

FLORIDA DESIGN'S

# MIAMI

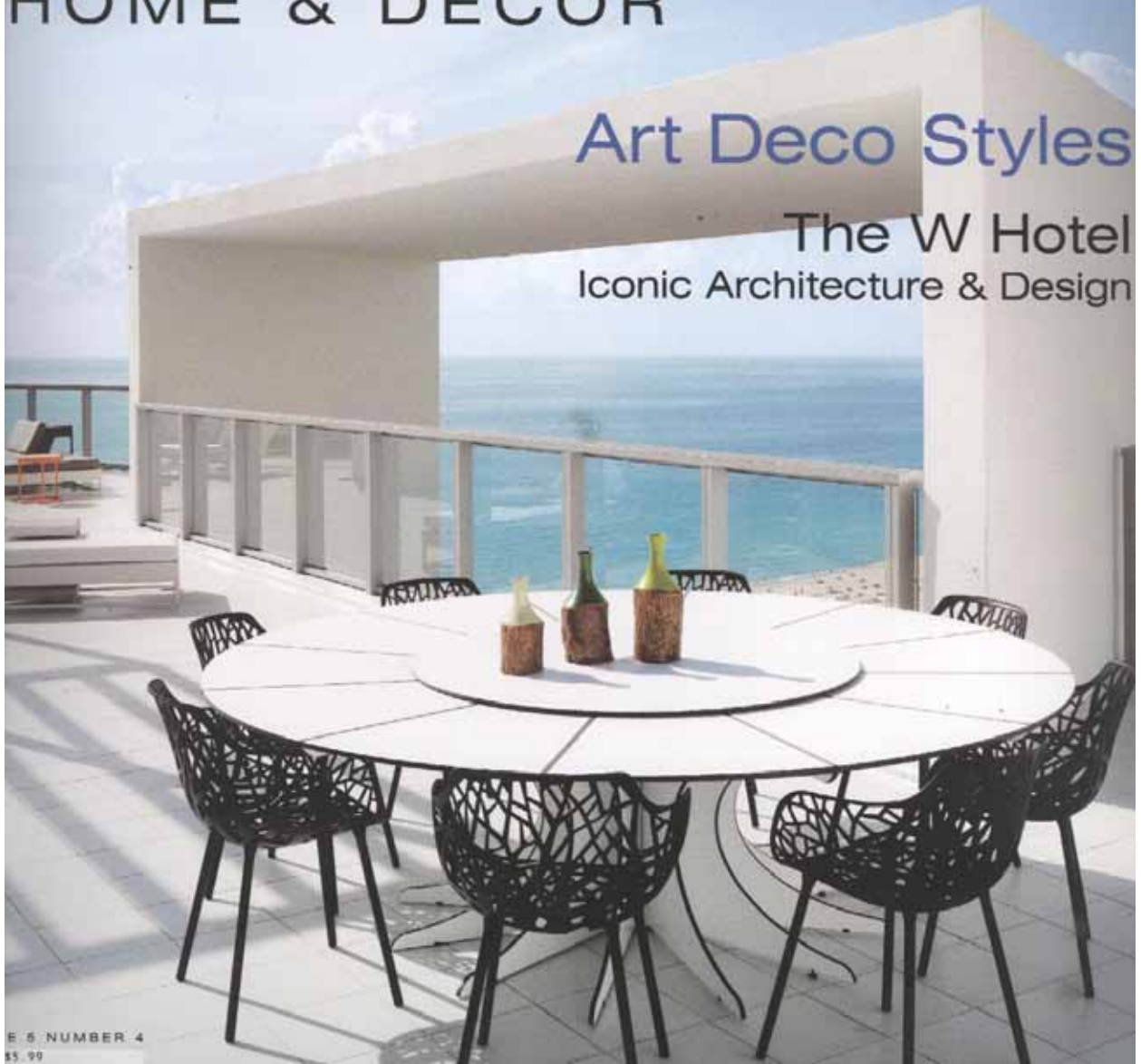
HOME & DECOR

Art Deco Styles

The W Hotel

Iconic Architecture & Design

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## PUBLISHER'S NOTE



Publisher Jeff Lichtenstein

When you look at the Miami skyline, you can see lights coming back on in buildings that were vacant in the not-so-distant past. The good news is there's been more sales activity with a growing number of condominiums selling, although at lower prices that just a few years ago seemed unimaginable. In turn, this shines a bright light on the furniture industry overall — affluent homeowners and investors buying at reduced prices means more to spend on new furnishings.

There is nothing unusual about the market in Miami right now. Since the early part of the 20th century, South Florida has seen its share of booms and busts. During the bubble, everybody thinks the good times will never end. But when things hit rock bottom, some think good times will never return.

