

WHAT'S HAPPENING

April 2010

AT W SOUTH BEACH

W HOTELS SPRING & SUMMER OFFERS | HIGHLIGHTS OF THE WINTER MUSIC CONFERENCE



W

SOUTH BEACH



Penthouse Terrace at W South Beach

Welcome to South Beach and the Wonderful World of W!

Now that you've slipped behind the velvet rope, let our dream weavers make your wishes come true. Stay a while. Enjoy the fashion show. Take in the art. Drop into the Living Room Bar. Let our bar chefs enchant you with a sip or two or three. Let the hottest DJ's take you to places you've never been. Tempt your taste buds with the most amazing creations by critically acclaimed chef Mark Vidal, who presents the authentic cuisine of his native Spain or by the one and only Mr Chow.

Discover the Grove, our secret garden! Look for the unexpected, the whimsical. Let the trees and the bird cages and the lanterns flirt with you. Escape for a while. Go farther, past the green hedges. Find yourself by Wet – the hottest sunning spot around. Sit, lie down, enjoy the sun. Take a dip. Or keep going. Past the dunes. Onto the white sand. Where more chairs await you. Lie down and relax. Order a sip and a snack from the Sand Wagon. We'll bring it right to your chair. Close your eyes. Listen to the waves.

The pages that follow will fill you in on what's happening at the W South Beach and around town and offer you a glimpse of the 2010 Winter Music Conference Happenings. Take a moment to find out about the resort amenities and offerings that we hope will make your visit with us memorable.

Have a wonderful stay!



George Cozonis
General Manager

Center of the style universe, heart of the action laced with edgy cool and an eclectic mix of personalities that push the boundaries. Welcome to W South Beach, where you can walk out of the Atlantic Ocean and cross pristine white sands into a world of sizzling nightlife, world-class dining and hip shopping. Just a short walk away is Lincoln Road, lined with chic boutiques, retro-fabulous antique stores, funky galleries and cozy cafés, a low-vibe/high-art complement to Ocean Drive. Venture further and lose yourself in Miami's diverse cultural assemblage of neighborhoods, finding yourself with a delicious café con leche in Little Havana, an avant-garde art piece in the Bohemian cool Design District or fully immersed in retail therapy.

MR CHOW

Collins Avenue just got a lot more glamorous. Provocateur, renegade and legendary restaurateur Michael Chow - Mr. Chow to all gourmets and followers of fine dining - has brought his art-fictionado ways to South Beach, the hottest epicurean extravaganza in a city known for sizzling cuisine.

Sunday - Wednesday 6:00 PM - 12:00 AM

Thursday - Saturday 6:00 PM - 1:00 AM

SOLEÀ

With gastronomical inspiration from the many regions and rich culture of Spain, Soleà offers a menu that will wow the senses and take you on a journey through the Iberian Peninsula. True to Spanish tradition, Soleà has generous offerings from the sea that remind you of the country's deep maritime roots. In contrast, Meats and vegetable dishes from inland complement this great culinary diversity.

Breakfast 7:00 am - 11:30 am (Mon - Fri)

7:30 am - 11:30 am (Weekends)

Lunch 11:30 am - 4:00 pm

Dinner 6:00 pm - 11:00 pm (Sun - Wed)

6:00 pm - 12:00 am (Thu - Sat)

LIVING ROOM BAR

Not your average lobby. Meet, greet, flirt, play, sip and savor in this modern playground that is Caribbean cool perfected. Toast with gorgeous cocktails in the velvety setting or mingle on the terrace, a prime people watching spot.

Sunday - Wednesday 11:30 am - Midnight

Thursday - Saturday 11:30 am - 2:00 am

GROVE

Chill out at Grove bar while we concoct a cool cocktail for your pleasure. There's no better watering hole in South Beach. 11:00 am - Midnight

WET POOLSIDE LOUNGE

Ready to get wet? Our pool and beach offer a luxurious tropical lounge complimented by first class service. Refreshing all natural cocktails, light fare, spa treatments and private cabanas are also available poolside. Soothing lounge music plays in the background as you lounge the day away in our serene water lounge and enjoy inventive cocktails under the moonlight.

Sunday - Wednesday 9:00 am - Midnight

Thursday - Saturday 9:00 am - 2:00 am

WHATEVER/WHENEVER®

Everything at W has been masterfully orchestrated to surround you with style, service, and comfort. The Whatever/Whenever® team is dedicated and is on hand to provide you with whatever you want, whenever you want it.



