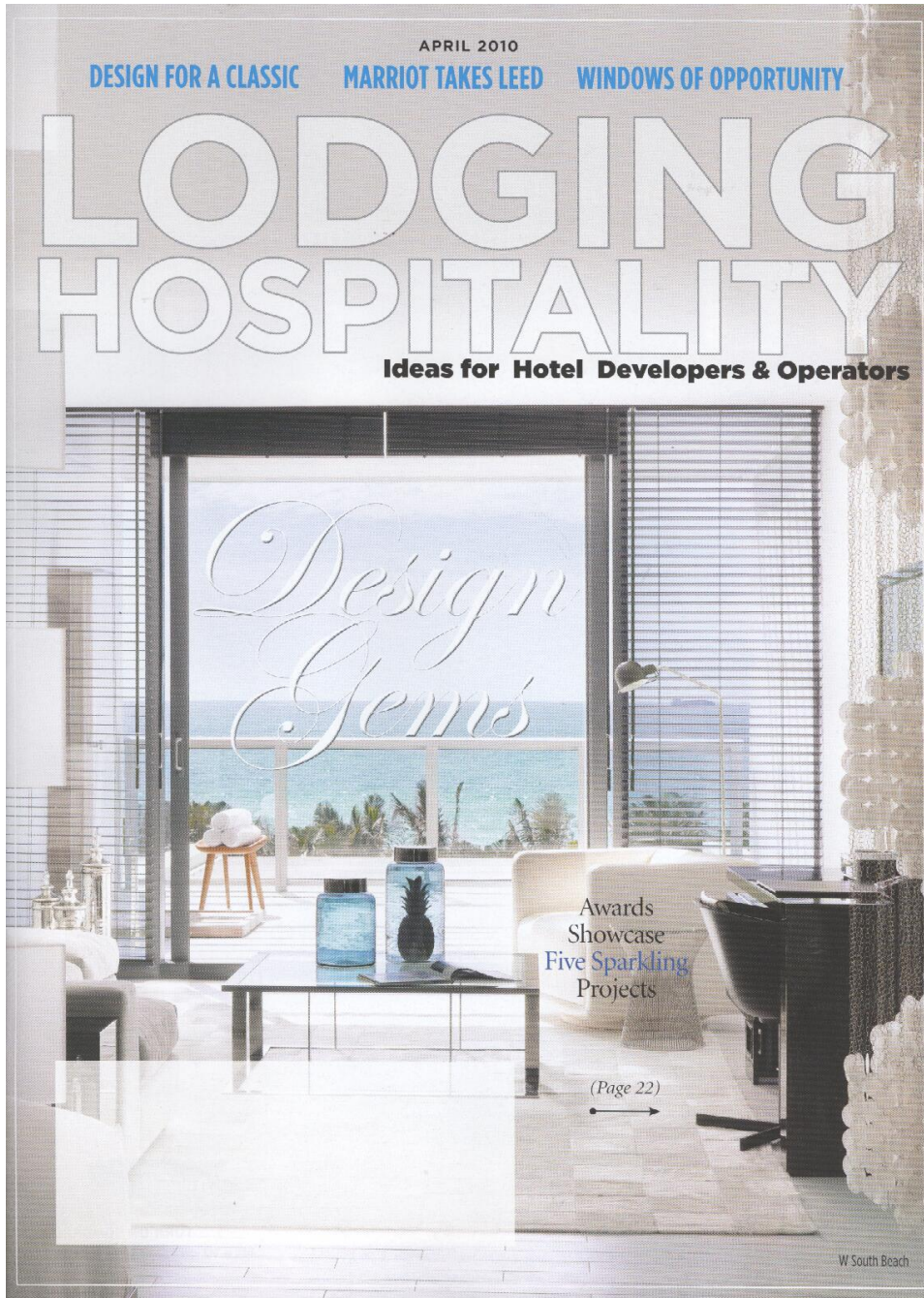


Lodging Hospitality – April 2010



DESINGEMS
(FIVE SPARKLING PROJECTS)

W SOUTH BEACH / MIAMI



THE TEAM
Tristar Capital and RFR Realty (ownership); Costas Kondylis and NBWW & Associates (architects); Anna Busta of Studio B Design; Paula Hayes (landscape design)

THE BRIEF
Create a flagship location for the contemporary lifestyle brand by creating an iconic and high-end urban design ambiance paying tribute to the area's art deco heritage.



THE PROJECT: The \$450-million condo-hotel opened last summer with 408 W-branded residences, ranging in size from 574 square feet to more than 3,000 square feet, an exclusive bar and lounge, a signature restaurant, an outdoor garden, a spa and two stunning pools with stylish cabanas.

THE FOCAL POINTS: The Living Room, W's take on the lobby, features dramatic artwork and sleek floors inlaid with bronze and wood with a terrazzo border and a row of white quartzite columns set against a 120-foot marble wall. A wide array of stylish and comfortable furniture provides ample room to relax. A shimmering 20-foot-high beaded curtain ushers guests into the Living Room Bar, which offers views of the WET pool deck and a lush garden called the Grove. The Wall lounge is Miami's latest hot spot for celebrities and jet setters, with its seductive gold and black motif.

THE FINISHED PRODUCT: The unique design of the building positions rooms on a 25-degree angle, giving guests plenty of breathtaking views of the ocean. Rooms feature nine-foot ceilings and expansive glass balconies and offer stylish living with soft shades of teal and white, a sleek floor made of white ceramic tiles, modern Italian grey sofas and photographs from legendary rock photographer David Clinch adorning the walls.

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