When I began publishing, dare I say in 1978, everyone was advising against it because they remembered the distressed economy in 1975. And in 1991, when Florida Design was founded, Florida was in the midst of a horrific recession. On a positive note, as the cycle starts going back up, everyone who is prepared for the turn-around stands to gain.

In keeping, Florida Design's *Miami Home & Decor* will continue coverage of Miami's diverse design, the latest trends and hottest styles, and the most desirable destinations.



PHOTOGRAPHY COURTESY OF  
W SOUTH BEACH, MIAMI BEACH, FL



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## W SOUTH BEACH

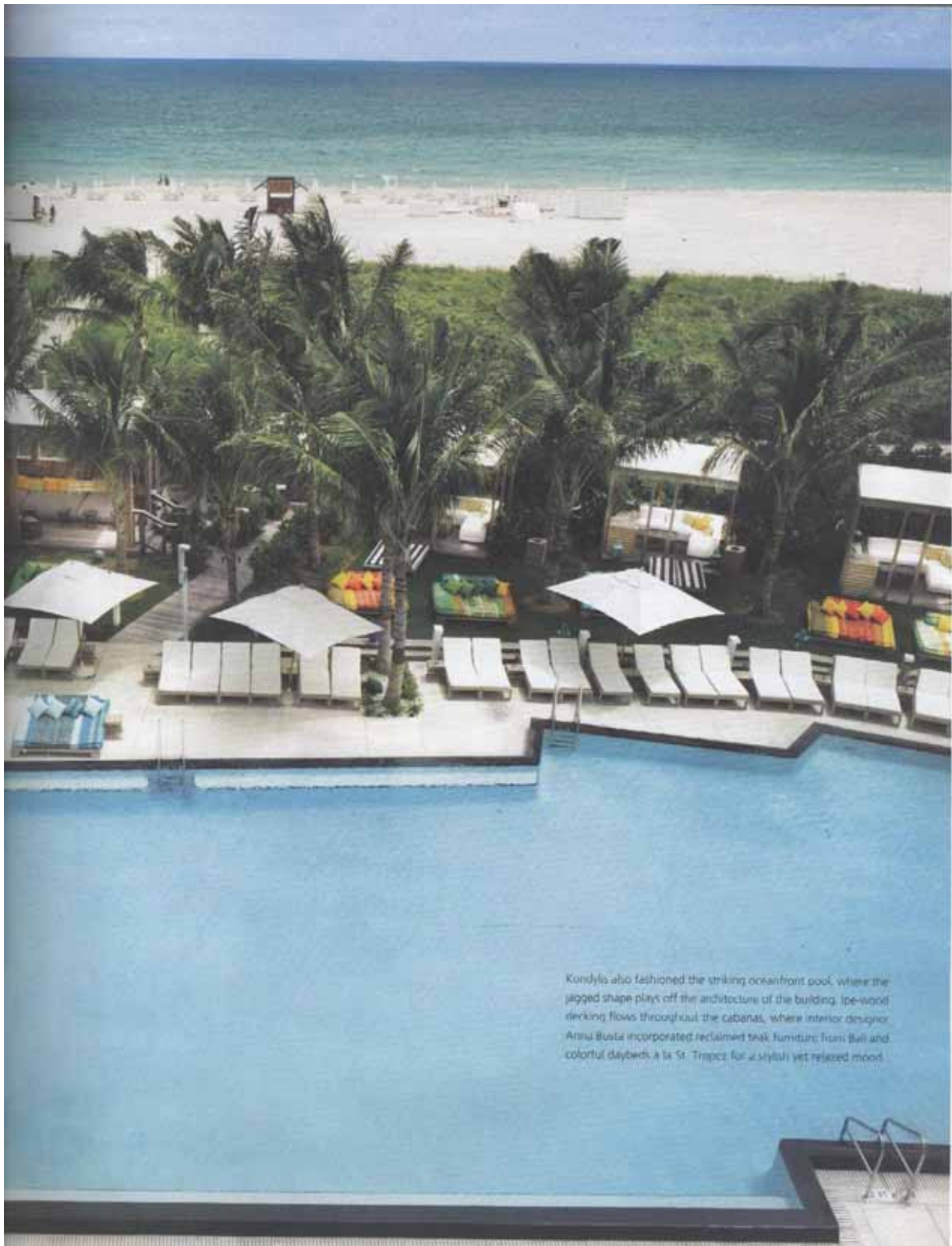
Iconic in both architecture and design, this oceanfront retreat features a bevy of amenities for both guests and residents.