WALL at W South Beach

POOLSIDE CABANAS

If sitting back in luxury is your thing, our private cabanas are equipped with flat screen TV's, high speed Internet access and other indulgent amenities. Feeling a snack attack or need a sip fix? We'll bring you natural cocktails and delectable light fare from the WET® Bar and Grille, for when the going gets hot. Please contact the concierge for cabana rates and reservations.

BEACH

Life's a beach when we give you full and seamless access from the hotel or WET® pools to the oceanfront. Beach Ambassadors make certain you have everything for R&R by the seashore and more, from umbrellas, chaise lounges and towels to gourmet beverage and food service for a glorious picnic. Go for spills and thrills in the water with our full range of water sports and activities.

SWEAT (FITNESS CENTER)

Work out with body-toning weights and heart-pounding cardiovascular equipment. Then rejuvenate with a massage and soothe those muscles in the privacy of your guest room. Who says exercise can't be fun? Sweat is located on the fourth level and is available for complimentary guest use 24/7.

BLISS® SPA

This hip, not-your-spa-next-door will help relaxation-craving spa-hoppers unwind like never before at this facial and massage mecca. Trademark Bliss® touches await at every turn: jazzy bluesy tunes, a luxe nail lounge, pampering treatment rooms, retail boutique and our legendary brownie buffet. Bliss offers hotel guests and Miami's grooming groupies a clever menu of super-effective services or stay in for in-room in'spa'ration. Monday – Sunday 9am – 9pm

W HOTELS PRESENTS

VERBATIM

W SOUTH BEACH IN THE NEWS

MIAMI.COM – BOUTIQUE OF THE WEEK: W THE STORE

WThe Store is a trendsetting collection of retail boutiques located in W Hotel properties around the world - it's a complete reinvention of the traditional hotel gift shop. Located on the lobby level of the W South Beach, on 22nd Street and Collins Avenue, WThe Store is in the middle of Miami Beach. Sharp and sexy. Mirrored panels, white-tile floors, grey marble walls and bright spotlights seep a polished vibe. WThe Store is designed with sleek continuity in mind, continuing the style and sophistication for which W Hotels is known. Showcasing the store's unique merchandise of dazzling earrings and ornate clutches, intricate necklaces grace the countertops while limited-edition apparel and vibrant bags hang from pegged walls. A special selection of hard-to-find, trend-setting items for men and women is featured at WThe Store.



WThe Store at W South Beach

FLORIDA INTERNATIONAL MAGAZINE

New To The Scene. The latest soul asylum to open its doors in South Beach, Bliss is completely in step with the spirit of its location. Situated within the sanctum of hipster style that is the W South Beach, Bliss offers 7,326 square feet of pampering spread over three floors complete with a retail boutique. But it's the little details – such as the R&B soundtrack and the brownie buffet – that have won the brand a loyal clientele. Not that its menu of treatments doesn't hold its own. Our favorite for spring: The Herbie, a facial and fruit acid wash with a simultaneous full body rub-on and massage that employs a blend of lavender, bergamot, lemon, thyme and peppermint oils to thoroughly re-hydrate skin. The spa calls it a "head-to-toe-whoa". We couldn't agree more.

BLACK BOOK – RAISING THE BAR

120 foot marble wall in the Living Room Bar, 312 rooms and bungalows, 2,965 square-foot Penthouse Extreme, 4 Damien Hirst's, 2 Warhol's, 1 Richard Prince, 126 square-foot Crystal Chandelier in Mr. Chow, 300 feet of Beach, Last Years Winter Music Conference attracted 1,910 artists and DJ's, 3,228 industry delegates from 62 countries and over 70,000 attendees. Winter's winding down, but Miami is just heating up. In the city that can't quit, we've found your crash pad of choice, the W South Beach. Every room at the W South Beach has at least one ocean-view terrace. Daytime pool cabanas are good for a splurge (considering the local nightlife, it's most likely the only daylight you'll see). Being a W outpost, hotel staff remain supremely dedicated to above-and-beyond service.

IMPRESSIONS FROM THE SYMMETRY LAUNCH



Golden Filter



Bubbles & Tunes



Mia Moretti & Maritza Soghanlian



Navin, Simon Rex and Nicola Siervo



The crowd at the Symmetry Launch Party



Calvin Harris & Burns

SUN SENTINEL



Michaelangelo L'Acqua performing during the launch of W Hotels' new Symmetry music compilation

Another one of those inexplicable guilty pleasures, the electro pop duo the Golden Filter, performed at the W South Beach at an event celebrating the release of "Symmetry," the hotel chain's new music compilation (because what is a hotel without its own soundtrack?). The CD was created by the chain's music director (because what is a hotel without its own ...), the mellifluous Michaelangelo L'Acqua, one-time music man for Tom Ford's Gucci and Yves Saint Laurent shows. The Golden Filter, which also plays a DJ set with L'Acqua at WET at the W pool also offers a free download of the single "Hide Me" from the CD "Voluspa" on their website.