TEXT BY KELLIE GREEN  
PHOTOGRAPHY COURTESY OF W SOUTH BEACH, MIAMI BEACH, FL

Cutting-edge design and iconic Art Deco architecture combine to fashion the new W South Beach hotel, located seaside in the arts and entertainment district of Miami Beach, Fla. Embracing the stylish spirit of South Beach, developer David Edelstein assembled a team of well-known designers, architects, artists and business moguls to contribute to this chic 20-story tower. The result is a combination of dynamic architectural elements and high-end, contemporary design in homage to the area's Art Deco heritage. "The property was envisioned as one that would offer a retreat in the center of all the action," Edelstein says. "I wanted to create a hotel that really defined its market — not only on a local level but global as well — something on par with the French Riviera's Hotel du Cap or The Beverly Hills Hotel. And I feel that we have achieved what we set out to do."

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**ABOVE:** Architect Costas Kondylis, along with Nichols Brosch Wurt Wolfe & Associates, took cues from the geometric patterns of renowned artist Piet Mondrian to create the exterior, composed of gray-colored glass and white stucco. Each room is positioned on a 25-degree angle, allowing for unobstructed views.



Kondylis also fashioned the striking oceanfront pool, where the jagged shape plays off the architecture of the building. Ipe-wood decking flows throughout the cabanas, where interior designer Anna Busta incorporated reclaimed teak furniture from Bali and colorful daybeds à la St. Tropez for a stylish yet relaxed mood.



## W SOUTH BEACH

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**ABOVE:** A Flexform sofa and low barrel chairs sit over Kasthall's hand-tufted shag area rug in the Living Room lounge, where white Mongolian fur chairs by Antonio Citterio flank a mother-of-pearl table. Atelier Qi metal light fixtures echo Art Deco bronze screens designed by Yabu Pushelberg.

Inspired by renowned artist Piet Mondrian's geometric works, the building's exterior forms a unique shape that positions each room on an angle, allowing for unobstructed views and recalling Miami's iconic Art Deco architecture. Inside, interior designer Anna Busta of Studio B Design, who was once a member of W's in-house design team, created the hotel's public spaces — from the lobby, lounge and bar, to the Grove outdoor garden, Wall nightclub,

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**above:** ANUS et Cie's sculpted powder-coated aluminum "Forest Armchairs" surround an "Arthur Table," both from the Zofa collection, to create alfresco seating on the terrace of the W hotel's Extreme Wow Penthouse suite.

**below:** Each modern guest room features beautiful views and comfortable furnishings. A black-and-white acrylic screen delineates the space, which is filled with the elements of chrome and nickel, glass, black lacquer, embossed crocodile, plush cotton velvet and a retro sea-shell light fixture.



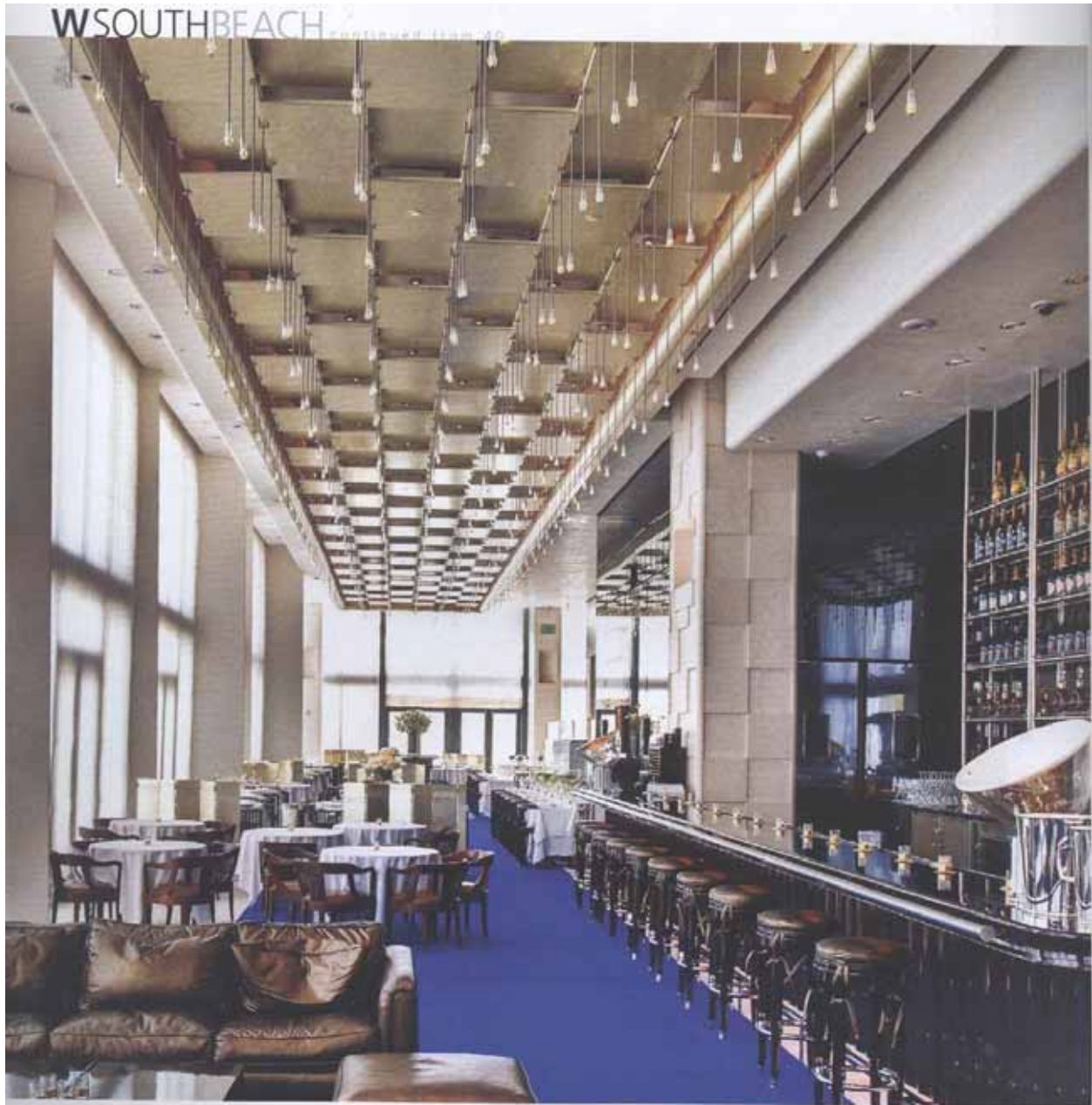
and guest rooms — mixing modern classicism with the influences of the Art Deco vernacular. Using layered textures, natural materials and hints of color, Busta combined haute furniture, as well as her own custom-designed pieces, with flea market and Miami District finds to create an eclectic mix of contemporary style with a French Bohemian flair. "Anna has one of the most creative minds I have ever come across," Edelstein says. "Each space has its own personality yet flows seamlessly into the next." Personable and comfortable yet chic and stylish, the W South Beach imbues a warm