OCEAN DRIVE MAGAZINE

Internationally renowned personal and professional partners George Yabu and Glenn Pushelberg met 30 years ago at Ryerson University in Toronto. Now their 100-person design firm with offices in New York and Toronto is busy on projects from Dubai to Moscow. Their interiors for boutiques, hotels and restaurants - from Bergdorf Goodman to San Francisco's St. Regis - have been honored with multiple accolades, including a James Beard Award for best restaurant design. Locally their work can be seen at One Miami and W South Beach, and they are currently designing the St. Regis Residences in Bal Harbour.



Glenn Pushelberg (left) and George Yabu

THE MIAMI HERALD "VELVET UNDERGROUND"

Selita Ebanks and Serena Williams were seen "breaking it down" at Wall at the W South Beach. Dining a deux at Mr. Chow on Thursday night were Gabrielle Union and Dwyane Wade. Doing the same on Saturday, Swiss tennis champ Roger Federer and at another table, Swedish pinup girl Victoria Silvstedt. Meanwhile Chefs Mark Vidal and Mauro Collagrecio attended the Graffigna wine luncheon at the W South Beach.

MIAMI NEW TIMES

On March 25, 2010 a private event took place at the W penthouse celebrating the launch of "Symmetry," W Hotel's latest music compilation curated by W's new Global Music Director; the infamous Michaelangelo L'Acqua featuring a live performance by The Golden Filter.



Golden Filter performing at the launch of W Hotels' new "Symmetry" music compilation





SOUTH BEACH

THE RESIDENCES

LIVE IT. OWN IT.

EXQUISITELY FINISHED &
FURNISHED OCEANFRONT
CONDOMINIUM RESIDENCES
WITH EXTRAORDINARY
HOTEL SERVICES & AMENITIES

EXCLUSIVE MARKETING AND SALES AGENT:
ONE SOTHEBY'S INTERNATIONAL REALTY
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SUMMER AT W SOUTH BEACH...

TURN THE LIGHTS DOWN LOW

- 2 sips at sunset from your balcony
- Chef assisted private dinner menu with paired bottle of wine
- Rose petals upon tumdown
- Upgraded tumdown option - personalized tumdown created with W Insider
- A Wonderful room you'll love

THE SPANISH EXPERIENCE

- Private cabana at WET
- Gazpacho shots
- Paella cooked by our chefs cabana-side
- 2 bottles of Albariño Wine or 2 pitchers of red sangria
- Sensational Suite

LIVE YOUR LIFE

- 3 story, 2 bedroom Bungalow with private rooftop plunge pool and bbq
- Fully stocked bar
- Day cabana at WET
- Dinner at Mr Chow - \$200 gift card
- Limo and driver for the night (4 hours as directed)
- In-room munchies upon return

EXPLORE [WSOUTHBEACH.COM/HOTEL-OFFERS](https://www.wsouthbeach.com/hotel-offers) FOR MORE INFORMATION OR TO START PLANNING

KIDS AT PLAY

When Easter comes to Miami, W South Beach ensures that everyone is able to follow their Wonderlust. Mini-moguls ages 5-12 are invited to mix and mingle, beach and board game, and dine to their heart's content. Whether the day is spent soaking up the sunshine with beach twister, volley balloon or scavenger hunts or in our game room, wired for the savviest of techies, a team of counselors will keep close watch and make the day magical. After all, these are the coolest kids in town. Want in on the hottest kiddies club on the Beach? Our concierge team can assist with reservations and any additional questions.

March 31st – April 5th from 10am-4pm; \$65 per person, per day.

LOOKING TO CHANNEL YOUR INNER-CHILD DURING EASTER WEEKEND?

Join our tennis clinic or shoot some hoops on our basketball court, located on the 7th floor.

Private and group lessons are available for adults and juniors. Please check with the concierge for additional information about times and availability.

WOW MOMENTS AT W SOUTH BEACH...

FROM ACTS OF GREATNESS TO THE SWEET SIMPLE THINGS: After checking out from W South Beach, a guest called Ricardo Sam in Risk to state that she forgot her credit card at WALL. She was staying the night at W Fort Lauderdale, as she had a 5am flight out of FLL, and had no way to get back to Miami to pick up the card. Ric asked if she could wait until he finished his shift and he would drive the card to her. When Ric got to W Fort Lauderdale, the team there knew exactly what was going on and escorted Ric to the Living Room Bar. After getting proper ID, Ric reunited the guest with her credit card and the guest was able to leave without any worries.