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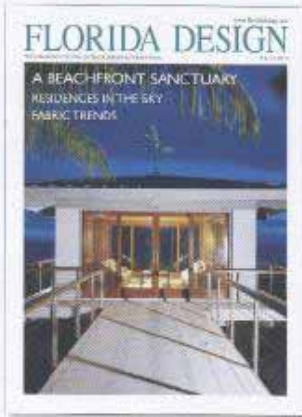
**ABOVE:** A dramatic 125-foot-long light fixture made of gold leaf and Swarovski crystals is the focal point of Mr. Chow, accented by a striking electric-blue carpet that runs through the restaurant. Plush, copper-toned and black-lacquered furnishings provide indoor seating and are complemented by gold-leaf screens that give the illusion of privacy.

and welcoming feel from the start, such as in the Living Room — the hotel's lobby, lounge and bar — awash in marble and brass with velvet curtains, white Mongolian fur chairs, pony rugs and splashes of gold. Here, Busta incorporated an eclectic yet sophisticated mix of furnishings that create intimate conversation areas throughout the space, including modern sofas imported from Italy, tufted-leather ottomans, oversized tables and personal pieces hand-picked from around the world. Wide-plank, European-oak floors inlaid with bronze ground a row of textured white quartzite columns that are set against a 120-foot-long gray-marble wall. The mixture of dark and light graining structions in the floor complement the marble

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**ABOVE:** Black leather sofas, and marble and bronze-framed tables greet guests at the Wall nightclub, where a black mirror wall is accented by diamonds in LED lighting that changes from red to green to yellow.

walls, while the bronze inserts play against bold Art Deco screens. The bar overlooks views of the pool and lush Grove gardens. "The hotel has all of the elements of the Miami lifestyle," Busta says. "It is edgy yet warm, comfortable yet sexy, easy and relaxed yet fun and sophisticated. It really has a soul."

From the public spaces to the private guest rooms, the hotel radiates with Busta's fresh style. Design duo George Yabu and Glenn Pushelberg of Yabu Pushelberg created the model of the guest rooms, but it was Busta who came in to implement this model into every room, playing with the varying elements and executing them perfectly into stylish living spaces. Each of the 312 guest rooms and 408 residences boast nine-foot ceilings, expansive glass balconies and floor-to-ceiling windows that showcase panoramic views of both the lights of South Beach, and the 300 feet of pristine white sand and the ocean beyond. Spacious showers and Japanese soaking tubs fill the baths, which are covered in gray and black Cipollino marble. All suites also feature a state-of-the-art entertainment center. The residences offer stylish one, two or three-bedroom condos with all of the signature W comforts, services and amenities. "We wanted to offer the opportunity to live the W South Beach lifestyle," Edelstein says.

CONTRIBUTOR: BK 46

The advertisement features a large, elegant script logo for 'Finis Terrae Home Design' at the top. Below the logo is a photograph of a rustic interior with dark wood furniture, including a dining table and chairs, and a large, ornate iron chandelier. The text 'Rustic Furniture in Iron and Wood' is written in a smaller script font at the bottom of the image. At the very bottom, the address and phone number are listed: '7221 SW 57 COURT • SOUTH MIAMI • 305-665-3336'.

## W SOUTH BEACH

1201 S.W. 15TH ST. | MIAMI, FL 33139

And that lifestyle includes fine dining with the fifth location of famed Chinese eatery Mr. Chow, designed by husband-and-wife owners Michael and Eva Chow with an elegant interior of black lacquer, gold leaf, Swarovski crystals and a pop of electric blue.

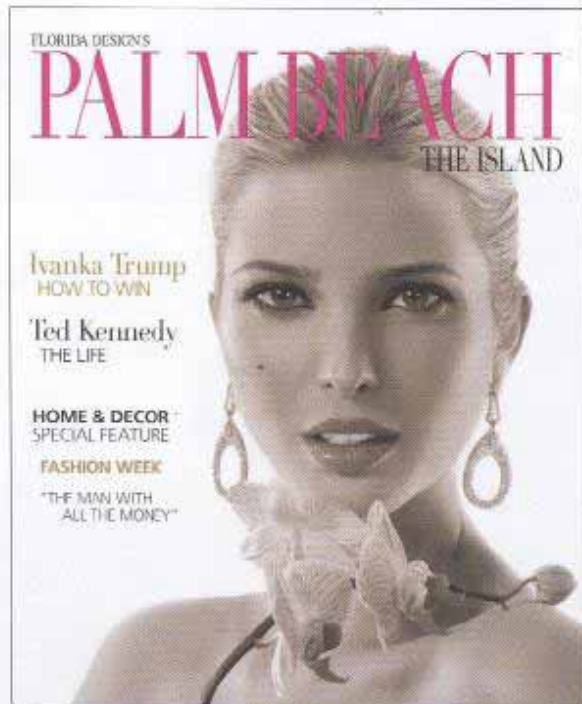
Outside on the patio, where animated projections from artist Yi Zhou are showcased on the walls, a series of cabanas provide private alfresco dining for such VIP guests as Billy Joel, Michael Jordan, Calvin Klein, Enrique Iglesias and more, who have come to

enjoy the authentic Beijing cuisine that this chic dining experience has to offer — a blend of traditional offerings with new and innovative selections crafted by Executive Chef Xiao Lei Shao.

Soled, the hotel's other dining destination, offers

up contemporary, Mediterranean cuisine with a Latin flair created by Chef Michael Gilligan. The Busta-designed restaurant is operated by restaurateurs Nicola Siervo and Karim Masri of KNR Food Concepts, who, along with fellow nightlife promoters Roman Jones and Eric and Franco Miron, also created the W hotel's Wall nightclub, a 3,500-square-foot lounge that fuses their various sensibilities. Designed by Busta in a gold and

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"THE HOTEL HAS ALL OF THE ELEMENTS OF THE MIAMI LIFESTYLE," BUSTA SAYS. "IT IS EDGY YET WARM, COMFORTABLE YET SEXY, EASY AND RELAXED YET FUN AND SOPHISTICATED."

black motif inspired by the James Bond lifestyle, the walls are the focal point, adorned with black-lacquered, diamond-shaped panels with color-shifting LED lights.

Outside, landscape designer Paula Hayes, in collaboration with Busta, was inspired by the South of France when creating the hotel's surrounding gardens and alfresco Grove lounge, which lies adjacent to the pool. The Grove transports guests to another world with winding paths of lush foliage, such as native sea grape trees and swamp lily, bistro tables and chairs, and 1920s-era objects.

From the famed Bliss Spa, a first in Miami, to the hotel's top-notch Whatever/Whenever service, guests at the W South Beach are always treated to the utmost in luxury. For reservations, call 305/938-3000 or for more information on the residences, call 305/531-4449. 